



The ultimate technology resource for Small and Mid-Sized Businesses

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Inc. Technology Site

<http://technology.inc.com/welcome.html>

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Inc. TECHNOLOGY

back to **Inc.com**

HOME HARDWARE INTERNET & E-BUSINESS MANAGING TECHNOLOGY NETWORKING SOFTWARE SECURITY TELECOM & WIRELESS

MONDAY, OCTOBER 2, 2006



PHOTOGRAPH BY ALEJANDRO HOZO

Cell Phones: The New Laptop

By **Damon Brown**

Even people who write reports will leave their notebook computers behind. The high demand for cell phones and the growing number of PC-like features being added into their design are indications that the cell phone is becoming the new laptop.

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Technology Articles by Topic

Hardware

Computers
Gizmos & Gadgets
Printers & Peripherals
Servers, Routers & Switches

Internet & E-Business

Managing Customer Data
Doing Business Online
Launching a Website
Searching the Internet
Online Advertising

Networking

Networks
Intranets and Extranets
Collaborative Computing
Telecommunications
Internet Access Providers

Software

Operating Systems
Software Reviews
Web-Based Apps
Multimedia
Custom Graphics

Expert Corner



CHUCK YOUR SOFTWARE
by Ramon Ray

I can still remember what it was like to install software in the 1980's and early 1990's, back when I was a student in high school. Floppy disks were the rage and many programs in fact fit on one or two disks. During the later 90's through today, software has come installed on CDs and DVDs as they hold more data than other media. But throughout this evolution of software not much has changed.

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STRATEGY TIP

The primary advantage of Bluetooth is the convenience of eliminating wires.

Brian O'Rourke, senior analyst for In-Stat, of Scottsdale, Ariz.

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READER FAVORITES



"We depend upon the interface we designed for our customers to interact with us on our website. We created a tech platform that allows customers to develop their own wine labels by customizing templates or uploading their own design. It automatically converts the customer's design to a format that our printer can use."

--Scott Cahill, CEO, Signature Wines

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Case Studies

- Going Up Against Google



Content Overview

Technology is incredibly important to fast-growing companies. The right technology choices can help firms trim costs, drive business, and conquer larger competitors. The wrong moves can put companies out of business.

IncTechnology.com offers the ultimate technology resource for SMBs, offering easy-to-follow solutions and guidance to the fast-changing technology landscape. The site launched in September '06 with **300 new technology articles**. Major topic channels will include:

- **Hardware**
- **Internet & E-Business**
- **Managing Technology**
- **Networking**
- **Software**
- **Security**
- **Telecom & Wireless**

The site is anchored by experts deeply knowledgeable and established in the world of tech. They bring views, insights, and tips on using tech to improve business results.

Major sections of the site include:

Expert Columns & Ask the Expert

From gadget geeks to strategy whizzes, IncTechnology features leading experts on small business technology. Each week, readers are treated to a new column, and have access to the columnists and each other for more information and to share experiences.

Product Reviews

Small business owners are treated to text and multimedia reviews of the products they need to know about to leverage technology for better business results.

How-Tos

Not every technology dilemma comes with a nearby manual. So Inc.com offers an archive of How-Tos on topics from A to Z. These How-Tos offer small business owners an essential resource in times of crunch.

Case Studies, White Papers, Reader Testimonials

Best practices offer much to be learned from, and as the growing small business technology learns from its mistakes, we offer those lessons to our readers through Case Studies, White Papers, and Reader Testimonials.

Thousands of Articles

IncTechnology draws on the rich archive of *Inc.* magazine articles on tech topics; original articles developed by Inc.com; and partner sites that offer a slice of technology insight we want to bring to our readers.

Program Details

In an effort to let our leading clients gain access to this valuable audience through this exciting new site, we are offering two sponsorships to non-competing clients. Dell is a current sponsor of this site. In an effort to maximize exposure for our advertisers to this desirable audience of SMB Technology decision makers, we have put together a comprehensive promotional and media package. Ad impressions served on IncTechnology.com will include the two sponsors' logos. Each sponsor can receive the following:

Inc.Technology Site Promotional Campaign

- High volumes of co-branded ad impressions to run across the Inc.comFastCompany.com network promoting the IncTechnology Center – **100,000 impressions/month across various ad sizes**
- IncTechnology Center is be promoted heavily through our newsletters, portal partnerships, and search engine marketing and optimization – **50,000 monthly newsletter mentions + portal promotion (impressions TBD)**
- **Special Bonus- Minimum 100,000 co-branded impressions** driving traffic to Inc.Technology are be served each month on FastCompany.com slide shows

Media Campaign

- **Sponsor Content Box** – fixed position, includes links (3) to White Papers, Videos, etc. which can be refreshed throughout sponsorship
- **Welcome Page Ad** – 600x600 appears before readers land on Inc.Technology
- **Leaderboard** – 728x90 – rotate with Sponsor #2
- **Skyscraper** - 160x600 – rotate with Sponsor #2
- **IMU** – 336x280 - rotate with Sponsor #2

Total cost of Sponsorship: November 1-December 31, 2006 - \$75,000

Additional Impressions:

Run of Network (Inc.com & FastCompany.com) Impressions can either link to Sponsor site or Inc.com Technology site.

Flight Dates: November 1 –December 31, 2006

728x90 - \$24 net cpm – 416,666 impressions	\$10,000
336x280 - \$25 net cpm –400,000 impressions	\$10,000
160x600 - \$22 net cpm – 227,272 impressions	<u>\$5,000</u>
Total	\$25,000 net

Total Cost of Campaign \$100,000 net