

# Welcome

## to UBM Channel

*Accelerating Technology Sales*

2012 media kit  
CRN Magazine  
CRN.com  
Channel Sales Services

UBM Channel is the premier provider of IT Channel Media and Events. We provide integrated solutions, including Channel Sales, Marketing and Intelligence Services, that help technology marketers manage channel strategy and accelerate technology sales.

UBM Channel builds go-to-market strategies that drive partner recruitment and enablement while driving customer demand. Our unmatched breadth and depth of global media and event brands, combined with 30 years of experience and engagement and the largest Solutions Provider database in North America, has helped us build unparalleled audience loyalty and credibility.

### The Most Comprehensive IT Channel Coverage in North America

#### CRN Database

170,000 Solution Provider Organizations  
1,300,000 Individuals Within Solution Provider Organizations  
10 Million+ detailed data points

#### CRN.com

500,000 monthly unique visitors  
2,500,000 monthly page views

#### CRN Magazine

100,000 Magazine Circulation  
422,000 Total Readership (with pass along)



Facebook.com/crnmag



@CRN @UBMchannel



UBM Channel, ChannelWeb



## UBM CHANNEL >> CRN MEDIA KIT

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# WELCOME TO UBM CHANNEL

News, Analysis And Insight For An Audience Responsible For Two-Thirds Of All Technology Sales

## UBM CHANNEL

At UBM Channel, our mission is to provide world-class editorial coverage, research, consulting, events and marketing services for Solution Providers and vendors in the technology industry.

Thirty years of experience and engagement with **solution providers responsible for two-thirds of all technology sales** has helped us grow and foster an unparalleled level of audience loyalty and credibility.

This dedication has helped us grow the largest IT reseller database in North America, with detailed information on over:

- 170,000 Solution Provider Organizations
- 1,300,000 Individuals within these organizations

Our integrated solutions help channel vendors accelerate technology sales by building, promoting and growing their channel programs. We offer services for each stage of the indirect sales process, from building go-to-market strategies and partner recruitment, to enablement and customer demand.

## ACCELERATING TECHNOLOGY SALES

UBM Channel is the ideal partner for marketers of today's technologies, providing more reach and influence over the IT Channel than any other publication in North America.



## THE CRN DIFFERENCE

### We Influence the Influencers

At CRN, your advertising is reaching an audience of solution providers, integrators and VARs – people who over two-thirds of all technology sales.

Computer Reseller News was born in 1982, as the IT Channel was just in its infancy. Today, 30 years later, CRN Magazine and CRN.com remain the leading global providers of IT Channel industry news and analysis.

## MEDIA PRODUCTS & SERVICES



UBM Channel's media products and services have unparalleled levels of industry credibility and influence. Take advantage of this vast experience and reach to help your company drive:

### Branding and Awareness

CRN helps you promote your company and educate solution providers on your product and program benefits.

### Targeted Advertising

The breadth and depth of our audience and database lets you target your message by general technology category or specific sub-category.

### Channel Partner Lead Generation

Lead Generation programs let you harness the power of the UBM ChannelBASE to identify/engage with Solution Providers.

### Content Services

Let our content experts create your whitepapers, web content, webcasts and more - to guarantee quality and channel relevance

*The Largest, Most Comprehensive And Detailed Solution Provider Database In North America*

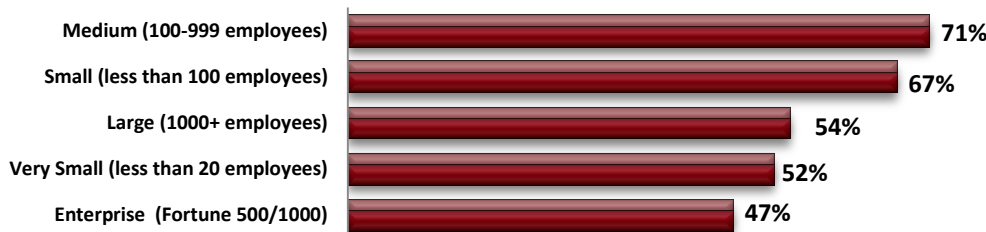
## Detailed Data Points on over 170,000 Solution Provider organizations and 1,300,000 individuals within these organizations

UBM Channel leverages 30 years of channel expertise to build and maintain our detailed Solution Provider database, which allows us to have a relevant two-way communication stream with the audience we serve. The UMB Channel database contains the most comprehensive trend and behavioral data on companies in the North American IT Channel.

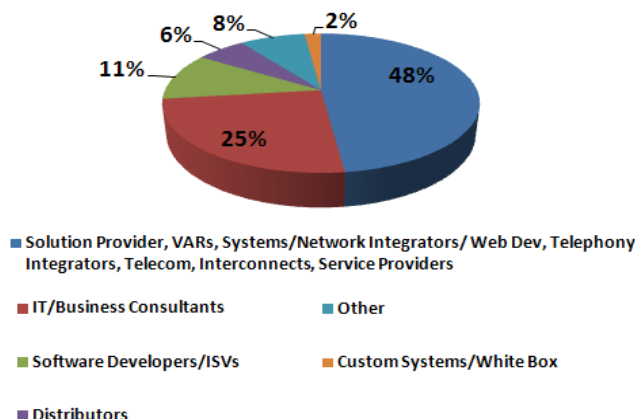
### WHAT IS YOUR PRIMARY JOB FUNCTION?



### WHICH CUSTOMER SEGMENTS DO YOU SELL TO?



### WHAT IS YOUR PRIMARY BUSINESS MODEL?



### WHICH PRODUCTS DO YOU INFLUENCE, RECOMMEND OR SELL?

Total Solutions or custom solutions	87%
IT Consulting Services	67%
Network / Infrastructure Design Implementation	51%
Storage	47%
Security	43%
Data Center	39%
Website Development	38%
Disaster Recovery/Business Continuity	32%
Business Class Internet & Voice Solutions	32%
Hardware Resell & Integration (Systems, Peripherals)	32%
Mobility	30%
Managed Services	28%
Development of Custom Proprietary Software	24%
Business Intelligence SW/Services	23%
Builder of Custom Systems / Servers	22%
Hosting Services	22%
Cloud Services	21%
Virtualization Services	18%
Unified Communications	16%
Content/Document Management	11%

### WHERE DO YOU TARGET YOUR SALES EFFORTS?

Construction	28%
Defense Contractor/Military	25%
Education	25%
Engineering/Scientific	28%
Entertainment/Media	25%
Federal Government	27%
Financial Services/Accounting/Banking	34%
Health/Medical/Dental/Pharmacy	36%
Homeland Security	21%
Hospitality/Food Service	23%
Insurance	25%
Legal	25%
Manufacturing	30%
Real Estate	25%
Retail	24%
SoHo (Small Office/Home Office)	23%
State/Local Government	32%
Telecommunications	29%
Transportation/Distribution	23%
Utilities (Inc. Oil & Gas)	23%

The Flagship Print Component Of UBM Channel's Media Platform For Over 30 Years

## CRN MAGAZINE

CRN is the industry's leading source for channel analysis and technology insight. CRN has been the Channel's Paper of Record for over 30 years, delivering Channel Analysis and Technology Insight to Solution Providers who drive two-thirds of all technology sales.

CRN editorial coverage helps Solution Providers make good decisions by following the news and opinions from today's brightest channel voices and technical analysts.

From industry mergers and economic cycles to the uncertainty of war, natural disasters and scandals, CRN is there, delivering the insight and field intelligence Solution Providers have come to depend on and trust.

CRN has been named a Media Power 50 publication by BtoB Magazine for five straight years (2007-2011), putting us in the company of The Wall Street Journal, The New York Times and NBC's Meet The Press.



✓ **Circulation : 100,000**  
largest SP circ of any publication

✓ **Readership: 422,000\***  
total receivership (including pass-along)

✓ **Publication Schedule: Monthly**  
12 issues per year

✓ **Reach: IT Solution Providers, Integrators, VARs, Consultants, Developers**

### DID YOU KNOW?

*Integrated advertising campaigns that leverage print and online ad units have greater ROI*

**Of the readers who saw a full-page advertisement in CRN Magazine**

**82% Recalled Seeing the Ad**

**58% Took Action**  
*Called, Visited Advertiser's Website, Contacted distributor, etc.*

### **Integrated Magazine & Online Campaigns Generate Actions, Improve Brand Awareness, and Drive Leads**

A recent study conducted by a \$12 billion technology vendor revealed that when Solution Providers viewed ads in CRN Magazine **and** online at CRN.com, they were:

- ✓ **2X more likely** to add the vendor as a partner
- ✓ **4x more likely** to make a vendor purchase decision on behalf of customers
- ✓ **7x more likely** to call a vendor sales rep



*The Premier Website For Reaching And Influencing The Top Solution Providers In The IT Channel*

## CRN.COM

CRN.com is the premiere online IT channel news and technology news authority, offering insight on the VAR and distribution market for more than 25 years.

CRN.com is the leading website dedicated to the IT Channel, generating **2.5 million page views per month** to over **500,000 unique visitors** interested in:

- Breaking News
- Education and Research
- Instructional Videos
- ChannelCasts
- Virtual events
- Community discussions
- Industry insights and
- Strategic tools



### *Out of site means out of mind in the IT Channel*

Research shows that Solution Providers regularly review their portfolios to ensure they're getting the best value for their customers while getting the best support from vendor partners.

- ✓ **Solution Providers review their portfolio every six months**
- ✓ **75% plan to add a new vendor partner in the next year**

So unless you're regularly promoting your brand, partner program and products/services, you could be missing out on some very lucrative partnerships.

