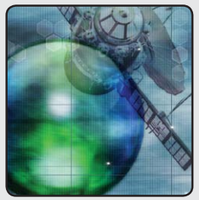
Technology
Alabama

ABOUT US

BREAKING NEWS

TechnologyAlabama.com is where people go first for up-to-date information on stories from within Alabama and beyond.



AN ACTIVE COMMUNITY

TechnologyAlabama.com is Alabama's first technology-focused interactive website enabling users to connect with the state's top thought leaders—sharing insights to support each other's success.

A POWERFUL MARKETING RESOURCE

Regardless of the medium, effective marketing is about creating connections—particularly through cross-promotion. Our site offers a variety of ways to deliver your message, from display ads to section sponsorships.

OFFERING MEASURED RESULTS

Google Analytics will measure traffic to the site, page views, and advertiser click-though rates. Full reporting will be provided to advertisers with their monthly invoice.

THE TECHNOLOGY ALABAMA TEAM

T. J. Potts, Publisher
Walker Sorrell, Associate Publisher
Scott Simon, Web Publisher
Don Milazzo, Web Editor
Lee Mills, Director of Sales and Marketing
Scott Schablow, Marketing Consultant
Jeff Deneen, Marketing Consultant
Robert C. Cain, Technical Advisor

www.technologyalabama.com

Are You Connected?

Do you work with people who use, develop, or manage technology in Alabama?

Technologyalabama.com is the #1 site for people interested in making contributions, progress, or money with technology in Alabama.

Technology
Alabama

merges news, views, and jobs into an online tech community.

www.technologyalabama.com

Whether you are a biotech professional in Birmingham or a rocket scientist in Huntsville, we all share a common interest in technology. Connect with our online community to gain access to invaluable resources and prominent tech leaders in the industry.

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Content & Functionality

Technology **Alabama**

Features and Benefits:

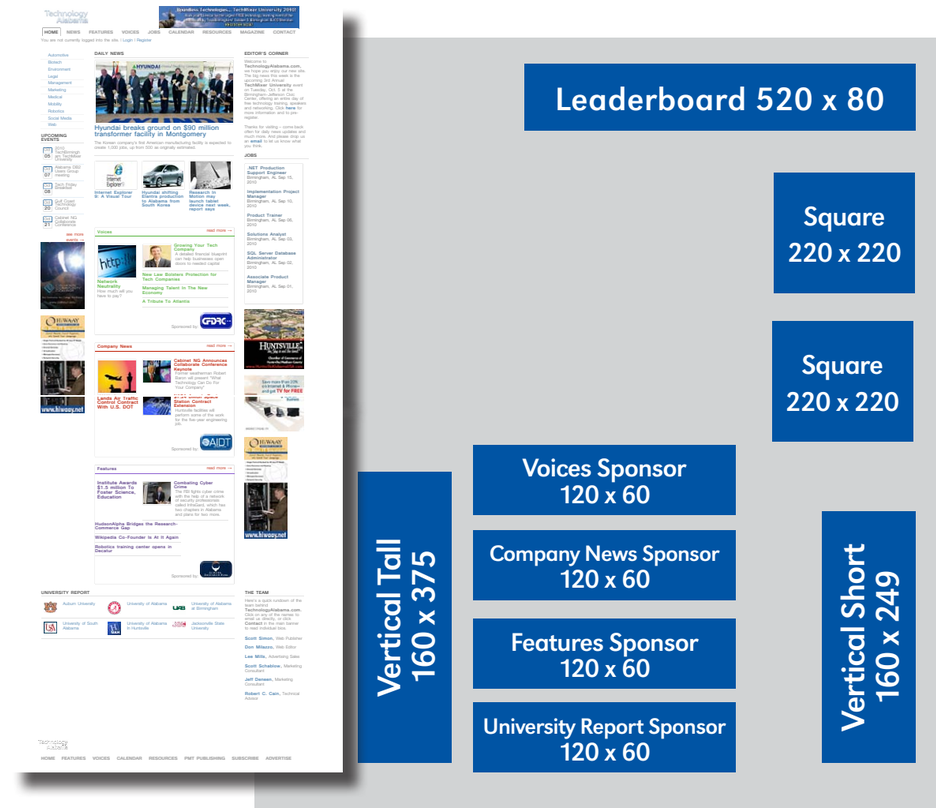
- Career Advancement and Recruiting Center: Our Job Board offers immediate access to more than 70,000 resumes from prospective employees nationwide, with 8,000 in Alabama alone.
- User Groups: Comprehensive and easy-to-use the membership management tool, gives users a platform for connecting with others in their chosen field.
- Alabama's only centralized technology event calendar: Get an "at-a-glance" overview of upcoming events across the state.
- Daily News Updates: Delivering up-to-date news covering the business of technology in Alabama.
- University Report: Updates on groundbreaking developments and pioneering technology from the state's leading academic authorities.
- Special Features: In-depth stories on topics such as Green Technology, Innovators, Tech Deals, New Gadgets, Start-Ups, Venture Capital & Finance, Mobile Technology, and R&D.

Marketing

Our integrated marketing strategy includes an intensive SEO strategy, extensive link building, an ongoing email campaign, and a significant Pay-Per-Click investment. The site features integration with social networking sites such as Linkedin, Facebook, and Twitter.

Offline, TechnologyAlabama.com will have a local and statewide presence in magazines, direct mail, key technology groups, and associations.

technologyalabama.com web ad sizes and rates:



type	size in pixels	rate
Leaderboard	520 x 80	$500 per month
Square 1	220 x 220	$350 per month
Square 2	220 x 220	$350 per month
Vertical Short	160 x 249	$350 per month
Vertical Tall	160 x 375	$350 per month
Sponsor 1	120 x 60	$250 per month
Sponsor 2	120 x 60	$250 per month
Sponsor 3	120 x 60	$250 per month
Sponsor 4	120 x 60	$250 per month

*All ads will run in rotation based on demand.