## USER ACTIVITY METRICS



- ✓ **2,500,000 monthly page views**
- ✓ **500,000 monthly unique visitors**
- ✓ **500,000 videos viewed per year**

## AWARDS & RECOGNITIONS

- ✓ **Top 10 B2B Websites (Winner)**  
ASBPE Awards : 2011
- ✓ **Best Website Redesign (Finalist)**  
min's Best of Web Awards: 2011
- ✓ **Best Single Article (Winner)**  
min's Best of Web Awards: 2010
- ✓ **Media Power 50 (5 Straight Years)**  
BtoB Magazine: 2006-2011



# CRN 2012 EDITORIAL CALENDAR

A monthly look at CRN's editorial topics, themes, lists, events and plans for 2012

Month	Close	Issue	Theme	Lists	FutureWatch	TechWatch	Events
Jan	1/5	1/23	Distribution & the Cloud	Data Center 100	Security	Mobility	
Feb	2/1	2/20*	Channel Chiefs	Tech Elite 250	VoIP and UC	Printing & Print Services	
Mar	3/5	3/26	CRN 30 <sup>th</sup> Anniversary Partner Program Guide	Coollest Cloud Vendors Channel Trailblazers: 30 Peers with 30 Years Generation Next: 30 in their 30s	Components	Managed Services	XChange Solution Provider Los Angeles Mar 4-7
Apr	4/3	4/23	Channel Champs		Storage	Networking	
May	5/1	5/21		Virtualization 100	Mobility	Security	
Jun	6/5	6/25*	Solution Provider 500 (formerly VAR500)	The 100 Most Important People You Don't Know	Digital Displays	Storage	XChange Public Sector; Charlotte, NC; June 6-8  CRN Power 500 Charlotte, NC; June 5-6
Jul	6/29	7/23		Women of the Channel	WAN Optimization	Components	
Aug	8/7	8/27	The Mobility Revolution	Emerging Vendors Next-Gen 250	Desktop Virtualization	Data Center	XChange Americas; Dallas, August 19-22
Sep	9/4	9/24*	Business Class Connectivity Partner Program Guide	Fast Growth 100	Business Intelligence	Digital Displays	NexTI Fast Growth Best of Breed
Oct	10/2	10/22	Annual Report Card	Enterprise App Awards (The Appys)	Application Development	Printing & Print Services	
Nov	11/6	11/26	Best Companies to Partner With	Top 100 Executives	Data Center	Security	COMDEXvirtual
Dec	11/27	12/17*	Products of the Year	Tech Innovators	Networking	Storage	



Also in Every Issue...

## BUSINESS CLASS CONNECTIVITY

Ongoing coverage of the Business-Class Connectivity expansion in the channel, and the opportunities for VARs to offer telecommunication, connectivity, managed network, and professional services to their clients.

## THE CLOUD

News and updates on the world of Cloud computing, from public clouds and private clouds to inter-clouds and hybrid clouds, covering services models such as software as a service (SaaS), infrastructure as a services (IaaS) platform as a service (PaaS) and hardware as a service (HaaS).

## MANAGED SERVICES

Cutting-edge insight, resources and analysis focused on opportunities and updates on the managed services segment, covering managed service platform vendors and managed service provider (MSP) organizations.

\*Ad Awareness Issue

*Print advertising in CRN Magazine is a key component of any integrated marketing plan*

## CRN MAGAZINE ADVERTISING: A KEY COMPONENT TO INTEGRATED MARKETING

To increase the strength of your marketing, your message should permeate all relevant media touchpoints. And according to a recent Media Usage Study by Readex Research, PRINT must be one of them. When asked which media they use regularly in their work, out of 2,095 professionals surveyed between September 2010 and May 2011, respondents shared that:

- ✓ 77% regularly use of search engines
- ✓ **74% regularly use print publications**
- ✓ 74% regularly use e-newsletters
- ✓ 55% trade/industry publications websites

### Standard Magazine Ads

Your supplied ad is positioned alongside CRN editorial content, helping drive awareness and interest in your company, program and products.

Size	1x	12x	24x	36x
Full 4/c	\$ 28,325	\$ 26,162	\$ 25,441	\$ 24,102
3/4 4/c	\$ 23,278	\$ 21,630	\$ 20,909	\$ 19,982
1/2 4/c	\$ 21,836	\$ 19,467	\$ 19,158	\$ 18,128
1/3 4/c	\$ 16,789	\$ 15,759	\$ 15,450	\$ 15,038
1/4 4/c	\$ 13,699	\$ 12,772	\$ 12,463	\$ 12,154

Note: All rates above are Gross



Full Page 4 Color Ad

### Emerging Marketplace Ads

Designed as an affordable alternative to Advertorials and Inserts, CRN Marketplace Ads are effective, brand-building ads located at the back of the magazine alongside other ads.

Size	1x	7x	12x
Full Page	\$ 11,033	\$ 9,919	\$ 9,367
1/2 Page	\$ 6,683	\$ 6,015	\$ 5,686
1/4 Page	\$ 3,904	\$ 3,564	\$ 3,341
1/9 Page	\$ 1,091	\$ 1,039	\$ 985

Note: All rates above are Gross



Emerging Marketplace Ad

### Custom Advertorials

These custom-created advertisements position your company as a thought-leader in the market. Advertorials include an exclusive interview between your channel executive and a UBM Channel Custom editor. **See next page for details.**



- ✓ Circulation: 100,000 (largest of any SP publication)
- ✓ Total receivership: 422,000 (including pass-along)
- ✓ Named to the *BtoB* "Media Power 50" list *five years in a row*

### MAGAZINE ADVERTISING EFFECTIVENESS

A recent study conducted by a \$12 billion technology vendor revealed that when Solution Providers viewed ads in CRN Magazine & online at CRN.com, they were:

- ✓ **2X more likely** to add the vendor as a partner
- ✓ **4x more likely** to make a vendor purchase decision on behalf of customers
- ✓ **7x more likely** to call a vendor sales rep

### HOW DO SPs USE CRN MAGAZINE?

CRN users rely on our magazine to deliver the news and tools they need to do their business. In fact, many solution providers even save copies of CRN magazine to reference certain articles or lists that help them identify new partners.

CRN users even engage with our print ads. When our audience was polled about their interaction with CRN magazine ads:

**82% Recalled Seeing the Ad**

**58% Took Action** (Called, Visited Advertiser's Website, Contacted distributor, etc.)





Advertising in CRN Magazine is a key component of any integrated marketing plan

## CRN MAGAZINE ADVERTORIAL OPPORTUNITIES

These custom-created advertisements position your company as a thought-leader in the market. Advertorials include an exclusive interview between your channel executive and a UBM Channel Custom editor.

Advertorials are incredibly persuasive and powerful because they are written by a respected industry expert in a journalistic style using quotes, facts, and statistics, leveraging best design practices from editorial, marketing, and ASMI guidelines.

### Why purchase an Advertorial?

Solution Providers are always looking for ways to take advantage of insight to improve their business. Advertorials let you position your company as a channel thought-leader, providing guidance on channel strategy while highlighting your company's successes.

Advertorials help your company build on the exposure driven by CRN editorial awards and honors by highlighting your company or top executives. Editorial coverage can only do so much. You need to convey the bigger story and convey your value proposition to potential partners. CRN Advertorials help you do just that.



Half Page: **\$8,000 Net**



Full Page: **\$16,000 Net**



Spread: **\$32,000 Net**

### 2012 Advertorial Opportunities

Month	Advertorial Opportunities	
January	Data Center 100	
February	Channel Chiefs	
March	Partner Program Guide	Top 100 Cloud Vendors
April	Channel Champs	How To Succeed in Storage
May	Virtualization 100	
June	CRN Solution Provider 500	
July	Women of the Channel	
August	Mobility Revolution	Emerging Vendors
September	Business Class Connectivity	Partner Program Guide
October	Annual Report Card	Enterprise App Awards
November	Best Companies To Partner With	Top 100 Executives
December	Product of the Year Awards	Tech Innovator Awards



For customized advertising bundles that fit all budgets, please contact your UBM Channel representative or Dan Dignam at [Dan.Dignam@UBM.com](mailto:Dan.Dignam@UBM.com)



Rates, specs & and size requirements for CRN print advertising opportunities

## INSERT RATES

(all prices below are Gross)

### Saddle Stitch

Pages	Space	Printing	Tipping	Total
2	\$ 16,222	\$ 5,819	\$ 3,630	\$ 25,672
4	\$ 24,344	\$ 8,363	\$ 3,630	\$ 36,337
6	\$ 29,093	\$ 11,144	\$ 3,630	\$ 43,868
8	\$ 36,101	\$ 13,858	\$ 3,630	\$ 53,590
12	\$ 49,360	\$ 20,991	\$ 5,587	\$ 75,939
16	\$ 62,514	\$ 23,211	\$ 5,748	\$ 91,474
20	\$ 76,247	\$ 31,579	\$ 7,625	\$ 115,452
24	\$ 89,550	\$ 33,790	\$ 9,803	\$ 133,153

12 Pages and above tipping costs subject to approval of insert sample

## SPECIAL UNIT RATES

(all prices below are Gross)

3 page COVER gatefold	\$71,861
3 page INTERNAL gatefold	\$59,884
2/3rd Coverwrap	\$44,290
4 page COVER gatefold	\$83,837
4 page INTERNAL gatefold	\$79,845
Butterfly on gatefold	\$63,860
Ad on Polybag (If already running Polybag \$14,000 net ad on Polybag)	\$25,750
CD_ROM (Clear Polybag)	\$37,867
BRC (Must run with Ad)	\$13,137
Demo Ad (Additional \$1750 plate change & demo binding on top of space cost)	

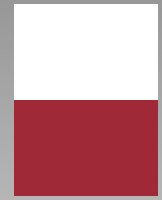
## AD SPECS

DIMENSIONS	Non-Bleed	Trim	Bleed*
Spread	14-3/4" x 9-3/4"	15-1/2" x 10-1/2"	15-3/4" x 10-3/4"
Full Page	7" x 9-3/4"	7-3/4" x 10-1/2"	
<b>FRACTIONALS</b>			
1/2 Horizontal Spread	14-3/4" x 4-3/4"	15-1/2" x 5-1/8"	15-3/4" x 5-1/4"
1/2 Horizontal	7" x 4-3/4"	7-3/4" x 5-1/8"	8" x 5-1/4"
1/2 Vertical	3-3/8" x 9-3/4"		
2/3 Vertical	4-3/8" x 9-3/4"		
1/3 Horizontal	7" x 3-1/4"		
1/3 Vertical	2-1/8" x 9-3/4"		
1/3 Horizontal Spread	14-3/4" x 3-1/4"	15 1/2" x 3-5/8"	15 3/4" x 3-3/4"
Island	4-7/8 x 7"		
<b>GATEFOLD</b>			
Rap	6-3/8" x 9-3/4"	7-1/8" x 10-1/2"	7-3/8" x 10-3/4"
Spread	13-7/8" x 9-3/4"	14-5/8" x 10-1/2"	14 7/8" x 10-3/4"

## ADVERTISING UNITS



Full Page



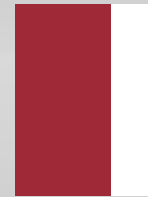
Half Page Horizontal



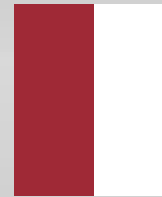
Full Page Spread



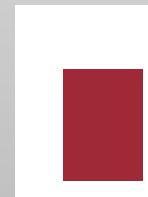
Half Page Spread Horizontal



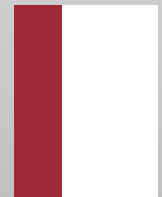
2/3 Page Vertical



1/2 Page Vertical



Island



1/3 Page Vertical



1/3 Page Spread Horizontal



1/3 Page Horizontal



Gatefold Flap Page



Gatefold Spread

# BRANDING & AWARENESS

Promote your company to CRN.com's engaged audience of IT Solution Providers

## BANNER ADS ON CRN

At CRN, we influence the influencers. Banner ads on CRN.com are an effective, affordable way to promote your company to an engaged audience of IT Solution Providers through eye-catching graphics with a simple message or tagline.

## Run-of-site Banner Ads

Run-of-Site banner ads are placed throughout the CRN.com network, providing advertisers with great visibility and driving exposure to a diverse audience of various CRN users, helping you cover all your bases.

### Why Run-of-Site?

Targeting is important to any campaign, but you also have to cast a wide net as a compliment to your targeted advertising. CRN run-of site advertising campaigns reach far and wide, appearing on different sections at different times, helping you expand your target customer base.

For example, our research shows that a storage-focused Solution Provider isn't only reading the Storage section on CRN.com. They're also coming to read our award-winning IT channel news coverage. They want to know who won the CRN Annual Report Card (ARC) Awards and which channel execs made the list of Top 100 Executives. They want to know who's who on the VAR500, and other breaking news stories. And if all they have time for is one article, and it's related to the sections you are targeting, you've missed them!

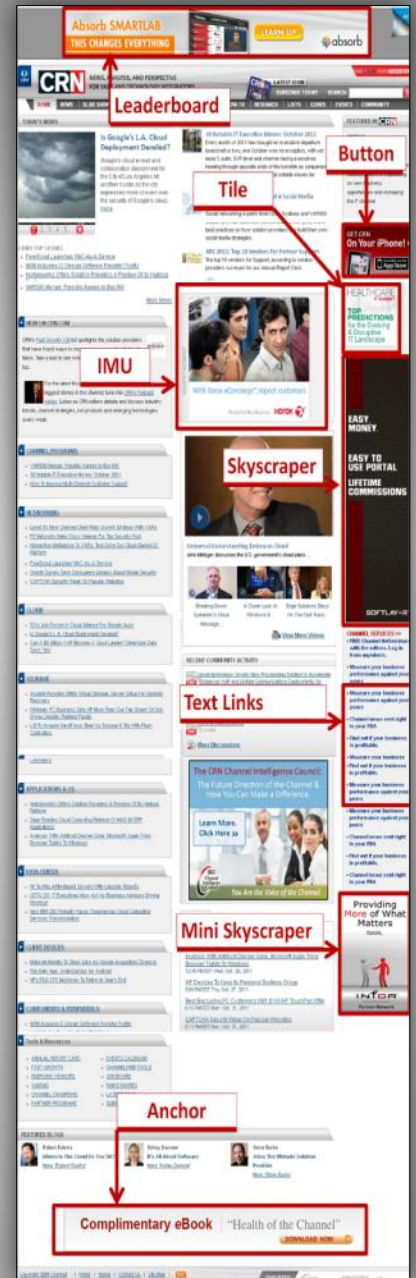
### Run-of-Site Banner Rates

Banner rates are quoted per 1,000 impressions. All prices are net.

Type	Size	Rate
<b>Leaderboard (top)</b>	728x90	\$170
<b>Anchor (bottom)</b>	728x90	\$115
<b>IMU</b>	336x280	\$170
<b>Skyscraper</b>	125x600 / 160x600	\$170
<b>Tiles</b>	125x125	\$50
<b>Button</b>	125x60	\$50
<b>Text Links</b>	70 characters	\$30

For customized advertising bundles that fit all budgets, please contact your UBM Channel representative or Dan Dignam at [Dan.Dignam@UBM.com](mailto:Dan.Dignam@UBM.com)

## BANNER OPTIONS



### Banner Specs

- Formats:** gif, jpg, html, Flash, Rich Media
- Max File Size:** 40K
- Dimensions:** See chart for dimensions
- Animation Time Limit:** 15 seconds
- Loop Limit:** 3 loops, 15 seconds each
- Linking URL** is required upon submission

### Deadlines

- gif, jpg, html** - Two biz days before launch
- Flash** - Five biz days before launch

# BRANDING & AWARENESS

Greet users and grab their attention with your messaging as they enter CRN.com

## WELCOME ADS

The Welcome Ad is a brief advertisement presented to users prior to entering the CRN.com homepage. This exclusive sponsorship lets you showcase your message to the entire CRN.com audience, capturing the attention of Solution Providers and driving brand and product awareness and recognition.

The first time a user visits CRN.com for the day, they are presented with a large (640x480) clickable banner.

When the Welcome Ad is initiated, a 15 second timer begins counting down. If the user clicks on a Welcome Ad, the banner will open in a new browser. Otherwise, user can wait for the countdown to expire or click "skip" to go directly to CRN.com.



**Welcome Ad Pricing: \$10,000 Net**

## WELCOME AD BENEFITS

- ✓ Daily sole Sponsorships
- ✓ 100% Share of Voice
- ✓ "Own" the Entrance to CRN.com
- ✓ Daily Impressions: **20,000**
- ✓ Average Click Through Rate: **.8%**

### Welcome Ad Specs

**Formats:** gif, jpg, html, Flash, Rich Media  
**Max File Size:** 100K  
**Dimensions:** 640 x 480  
**Animation Time Limit:** 15 seconds  
**Frequency Cap:** 1 per user, per 12 hour period, non-looping  
**Linking URL** is required upon submission

### Deadlines

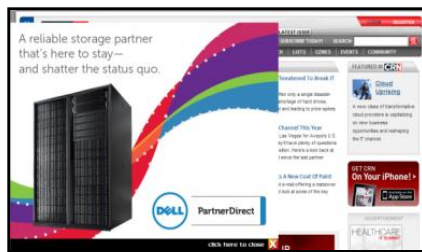
Assets due five business days before launch

## POPTABS

CRN PopTabs incorporate ad persistence technology throughout every page of CRN.com, ensuring site visitors don't miss your message. Located above your browser's status bar on the left, site visitors will get a scrolling teaser message on the tab, inviting them to click to learn more. When open, the Tab pops open to reveal your special ad unit.

**1.** User mouses-over PopTab message in bottom left corner of CRN.com

**2.** PopTab expands to present full ad linking to sponsor's site



- ✓ **Gain visibility throughout CRN.com** Be on every page of CRN.com for a week!
- ✓ **One-click creative:** The entire unit is clickable, making for easier interaction
- ✓ **Persistent:** PopTabs stay on screen, even as users scroll, unlike standard banners

**PopTab Pricing: \$12,000 Net/Week**

## POPTAB BENEFITS

- ✓ Visible throughout CRN
- ✓ Weekly Sole Sponsorships
- ✓ Tracking & Reporting
- ✓ **250,000 impressions /week**

### PopTab Specs

**Formats:** gif, jpg, .png, .swf  
**Ticker (teaser):** 175x25 (Any image wider than 200 px will automatically ticker from right to left, unless using a .swf (flash) file.)  
**Expandable:** 640x480px - Instead of creating file, client can opt to send to a landing page.  
**Specs for Images:**  
 Color Mode RGH, Non-animated, 72 DPI  
 Standard optimization (no progressive)  
 Less than 100 kilobytes  
**Specs for SWF**  
 Version 6, AS 2.0 (only if necessary, otherwise 1.0)  
 A background flood color should be included for any non-white backgrounds  
 Less than 100 kilobytes  
 30 FPS  
 Minimal Listeners



Capture user attention with a subtle nudge from an animated, interactive PagePeel on CRN.com

## PAGEPEELS

CRN.com **PagePeels** allow advertisers to capture attention with this prominently displayed, animated ad unit. The PagePeel is comprised of two graphic elements, the "Dog-ear" and the "Peelback". Both elements are required.

### 1. "Dog-ear"

The corner of pages of CRN.com display a flap or dog-ear that pulls up and down to reveal just a piece of the creative, and entices a visitor to peel back the rest and reveal what's underneath.



### 2. Peelback

When the visitor mouses over the dog-ear, the page peels back to reveal your ad in a live area that overtakes the rest of the page.



[See a PagePeel in Action!](#)

## PROGRAM BENEFITS

- ✓ Visible throughout CRN.com
- ✓ First creative is free\*
- ✓ 350,000 impressions per week

<http://tinyurl.com/CRNpagepeel>

## PagePeel Format & Specs

### Dog-ear File

- Dimensions: 100x75 (Approximately 40 of the top pixels are visible)
- Images wider than 300 pixels will automatically ticker from right to left
- 100 pixel buffer on either side of the image for a smooth transition.
- Images less than 300 pixels in width will not ticker
- Client may provide logo in place of dog-ear

### Peelback File

- Live content resides in the upper right corner; lower left corner not visible
- Client may provide URL of landing page as an alternative to Peelback file

Weekly Pricing: **\$12,000 Net**

\*Creative charges will be incurred for additional ads

# BRANDING & AWARENESS

A powerful way to deliver an influential multi-media message to CRN.com users

## EXPANDABLE ADS

**Expandable Leaderboard Ads (ELAs), Expandable Skyscraper Ads (ESAs) and Expandable Tile Ads (ETAs)** are rich media experiences that grab the eye of the CRN user and expand in size when moused-over. Expandable Ads are a powerful way to deliver a real-time, influential multimedia message and solicit strong calls to action without intruding with page functionality. The ads are served across the entire CRN.com site, providing your targeted message with maximum visibility.

Expandable Ads let you showcase up to five (5) different assets within the unit, which may include:

- ✓ Video messages
- ✓ Product demonstrations and comparisons
- ✓ Case studies, whitepapers, and other rich media

UBM Channel will help you create your Expandable Ad and provide engagement data on its performance, including impressions served, opens, interaction time, clicks to content, video views, and form field data (if included).



**Leaderboard**



**Skyscraper**



**Tile**



## PROGRAM BENEFITS

- ✓ Average Open Rate: **18.38%**
- ✓ **150,000** impressions
- ✓ **Dedicated Project Manager**
- ✓ **Creative design/ and hosting**
- ✓ **Behavioral data tracking**



[See a CRN ELA in Action!](#)

### Expandable Ad Specs

Formats: gif, jpg, html, Flash, Rich Media  
 Max File Size: 40K  
 Animation Time Limit: 15 seconds  
 Loop Limit: 3 loops, 15 seconds each  
 Linking URL is required upon submission

#### Creative Requirements

- Sound is required to be initiated by user
- Clickable mute button is required
- Close button is required

#### Deadlines

gif, jpg, html- Two biz days before launch  
 Flash - Five biz days before launch

#### Expanded Leaderboard

Expanding units are user initiated either on-mouse over or on-click  
 Non-Expanded Dimensions: 728 x 90  
 Expanded Dimensions :728 x300

#### Expanded Skyscraper

Expanding units are user initiated either on-mouse over or on-click  
 Non-Expanded Dimensions: 160x600  
 Expanded Dimensions :400x600

#### Expanded Tile

Expanding units are user initiated either on-mouse over or on-click  
 Non-Expanded Dimensions: 125x125  
 Expanded Dimensions :640x480

Pricing: **\$30,000 Net** (minimum)



# BRANDING & AWARENESS

*Stay on their mind with high impact broad bars that stay on the page while the user scrolls*

## Ribbon Ads

Ribbon Ads are high impact broad bars that stay on the page when you scroll. Ribbon ads can be great way to draw attention to an offer without occupying too much valuable screen area.

- Solicit strong calls to action without impeding page functionality.
- Maximum visibility across the entire CRN.com site.
- Showcase one key asset within the unit such as a video, demo, or whitepaper.
- Reporting on interactions:
  - Opens
  - Clicks on link
  - Seconds of interaction



[See a ribbon ad demo](#)

**Open Rate: \$12k Net Per Week**  
**Guarantee: 250k ROS impressions**

## Custom Curtains

Custom Curtains are special ad units that provide eye-opening engagement for Solution Providers visiting the site.

- Covers the left and right hand rails on the homepage
- Your message remains fixed as users scroll up or down
- Ideal for your next product launch strategy



**Home Page Weekly Rate: \$8.5k Net**  
**News Section Weekly Rate: \$5k Net**

**Guarantee: 50k impressions**  
**Guarantee: 25k impressions**

# BRANDING & AWARENESS

Keep Solution Providers up-to-date and informed on news, product updates and new launches

## SHOWCASE

Solution Providers are eager to stay current with a vendor's products and program offerings in order to better their business and stay on the forefront of the channel. Having a centralized location for vendor resources reporting on new product releases and program enhancements allows Solution Providers to have the most up-to-date information without anything getting lost in the shuffle.

UBM Channel's Showcase Program allows you to make Solution Providers aware of the latest happenings in your organization through a dedicated, co-sponsored website, hosted by our own Senior Vice President, Bob DeMarzo.



### Showcase Plus – Add a 2-3 minute video

Provide a bigger splash for your program announcement through this one-on-one interview with UBM Channel Senior Vice President, Robert DeMarzo. Filming to be held in UBM Channel Regional Office: Manhasset, NY

### Application examples for Showcase include:

**Product Launches.** Allows businesses to launch new products to targeted audiences while also showcasing demos, samples, product specifications, case studies, marketing collateral and sales tools, while also combining product, program, support, sales and marketing initiatives and resources in a single environment.

**Program Launches.** Simplifies the range of program communications on new products and upcoming releases.

**Sales/Lead Generation.** Creates brand awareness down to the point-of-sale and to lead buyers to a place where they can buy what they want. It can also be configured to create positive brand affiliation and to generate demand for products and programs.



### PROGRAM BENEFITS

- ✓ Your logo featured on website
- ✓ 50-word solution description
- ✓ Up to four (4) supplied assets
- ✓ One link back to your site
- ✓ Promotion in one newsletter, deployed to a 30k users
- ✓ Mention in site intro by Bob DeMarzo, VP of Strategic Content
- ✓ 250,000 Total Traffic Drivers

### SHOWCASE BASIC

**Multi-Sponsored: \$5,000**  
for one month (\$12,500 value)

**Sole Sponsored \$25,000**  
for one month

**SHOWCASE Plus (with video)**  
**Additional \$7,500/month**  
for one month (\$12,500 value)

(in addition to \$5,000 NET for program)

*\*All prices are Net*



# BRANDING & AWARENESS

Get in front of a captivated audience as they use CRN.com on their mobile device

## CRN MOBILE OPPORTUNITIES

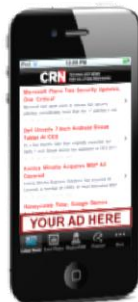
The number of mobile visitors to CRN.com has grown exponentially over the past year. In fact, **since January 2011, we've experienced a 56% increase in mobile device visitors.**

In an effort to better serve this growing audience, **CRN.com has recently launched a new mobile site.** Our goal is to provide readers with total access to our editorial content in a way that's easier to view on a mobile device than the traditional CRN.com.

While readers are immersed in content, they are just **one click away from the sponsoring company's website!**

### App for iPhone

The CRN App is available in the iTunes store for iPhone and iPod touch users. Once downloaded, the app can view current articles wherever they are – online or off.



### Mobile Site for Smartphones

Smartphone users with Internet access can view the CRN.com mobile site while online in an easy-to-read and navigate format.



## PROGRAM BENEFITS

- ✓ 1 Sponsor Per Month - exclusive run-of-site placement
- ✓ 320 x 50 Banner throughout the entire mobile site
- ✓ 50,000 page views per month
- ✓ 25,000 unique visitors/month
- ✓ 56% increase in visitors in 2011
- ✓ 31% page view increase in 2011

Exclusive opportunity!

One Sponsor Per Month.

Pricing: **\$5,000 Net per month**

*Stay in touch with current and perspective Solution Provider partners between in-person events*

## VIRTUAL PARTNER CONFERENCES

Partner Conferences are an important vehicle for interacting with the Solution Providers in your program. Partner Conferences help partners stay up-to-date on your latest products, initiatives, and programs – and provide you the opportunity to get a pulse on the market and gather partner feedback and needs.

Virtual events can be a compelling alternative or effective add-on to traditional face-to-face events. UBM Channel offers a turnkey virtual conference program, complete with sessions, discussions, appointments, demonstrations, and collateral – all online!

### Benefits of Virtual Partner Conferences

Going virtual affords a variety of benefits, opportunities, and efficiencies for both you and your partners. Everyone has more flexibility with their schedules, and the budget barrier is removed for your prospective attendees.

Maximize Impact	Control Budget
<ul style="list-style-type: none"> <li>Recruit existing partners or prospective partners who cannot attend live</li> </ul>	<ul style="list-style-type: none"> <li>Shift investment from travel to content and recruitment</li> </ul>
<ul style="list-style-type: none"> <li>Reach out to co-workers or employees of live attendees</li> </ul>	<ul style="list-style-type: none"> <li>Eliminate print costs for material and signage, as well as travel costs.</li> </ul>
<ul style="list-style-type: none"> <li>Extend the shelf life of your content through six month online archive</li> </ul>	<ul style="list-style-type: none"> <li>Design campaigns to take advantage of online content</li> </ul>
<ul style="list-style-type: none"> <li>Track attendee activity and follow-up with targeted messaging</li> </ul>	<ul style="list-style-type: none"> <li>Develop rewards for participation rather than attendance</li> </ul>

### Basic Package

#### ✓ Project Management

Includes planning, booth building and live support

#### ✓ Virtual event platform package

Includes registration page, 20 booths, 6-month archive, booth design & reporting

#### ✓ One video green screen welcome

Recorded by professional announcer or your executive

#### ✓ One video recording session

Includes green screen welcome and one 30 minute content session

#### ✓ 2 additional video webcasts

Sponsor sends UBM Channel based upon our provider specifications

#### ✓ 3 audio webcasts

UBM Channel will set up recording session for audio events and edit accordingly

Pricing : Starts at **\$50,000 Net**

Lead Time: **12 Weeks**



## OPTIONAL COMPONENTS

Our experienced UBM Channel staff is available to support your conference with content development and attendee recruitment (additional fees apply).

### Custom Content Creation

UBM Channel's content enhancement program includes, (but is not limited to):

#### CEO Interview:

Sponsor executive interviewed by a content expert with your prepared questions

#### CRN Test Center Review:

Vendor hardware or software is submitted for review & reporting

#### Moderated VAR Panel

Nominated partners discuss success with your company, program, product or solution

#### Custom Content

We'll help identify topics relevant to your audience and the best delivery vehicle to reach them (includes leveraging UBM Channel content)

#### Audience Recruitment Assistance

Our Audience Acquisition team helps drive attendance while our house database helps broaden your invitation list:

#### Recruit better partners from your database

We'll identify your best up-and-coming partners and recruit them to join your event

#### Recruit net new partners

We'll recruit partners for training and make virtual introductions to your management staff

#### Messaging

We'll help create email and/or print invitation campaigns to support event registration

#### Re-confirm registrants

We'll follow-up with registrants by email and telephone to increase live event participation



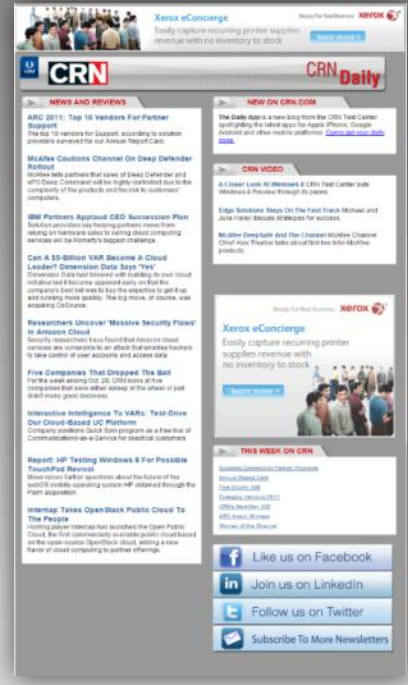
# TARGETED ADVERTISING

*A unique opportunity to reach opt-in decision-makers with targeted ads on email newsletters*

## CRN EMAIL NEWSLETTER SPONSORSHIPS

CRN's newsletters provide IT professionals the information, news and tips they need to stay up-to-date on the IT channel industry. And since CRN newsletters are specifically targeted to certain market segments and sectors within the IT industry, our newsletter sponsorships offer a unique opportunity to reach opt-in decision-makers.

NEWSLETTER	FREQUENCY	DAILY CIRC	EMAILS SENT PER WEEK	RATE CARD	OPEN RATE	CPM
<b>Cloud Computing</b> The news on trends, blogs and discussion forums around the world	<b>WEEKLY Tuesday</b>	55,000	55,000	\$3,025	9%	\$55
<b>CRN Daily News</b> roundup of news, plus the buzz from the blogs and discussion forums	<b>DAILY Monday - Friday</b>	120,000	600,000	\$6,600	12%	\$55
<b>Executive Briefing</b> An look back at the most important stories of the week in the channel	<b>WEEKLY Friday</b>	37,000	37,000	\$2,035	9%	\$55
<b>Networking</b> Complete coverage of networking, VOIP and UC technologies and news	<b>2X/WEEK Monday and Wednesday</b>	85,000	170,000	\$4,675	10%	\$55
<b>Security</b> The latest news, trends and threats in IT security	<b>2X/WEEK Tuesday and Friday</b>	72,000	144,000	\$3,960	10%	\$55
<b>Storage</b> Regular updates on SAN storage, storage as a service & data backup	<b>2X/WEEK Tuesday and Friday</b>	70,000	140,000	\$3,850	9%	\$55
<b>Solution Provider 500</b> Strategy/research for & about North America's top Solution Providers	<b>WEEKLY Wednesday</b>	78,000	78,000	\$4,290	10%	\$55
<b>VAR Insider</b> Daily news, plus strategic insight and analysis designed to help VARs improve their businesses	<b>DAILY Monday-Friday</b>	154,000	770,000	\$8,470	11%	\$55
<b>Virtualization</b> Data center, server & desktop trends and opportunities	<b>WEEKLY</b>	54,000	54,000	\$2,970	10%	\$55
<b>Business Class Connectivity</b> News and opportunities for VARs to offer connectivity to clients.	<b>MONTHLY</b>	90,000	90K/Month	\$4,950	9%	\$55
<b>Managed Services</b> Insights into the latest news in IT infrastructure management	<b>MONTHLY</b>	33,000	33,000/Month	\$1,815	10%	\$55
<b>Mobility</b> Channel opportunities in smartphones, tablets, mobile software and services.	<b>WEEKLY Thursday</b>	90,000	90,000	\$4,950	11%	\$55



### CRN NEWSLETTER STATS

- ✓ **Open Rate Range: 9% - 12%**
- ✓ **Sole Sponsorships**
- ✓ **Up to 2 Ad Units Each** (Leaderboard, Skyscraper and/or IMU)

### HTML Format Specs

- Choose leader + skyscraper or leader + IMU
- ✓ Must include linking URL
  - ✓ Jpegs or static .gifs only
  - ✓ No Animated .gifs, flash and video

### Text Format Specs

- ✓ Max 55 words
- ✓ URL MUST stand alone as last line
- ✓ One URL Per Ad
- ✓ Ads submitted in Word or Notepad

**Pricing: See Pricing Grid To The Left**  
All prices are Net



# TARGETED ADVERTISING

Focus your spend on those sections of CRN.com most likely to attract the right audience

## TARGETED BANNER CAMPAIGNS

CRN.com provides advertisers a truly targeted option to online banner marketing. Our advertising options let you focus your spend on the sections of the site most likely to attract your audience and maintain their interest.

✓ Sponsors may target their spend directly within their preferred IT category primary segments (security, storage, etc)

-or-

✓ Drill down even further and address specific targeted segments within the category (access control, data protection).



## Targeted Banner Ad Rates and Specs

Banner rates are quoted per 1,000 impressions. All prices are net.

Type	Size	Net Rate
Leaderboard (top)	728x90	\$170
Anchor (bottom)	728x90	\$115
IMU	336x280	\$170
Skyscraper	125x600 / 160x600	\$170
Tiles	125x125	\$50
Button	125x60	\$50
Text Links	70 characters	\$30

For customized advertising bundles that fit all budgets, please contact your UBM Channel representative or Dan Dignam at [Dan.Dignam@UBM.com](mailto:Dan.Dignam@UBM.com)

## Technology Categories

Get targeted impressions by advertising within the following sections

### Application/OS (primary)

- Application Development
- Business Intelligence & Analytics Software
- Collaboration & Communication Software
- Database & System Software
- Enterprise Applications
- Open Source
- Operating Systems
- SMB Applications
- Software as a Service

### Channel Programs (primary)

- Distribution
- Enterprise Opportunities
- Managed Services
- Professional Services
- SMB/Midmarket Opportunities
- Vertical Opportunities

### Client Devices (primary)

- Desktops, Notebooks & Netbooks
- Smartphones
- Tablets

### Cloud (primary)

- Cloud Channel Programs
- Cloud Infrastructure
- Cloud Platforms
- Cloud Software
- Cloud Security
- Cloud Storage
- Cloud VARs

### Components & Peripherals (primary)

- CPUs/GPUs
- Digital Signage
- Hard Drives
- Monitors
- Motherboards
- Printers
- Whitebox

### Data Centers (primary)

- Servers

### Networking (primary)

- Routers & Switches
- Telecom
- Video
- VOIP & Unified Communications
- Wireless

### Security (primary)

- Access Control
- Application & Platform Security
- Current Threats
- Data Breaches
- Data Protection Technologies
- Network Security
- Threat Management

### Storage (primary)

- Data Protection/Disaster Recovery
- Networked Storage
- Storage Services
- Storage Software

# TARGETED ADVERTISING

Align Your Products, Services & Messaging With Contextually Relevant Editorial

## CONTEXTUALLY TARGETED ADVERTISING

CRN.com's **Contextually Targeted Advertising (CTA)** is a unique new approach to online marketing. As CRN visitors read articles, links from advertisers with products relevant to the story are displayed alongside the content, providing a brief preview of the advertising company. Those who click are taken to a 20 page microsite within CRN dedicated entirely to the advertising company.

Contextually targeted advertising is the most pinpointed search program available to technology marketers today. Your advertising content is presented only in relevant sections of CRN.com, so you know that those who are presented your ad is at least interested in your product category. For example, if you're a Security vendor, your ad would only appear alongside Security-related content on CRN.com.

Contextually targeted advertising also improves your organic search engine placement. Your microsite within the CRN.com community works in conjunction with an intelligent search technology based on concepts and entities. The end result is a search engine optimization initiative more intuitive and effective than traditional keyword text links alone (paid search).

### Search Engine Marketing (SEM) benefits

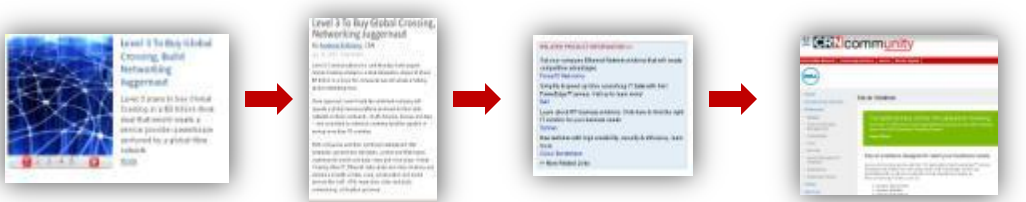
Contextually-targeted advertising can significantly help with your organic search results on major search engines; Google, Yahoo, Bing.

### Search Engine Optimization (SEO) techniques

Contextually-targeted advertising applies cutting-edge SEO techniques to your microsite to increase Google search rankings for topics related to your products and services.

### How it Works: Contextually Targeted Advertising on CRN.com

1. Users peruse articles of interest on CRN.com
2. Visitor clicks to view article
3. Contextually relevant links placed next to story
4. Users clicks to advertiser's Microsite



### SPONSORSHIP DETAILS

- ✓ 20 page "sub-site" dedicated to your company
- ✓ Listing in CRN Vendor Content directory with link to sub-site
- ✓ Sub-site automatically updated when vendor website is revised
- ✓ Related vendor links & microsite active for 12 months
- ✓ Sub-sites may contain 12 pages of content from vendor's website
- ✓ SEO techniques help increase ranking for web searches
- ✓ Monthly reporting on impressions and clicks
- ✓ One flat rate for unlimited response - no monthly caps or bidding on keywords

### MODELS & PRICING (select one)

1. Annual Sponsorship: **\$35,000**  
Net - 12 consecutive months
2. Cost-Per-Click : **\$10/click**  
(min. 1,000 clicks)



# CHANNEL LEAD GENERATION

Combine 3 of our best performing, most targeted online advertising opportunities and save!

## TARGETED LEAD GENERATION BUNDLES

Combine three of our best performing online components targeted solely towards Solution Providers selling into specific technology categories relevant to your company's products and services.

### 1. CRN.com Targeted Online Banners

Target your advertising towards Solution Providers selling into specific technology categories relevant to your products and solutions. Purchase impressions on the technology targeted sections of CRN.com to align your message with relevant editorial.

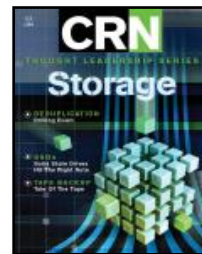
Explore CRN technology focuses: <http://www.crn.com/news/index.htm>



### 2. CRN eZine Sponsorship

CRN eZines are created to educate technology professionals about a specific technology and its opportunities for growth. CRN creates focused, multi-sponsored publications around 5 "must read" articles from CRN. The eZines will feature a 1-page digital ad provided by your company. UBM Channel will drive Solution Providers to your eZine to generate leads and awareness in your products and solutions.

Download a CRN eZine: <http://www.crn.com/thought-leadership-ezines.htm>



### 3. Content Based Lead Generation

Drive interest and leads in your channel partner program using existing white papers, case studies or videos.

UBM Channel will manage, design, and approve all promotional efforts to recruit registrants from a targeted list of Solution Providers that match your ideal partner profile. Information collected from each registrant will include first name, last name, email, company, and phone number.

View our Whitepaper/Content Library: <http://research.crn.com/>



## SPONSORSHIP DETAILS

- ✓ 150,000 Targeted Banner Impressions on CRN.com
- ✓ 1-page Digital Ad in a Quarterly eZine Sponsorship
- ✓ 200 Content Based Leads

## ENHANCEMENT OPTIONS

- ✓ Lead and/or banner increase
- ✓ Video Sponsorship
- ✓ ChannelCast
- ✓ Newsletters
- ✓ Virtual Event

## CATEGORIES & SEGMENTS

Choose a targeted media campaign directed solely towards Solution Providers selling into specific technology categories relevant to your products and services.

- ✓ Storage
- ✓ Security
- ✓ Cloud
- ✓ Networking
- ✓ Applications/OS
- ✓ Data Center
- ✓ Virtualization
- ✓ Products of the Year

Pricing: **\$35,000 Net** (\$41,500 value)

Program may be scaled up or down to accommodate budgets. Program elements are also available separately.

# CHANNEL LEAD GENERATION

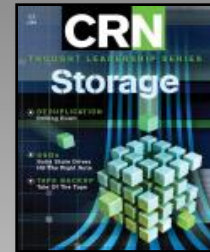
*Sponsor a compelling technology guide used to educate users about your technology segment*

## CRN EZINES

CRN eZines are compelling technology guides used to educate technology professionals and decision makers about a specific technology segment and the opportunities for growth within the segment. CRN eZines help drive leads and product/service awareness.

UBM Channel will design, create and host a 10-page downloadable eZine with content chosen by Kelley Damore, VP & Editorial Director of UBM Channel. Technology target options include:

Sponsored eZines feature a 1-page digital ad to be provided by the sponsor. UBM Channel will use promotional efforts to invite Solution Providers to download the eZine and help drive leads and awareness about the sponsors products and solutions.



### SPONSORSHIP DETAILS

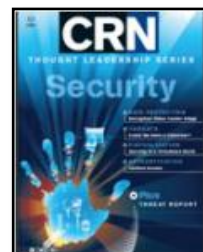
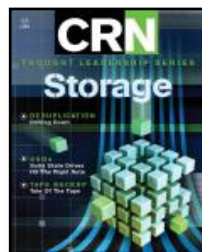
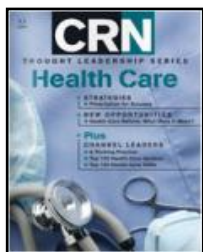
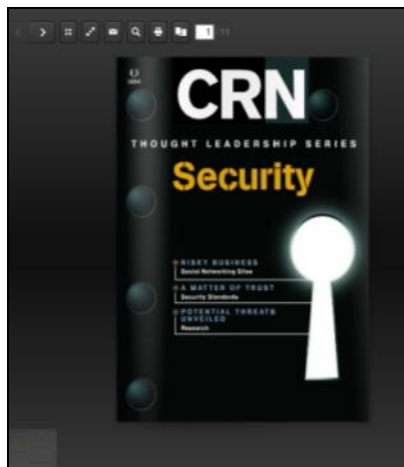
- ✓ Total impressions: **500,000**
- ✓ Emailed to op-tins: **10K**
- ✓ Total Qualified leads: **200**

### BI-WEEKLY REPORTING

- ✓ Downloads/views
- ✓ Lead Data
- ✓ Survey data
- ✓ Traffic driver performance

### TECHNOLOGY CATEGORIES

- ✓ Storage
- ✓ Security
- ✓ Cloud
- ✓ Networking
- ✓ Applications/Operating Systems
- ✓ Data Center
- ✓ Virtualization
- ✓ Products of the Year



**Pricing: \$7,000 Net**



Generate qualified Solution Provider leads using your own existing content assets

## CONTENT-BASED LEAD GENERATION

Solution Providers are constantly searching for content that helps educate them on different technologies, channel programs and market trends.

Content driven marketing has become a crucial element to your business as it engages current and potential customers through the delivery of high-quality, relevant and valuable information.

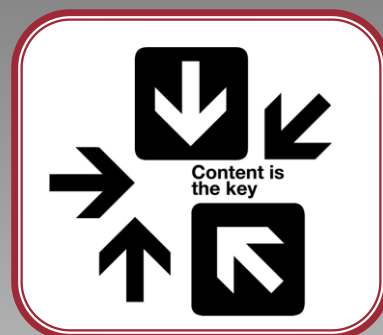
### Educate and Engage the CRN audience

#### Let your content qualify your targeted leads

Through CRN.com's Content Library, you can utilize your assets to leverage our vast Solution Provider audience in order to generate qualified leads and drive partnerships on a cost per lead basis.

Your supplied assets may include **white papers, case studies or videos.**

Visit our Content Library at: <http://research.crn.com>



### THE CBLG PROCESS

- ✓ UBM Channel will work with you to determine **which assets will resonate** best with our audience.
- ✓ UBM Channel will **manage, design, and approve** all promotional efforts
- ✓ UBM Channel will drive **traffic-with email newsletters and ad units** on CRN.com
- ✓ Registrants recruited from a **targeted list of Solution Providers** matching your ideal partner profile
- ✓ Assets downloadable upon filling out a **brief registration form**
- ✓ Lead report includes **name, email, company, phone number**

Price Per Lead: **Starts At \$75 Net**





# CHANNEL LEAD GENERATION

*Drive targeted, qualified leads while building relationships and collecting valuable feedback*

## CHANNELCASTS

**CRN ChannelCasts** are one-hour internet-based seminars that educate VARs and resellers on the most up-to-date solutions available in the market under a variety of technology verticals. Solution Providers join CRN editors & Vendor sponsors for live and On Demand discussions that give them the information they need to increase revenue and grow their business.

UBM Channel provides all the project management - from scheduling meetings and gathering deliverables, to setup, rehearsal and even content creation assistance. We even drive audience recruitment and marketing.

- ✓ UBM Channel provides the **project manager** and **session moderator**. We also drive attendee **registration** and handle all pre-event **logistics**.
- ✓ ChannelCasts begins with a **5 minute introduction**. Sponsors may request custom introductions from UBM Channel Editors.
- ✓ A UBM Channel Editor delivers a **presentation based on industry news**. Or, sponsors choose the topic and UBM Channel will provide a third-party resource to present (analyst, industry expert, etc.).
- ✓ Sponsors follow-up with a **vendor presentation** and **live Q&A**.
- ✓ UBM Channel delivers **detailed reporting and leads** when goal is reached.

### ChannelCast Process

**5 MINUTES**  
Sponsor  
Branding /  
Introductions

**15 MINUTES**  
Editorial /  
Industry  
Presentation

**20 MINUTES**  
Sponsor  
Presentation

**20 MINUTES**  
Q&A

Pricing Live ChannelCasts			
Registrants	Attendees	Audio	Video
250	75-100	\$15,000	\$25,000
350	100-140	\$30,000	\$35,000
500	150-200	\$35,000	\$50,000

\*Average cost per registrant is \$100

Pricing On-Demand ChannelCasts			
Registrants	Attendees	Audio	Video
100	75	\$10,000	n/a
250	90-120	\$12,500	\$22,500
350	120-170	\$26,500	\$31,500
500	180-240	\$30,000	\$40,000

\*Average cost per attendee \$175.



### REGISTRANT STATISTICS

- ✓ **84.6%** management titles or above
- ✓ **87.1%** sell into the SMB market
- ✓ **64.9%** sell into Enterprise market

### PROGRAM BENEFITS

- ✓ **Maximize ROI**  
Get strong ROI through guaranteed leads and detailed reporting
- ✓ **Collect Valuable Feedback**  
Receive Instantaneous feedback through polling, surveys, Q&A
- ✓ **Secure Guaranteed Leads**  
Generate qualified, detailed sales leads (name, title, company, phone#, email).
- ✓ **Build Relationships**  
Reach Solution Providers for more "face time" between live events

Pricing: *See Pricing Grid To The Left*

# CHANNEL LEAD GENERATION

*Extend your marketing reach, increase brand awareness, and generate high-quality leads.*

## VIRTUAL EVENTS

UBM Channel's Virtual Events leverage the most successful elements of our live, face-to-face channel conferences and translates them into the virtual world of the Internet.

Virtual Events are 1-day or 2-day "live" online events (available on demand for 90-days after live date) that bring together hundreds/thousands of Solution Providers in an innovative, interactive and content rich environment.

Solution Providers tune in for presentations and panels with live Q&A to find out what they can do to increase their sales, learn about the next generation of products and channel programs from leading vendors, and hear about and share real world experiences with one another.



### Editorial Virtual Events

Participate in multi-sponsored events with targeted content, speaking opportunities and recruitment with lead guarantees.

**\$10,000 to \$40,000 Net**

### COMDEXvirtual

The biggest multi-sponsored global virtual event in history and the largest gathering of IT Solution Providers in existence. Massive, yet targeted recruitment and speaking opportunities. **\$10,000 to \$75,000 Net**

### Partner Briefing Centers

Content repository in a virtual, available for long term content library with targeted recruitment efforts.

### Virtual Partner Conferences

Reach more partners, drive deeper employee engagement and maximize your content for greater, long-term use.

**\$50,000 to \$150,000 Net**

### ChannelCasts

Sponsor your own turnkey webinar to Solution Providers with or without CRN expert participation. Video or audio format with lead guarantees.

**\$10,000 to \$45,000 Net**



## VIRTUAL EVENT STATS

According to BtoB Magazine's October 2010 article: "Virtual Events' Success Grows":

- ✓ **60% of marketers report their involvement in virtual events will increase in the next year**
- ✓ **52% would go virtual to supplement live events and deliver additional on-demand content**
- ✓ **63% view virtual events as innovative marketing and communications vehicles**

## FORECASTED GROWTH

The virtual exhibition market forecast to grow by 40% over the next three years.

Virtual event growth will come from multiple market segments such as:

- ✓ **Mobile advertising**
- ✓ **Social networking**
- ✓ **Online advertising**
- ✓ **Online environments**
- ✓ **Lead generating activities**
- ✓ **Geo-targeting**

See Sidebar on Next Page for Basic Package Details and Optional Add-ons

# CHANNEL LEAD GENERATION

*Extend your marketing reach, increase brand awareness, and generate high-quality leads*

## COMDEXvirtual

COMDEXvirtual is a dynamic and interactive online event dedicated exclusively to the needs and opportunities of the high tech channel. This virtual world is a global resource for Solution Providers to connect with the channel, interact with leading vendors, get educated on the latest products and technologies, and learn best practices to develop their business strategies .

The only show designed exclusively for the global high tech sales channel, where they can come to see product and technology they can bring to market. All from their desktop.

### Basic Sponsorship Opportunities

CEO/Industry Keynote – Platinum Sponsorship (4 Available)	<b>\$75,000 - 1500 Lead Guaranteee</b>
World Premier – Gold Sponsorship	<b>\$50,000 - 1000 Lead Guaranteee</b>
Technology Vendor Keynote – Silver Sponsorship	<b>\$35,000 - 500 Lead Guaranteee</b>
Tech Talk – Presentation & Interactive Live Chat	<b>\$25,000 - 300 Lead Guaranteee</b>
On-Demand Sponsor Showcase	<b>\$20,000 - 400 Lead Guaranteee</b>

### Custom Sponsorship Opportunities

Expo Booth	<b>\$10,000 - 300 Lead Guaranteee</b>
On-Demand Conference Session*	<b>\$15,000 - 400 Lead Guaranteee</b>
+Booth Package	<b>\$5,000 - 150+ Lead Guaranteee</b>
VAR BAR Networking Lounge (2 Available – 1 per day)	<b>\$20,000 - 500 Lead Guaranteee</b>
Build-a-Badge Kiosk (1 Available)	<b>\$30,000 - 500 Lead Guaranteee</b>
COMDEXvirtual Bus + Booth Package (1 Available)	<b>\$40,000 - 1000 Lead Guaranteee</b>
Display Sponsorship (1 Available)	<b>\$35,000 - 750 Lead Guaranteee</b>

### Contact your UBM Channel Representative for Program Information & Details

#### ✓ Reach the Largest Most Qualified Audience

The event is promoted to our industry leading database of over 1 million qualified channel executives.

#### ✓ Position Your Company as a Thought Leader

The nature of this audience makes the event a great platform for product launches and program rollouts.

#### ✓ Capture Qualified Sales Leads

Increase brand awareness to your target audience and receive a detailed lead report post-event.

#### ✓ Turnkey Program

We will supply you with the tools and resources you need to participate effectively in the dynamic event



In November 2010, UBM Channel re-launched Comdex as a virtual event to a Global IT Channel audience. The result was the largest independently run multi-sponsor virtual event in the world.

Total Registrants	<b>14,844</b>
Total Attendees	<b>4,840</b>
Average Time Spent in Event	<b>7 hrs</b>
Average Visitors per Booth:	<b>768</b>
Total Document Downloads	<b>40,462</b>
Average Downloads per Attendee	<b>8.36</b>
Total Chat Sessions	<b>3,188</b>

## VIRTUAL PRESS OFFICE

As part of your sponsorship package, Virtual Press Office/PR Newswire, the official news provider for the event, will create a complimentary online press kit for your company that guarantees round-the-clock visibility and worldwide distribution to influential industry media and analysts during the live conference.

#### Your Free Online Press Kit includes:

- ✓ Creation of electronic press kit
- ✓ Upload of 3 documents (press releases, company backgrounders, images, etc.)
- ✓ Proactive distribution of your content to attending and worldwide industry media
- ✓ PR contact listing, 50 word company description, logo and company URL
- ✓ Post-show media measurement report
- ✓ Archive for one year on the COMDEXvirtual 2011 show site

#### Upgrade Options are Available!

Add national wire distribution, video, social media measurement tools, and more to your press kit – at exclusive COMDEXvirtual exhibitor discounts!



# CONTENT SERVICES

Custom content designed to educate, motivate and generate leads for your partner ecosystem

## CONTENT SERVICES: The New Benefit-Driven Advertising

At UBM Channel, content is our specialty. We create compelling pieces to educate, motivate and leave a positive impact to generate leads and revenue for your business. Whether it's in the form of a white paper, video, or case study, we help you keep prospects engaged and on track throughout the entire buying process with useful, relevant content.

- White Papers
- eZines
- Playbooks
- Web Content



- Video
- Podcasts
- Newsletters
- Case Studies



### CUSTOM CONTENT

- ✓ Educates and motivates partners to generate leads and revenue
- ✓ Positions your company as a thought leader in the industry
- ✓ Keeps prospects engaged & up-to-date on your products/services
- ✓ Enhances the effectiveness of your marketing programs
- ✓ Maintains and cultivates profitable and loyal relationships

### Whitepapers

These compelling documents are powerful sales tools that highlight your companies' understanding of your prospect's challenges and the solutions you offer to address them. Whitepapers enhance the effectiveness of your marketing programs while positioning your company as a thought-leader.

### Newsletters

A robust email newsletter campaign can help you maintain and cultivate profitable and loyal relationships. We'll help you design your template, generate copy and deliver your message to a targeted circulation of opt-in subscribers from the comprehensive CRN database.

### Web Content

Our content writers are well versed in creating high quality, original content for your website with an emphasis on search engine optimization. We write content that is engaging, unique, informative, and focused on marketing your products.

### Playbooks

Our Channel Playbooks are an all inclusive source Channel Marketing programs and campaigns. They're easy to use and include the need-to-know information for planning and executing partner programs.

### eZines

Our custom eZines are compelling technology guides that educate decision-makers about your particular technology segment, and the opportunities for growth within the segment.

### CONTENT SERVICES

- ✓ White Papers
- ✓ Case Studies
- ✓ Video
- ✓ eZines
- ✓ Playbooks
- ✓ Web Content
- ✓ Newsletters



# CONTENT SERVICES

Build exposure and thought leadership among one million+ Solution Providers

## CUSTOM NEWSLETTERS

Effective and consistent communication is key to maintaining a healthy channel relationship. A robust and well-thought out email newsletter campaign can help you maintain communication while cultivating profitable and loyal relationships with your target Solution Provider community.

We'll help you design your template, generate copy and deliver your message to a targeted circulation of opt-in subscribers from the comprehensive CRN database.

### Newsletter Creation and Management

At UBM Channel, our HTML and text-based newsletters help you deliver personalized emails to keep partners and end-users informed about new products, services and company announcements.

From concept and strategy to content development and design, our will help you every step of the way. We'll help plan and deploy an email newsletter that nurtures ongoing relationships with partners and drives new leads. We'll work closely with you to understand your business and tailor an email newsletter that speaks directly to your audience.

We'll even take care of the delivery and membership management process.

#### Program includes:

- ✓ Custom partner marketing newsletter based on your needs
- ✓ Dedicated UBM Channel resource to create content based on your website
- ✓ Newsletter delivered to targeted audience of opt-in subscribers in HTML or text
- ✓ Tracking reports provided one week after each newsletter blast.
- ✓ Up to 5 links to existing content from your corporate website.
- ✓ Up to 5 links to UBM Channel content.



### NEWSLETTER STATS

- ✓ Average Word Count: **300**
- ✓ Average Open Rate: **9%**
- ✓ CTR Range: **0.3%- 2%**

### PRICING

Freq	Circ*	Price Per	Total Price
1X	20,000	\$8,000	\$8,000
3X	20,000	\$7,000	\$21,000
12X	20,000	\$5,750	\$69,000

*\*Subject to Availability. Actual circulation may vary based on agreed selection criteria.*

*All prices are Net*



*The expertise and resources you need to enable your partners to power their marketing engine*

## PARTNER MARKETING ENABLEMENT

As your partners try to better engage with end-customers they look to you for resources, expertise, and guidance. UBM Channel's Partner Enablement Services help you provide your Partners with the strategies & tools they need to be self-sufficient

UBM Channel provides you with the right expertise and resources at the right time to enable your partners to power their marketing engine including:

### 90-day Marketing Planning

Sometimes all partners need is a plan. Our marketing experts will take into account your joint goals and map out a 90-day plan helping partners reach those goals. Whether leveraging social media or Search Engine Optimization, or launching a multi-touch email campaign or event our team will put step by step plans together for partners to ensure success. Services include:

- ✓ Brainstorm sessions with manufacturer and partner
- ✓ Plan writing
- ✓ Timeline development

### Educational webinars, guides and workshops

Teaching partners to fish with best practices content helping partners use their website as a lead generation machine, nurture leads, execute successful events, and build a healthy net new customer campaign.

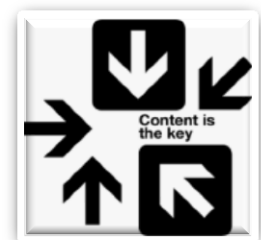
### Content Creation

Giving partners a piece of content they can place on their site or send out via email for download can be invaluable. Creating a valuable piece of content for partners to put behind a registration page can drive more demand for your joint solutions. Content includes:

- ✓ Videos
- ✓ QR Codes
- ✓ eBooks
- ✓ White Papers
- ✓ Event signage
- ✓ Banner ads
- ✓ Landing page copy
- ✓ Downloadable content (eBooks, White Papers)

### PARTNER MARKETING ENABLEMENT INCLUDES:

- ✓ Webinars, guides, workshops
- ✓ 90-day Marketing Planning
- ✓ Campaigns in-a-box
- ✓ Custom Email Campaigns
- ✓ Content Creation
- ✓ Social Media Enablement



## **PARTNER MARKETING ENABLEMENT** – *Stand-alone Services*

### **Custom Email Campaigns**

Some of your partners specialize in a specific solution or aren't interested in leveraging campaigns open to other partners. For the more strategic campaigns focused on solutions or regions look to our custom email campaigns. These campaign elements can be customized to:

- ✓ **Attract a specific vertical i.e. healthcare, financial services**
- ✓ **Support a partner type i.e. MSPs, Global Systems Integrators**
- ✓ **Enable a strategic partner tier**



### **Event Development**

Virtual or live, events are a great way to meet prospective clients and engage with current customers. Between building the invite list, enticing content, speakers, agenda, and more, partners can find pulling off an event truly challenging. We help partners:

- ✓ **Build a healthy list**
- ✓ **Develop an agenda and content**
- ✓ **Coach partners on content execution and delivery**



## **PARTNER MARKETING ENABLEMENT** – *Enhanced Capabilities*

### **Social Media Enablement**

Social Media has proven itself as an element that needs to be added to every marketing engagement or plan. While partners see the value, many are still challenged with how to truly leverage it in a B2B environment. Our team will help partners:

- ✓ **Understand the value of LinkedIn, Twitter, Facebook, and Google+**
- ✓ **Leverage these to drive an audience to a website, event, or content**



### **Campaigns in-a-Box**

Letting partners repurpose your lead generation material created by corporate marketing just doesn't work. Partners want professional campaigns that have a differentiated look and feel with your solutions value proposition. Our custom campaigns in-a-box provide the solution value proposition with partner specific messaging and templates.

- ✓ **Lead generation emails**
- ✓ **Data-sheets**
- ✓ **Event emails**
- ✓ **Presentations**
- ✓ **Email broadcasts**



*The expertise and resources you need to enable your partners to power their marketing engine*

## PARTNER MARKETING ENABLEMENT – *Enhanced Capabilities*

### Virtual Marketing Manager

A Virtual Marketing Manager (VMM) is responsible for overall communication of marketing programs and promotions to increase awareness and program utilization with an assigned group of partners that the vendor offers program dollars to drive demand for their products/services.

The VMM provides assigned partners with overall information on programs and quarterly promotions, partner program advantages/benefits and MDF funds availability. They work with assigned partners to train them on how to navigate through the partner portal and outline proof of performance (POP) requirements and reporting processes.

The VMM proactively reaches out to assigned partners in order to encourage their utilization of demand generating activities pre-approved by the vendor and provide end to end assistance with executing a marketing plan, assisting with plan development, conducting warm hand offs to relevant approved agencies and conducting follow-up on implementation and ROI metrics.

Once the plan is set and execution begins, your Virtual Marketing Manager will ensure the Campaign is professionally managed from start to finish, and help overcome potential roadblocks that slow down or prevent execution.

### VMM can facilitate:

- ✓ Program Requirements
- ✓ Claim Deadlines
- ✓ Partner Education
- ✓ Partner Portal
- ✓ Marketing Campaigns
- ✓ Partner Marketing Planning



- ✓ Direct Communications with Partners on campaign performance
- ✓ Campaign performance and execution management
- ✓ Reporting, measurement and metrics
- ✓ Coordination on multi tactic campaigns
- ✓ Partner satisfaction guarantee

### Virtual Marketing Manager's (VMM) can facilitate

- |                              |                     |
|------------------------------|---------------------|
| ✓ Partner Marketing Planning | ✓ Demand Generation |
| ✓ Partner "Through"          | ✓ Lead Generation   |
| ✓ Co-Marketing "With"        | ✓ Qualification     |
| ✓ Customer "To"              | ✓ Lead Nurturing    |



*Simplifying the Marketing Campaign execution process so Partners can focus on converting net new*

sales

## PARTNER MARKETING EXECUTION – Stand-alone Services

### Outbound Telemarketing Suite

Our teams in-depth knowledge of the channel coupled with the our IT experience means that UBM Channel’s telemarketing services team will help shorten sales cycles by getting your sales teams and partners in front of the right prospects at the right time. All our TM Suite solutions follow strict BANT criteria to ensure quality of the service delivered.



- ✓ **Appointment setting**
- ✓ **Lead Production**
- ✓ **Event support – Drive attendance**

### Virtual Event Development & Promotion (Webinar, Virtual Briefing Center)

UBM Channel’s Virtual Events leverage the most successful elements of our live, face-to-face channel conferences and translates them into the virtual world of the Internet.

Virtual Events are 1-day or 2-day “live” online events (available on demand for 90-days after live date) that bring together hundreds/thousands of Solution Providers in an innovative, interactive and content rich environment.



Solution Providers tune in for presentations and panels with live Q&A to find out what they can do to increase their sales, learn about the next generation of products and channel programs from leading vendors, and hear about and share real world experiences with one another.

### Content-based Lead Generation

Solution Providers are constantly searching for content that helps educate them on different technologies, channel programs and market trends. Content driven marketing has become a crucial element to your business as it engages current and potential customers through the delivery of high-quality, relevant and valuable information.



### Educate and Engage the CRN audience

*Let your content qualify your targeted leads*

Through CRN.com’s Content Library, you can utilize your assets to leverage our vast Solution Provider audience in order to generate qualified leads and drive partnerships on a cost per lead basis. Your supplied assets may include **white papers, case studies or videos**.

*Simplifying the Marketing Campaign execution process so Partners can focus on converting new sales*

## **PARTNER MARKETING EXECUTION – Stand-alone Services**

Sometimes giving partners the funds or tools they need to execute on their own isn't enough. Today, over half of all Co-op/MDF funds go unspent. And what is spent, is often spent inefficiently due to lack of resources and expertise.

We understand what it takes for successful Partner engagement and execution. Our Demand Generation execution expertise, when coupled with scalable systems and processes, will provide an effective end to end solution that will help your Partners build a strong pipeline of business.

Supported by our Marketing Concierge, we make it easy for Partners to run successful Marketing campaigns, which will enable them to focus on what they do best, and that's converting opportunities to net new sales. Partner Marketing Execution engagements include:

### **PARTNER MARKETING EXECUTION INCLUDES:**

- ✓ Strategic One-2-One Planning
- ✓ Demand Generation Planning
- ✓ Direct Mail
- ✓ Email Campaigns w/Rich Media
- ✓ Telemarketing Suites
- ✓ List Services
- ✓ Marketing Concierge
- ✓ Virtual Marketing Managers

### **Strategic One-2-One Partner planning**

Partners are paired with experienced marketing experts that work with partners to develop marketing strategies including:

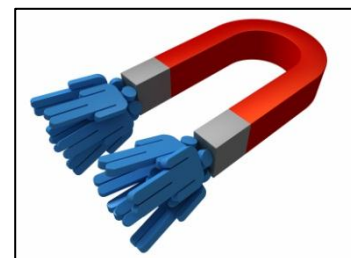
- ✓ Email Campaign set up and analysis
- ✓ Event planning, development, recruitment, measurement
- ✓ Web optimization includes call-to-action, SEO, & engaging visitors
- ✓ Social media integration, tools and tactics



### **Outsourced Demand Generation Sales Team**

Manufacturers work with our campaign designers to create strategic campaigns that can scale to drive deeper adoption from their partner base. Our campaigns and services drive pipeline with integrated lead distribution and closed loop lead reporting for true ROI measurement.

- ✓ Lead distribution system
- ✓ Campaign progress reports, updates
- ✓ ROI – Metrics, reporting and analysis



*Simplifying the Marketing Campaign execution process so Partners can focus on converting new sales*

## **PARTNER MARKETING EXECUTION** - *Stand-alone Services*

### **Direct Mail**

Targeted direct mail piece can play a significant role as part of your overall marketing strategy. We can add direct mail to the front end of a Telemarketing campaign or as a way to drive interest or traffic to an event, website or landing page. Our nontraditional 3D pieces are customized and highly targeted and centered around a unique piece of creative that combines the most productive elements of direct mail and web marketing.



- ✓ **Standalone Direct Mail**
- ✓ **Integrated 3D**

### **Email campaigns with Rich Media**

Our team will develop creative that is designed to engage, and with highly targeted lists we ensure your reaches the right audience. Whether the campaign is stand alone or part of a multi-touch campaign the results are measured and leads tracked for ROI analysis.



- ✓ **Creative development**
- ✓ **Landing page development and hosting**

### **Telemarketing Suite**

Our teams in-depth knowledge of the channel coupled with the our IT experience means that UBM Channel's telemarketing services team will help shorten sales cycles by getting your sales teams and partners in front of the right prospects at the right time. All our TM Suite solutions follow strict BANT criteria to ensure quality of the service delivered.



- ✓ **Appointment setting**
- ✓ **Event support – Drive attendance**
- ✓ **Lead Production**

### **List Services**

Acquiring the right targets is a critical component of any campaign. Whether you want to use your own lists or need us to help build one our capabilities will ensure that your campaign is targeted in the right direction



- ✓ **Acquire – build a targeted list**
- ✓ **Aggregate – Combine your list with ours to reach more prospects**
- ✓ **Append – Use your list and enhance it with missing data points**
- ✓ **Cleanse – De-duping, scrubbing and ensuring list quality**
- ✓ **Segmentation – Fine tuning your target to reach the right audience**

*Simplifying the Marketing Campaign execution process so Partners can focus on converting new sales*

## PARTNER MARKETING PLATFORM

Your partners have limited resources for developing and executing marketing activities. And when they do have a plan, it can be difficult for them to reach the end-customer, generate leads and nurture prospects into sales. It is even more difficult for you to track and measure success across the entirety of your partner-base.

With UBM's Partner Marketing Platform, your product and solution information, events, email campaigns, landing pages and social content can be delivered to hundreds or even thousands of channel partner websites seamlessly, and with very little effort — all managed and tracked from one, central platform.

**Product and Solution Content Syndication Marketing:** Update and maintain your product and marketing content on all your channel partner websites through a managed platform.

- ✓ Update content about your offerings through your resellers
- ✓ Maintain consistent branding across the whole channel
- ✓ Monitor metrics as it pertains to your content on partner websites
- ✓ Generate leads from prospects and automatically distribute those leads back to partners
- ✓ Send promotions, landing pages and social content directly to end-customers through channel partner websites



**Email & Event Marketing:** Provide partners with a library of email and event marketing/registration templates with point-and-click sending.

- ✓ Automate email scheduling for an unlimited number of partners
- ✓ Create automated landing pages for partners' email campaigns or event registration efforts
- ✓ Capture responder leads and sales prospects for partners with limited email and event marketing capabilities
- ✓ Instantly disseminate promotions throughout your partner channel
- ✓ Tie email campaigns directly to your partners' existing websites



*Simplifying the Marketing Campaign execution process so Partners can focus on converting net new sales*

## PARTNER MARKETING PLATFORM

**Partner Support Services:** Provide your partners with a service to help them implement the Partner Marketing Platform. Then, help them use your content syndication, email and event marketing collateral to generate more leads for themselves.

- ✓ Around-the-clock call and email support staff to help partners adopt and integrate the platform for their use.
- ✓ Call center capabilities for communicating with partners about new content, email campaigns, social initiatives or other relevant information
- ✓ Email campaign and newsletter outreach with updates, best practices and marketing assistance for partners
- ✓ Regularly occurring webinars for training partners on the Partner Marketing Platform
- ✓ Evaluation of partner Web marketing capabilities to better integrate your vendor programs



**Paid and Organic Search Marketing:** Once you've placed content on your partners' websites, you can provide them with qualified traffic to help drive leads and sales.

- ✓ Maximize search traffic to partner websites with targeted, lead generating content
- ✓ Automate bidding on competitive keywords through major search engines for your partners
- ✓ Improve your product and solution search engine rankings on your partners' websites
- ✓ Rank higher than competitors in both paid and organic search
- ✓ Optimize landing page ROI with tested and retested content marketing strategies developed custom for your partners



Contact our Sales and Operations Professionals for Opportunities, Questions or Assistance

## SALES CONTACT INFORMATION

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*Providing IT Channel Solution Providers the information they need to make successful decisions*

**Objective news analysis and daily reporting of events and trends that impact the IT Channel help Solution Providers make money.**

For over 30 years, CRN editorial coverage has helped Solution Providers make successful decisions and avoid costly pitfalls. CRN editorial is the source Solution Providers turn to daily for breaking news, cutting-edge opinion by today's brightest Channel voices, and technical analysis by the acclaimed CRN Test Center.

From the complexities of industry mergers and economic cycles to the uncertainty of war, natural disasters and industry scandal, CRN editorial has been there delivering the insight and field intelligence Solution Providers have come to depend on and trust.

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