

CRN

Enabling Technology Partnerships

2015 MEDIA KIT

CRN has been serving the IT channel community as the pre-eminent source for information and strategic guidance for more than three decades.

CRN remains the market leader in channel news, delivering intelligence, actionable advice and forward-thinking business strategy to the North American IT channel.

Today's CRN is a multimedia platform that includes the magazine, website and tablet app to reach our loyal and expanding channel audience in every way they want to engage.

Tap into the power of marketing with CRN.



Channel Marketing Objectives

Channel marketers are tasked with achieving multiple business objectives in any given quarter. These objectives are dynamic, as technology companies must respond to changing market and economic conditions, as well as internal priorities.

IT channel marketers have been successfully using the CRN portfolio of products and services to brand, recruit and enable channel partners for decades.

CRN is the channel's trusted adviser for assessing, optimizing and executing a channel marketing strategy to meet and exceed company objectives and business goals.

	Brand & Awareness	Thought Leadership	Targeting	Enablement & Engagement	Recruitment/ Lead Generation
CRN.com	✓	✓	✓	✓	✓
CRN Magazine	✓	✓			
CRN for Smart Phone	✓	✓		✓	
CRN Tablet App	✓	✓	✓	✓	✓
CRN 360	✓	✓	✓	✓	✓
IT Best of Breed	✓	✓	✓	✓	✓
Outbound Channel Marketing	✓	✓	✓	✓	✓
Channel Cast	✓	✓	✓	✓	✓
Virtual Partner Conferences			✓		✓
Elite Partner Databases					

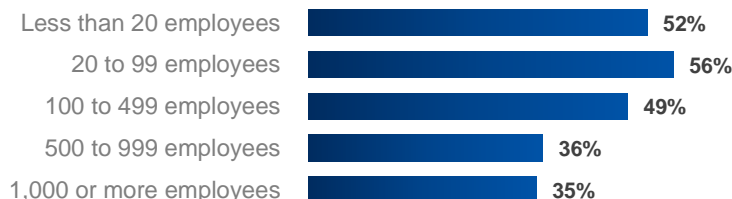
Detailed firmographic data on 150,000 Solution Provider organizations and 1,500,000 individuals within these organizations

CRN leverages more than 30 years of channel expertise to build and maintain our detailed Solution Provider database, which allows us to engage in relevant two-way communication streams with our audience. ChannelBase contains the most comprehensive trend and behavioral data on companies in the North American IT channel.

What Is Your Primary Job Function?



Customer Segments



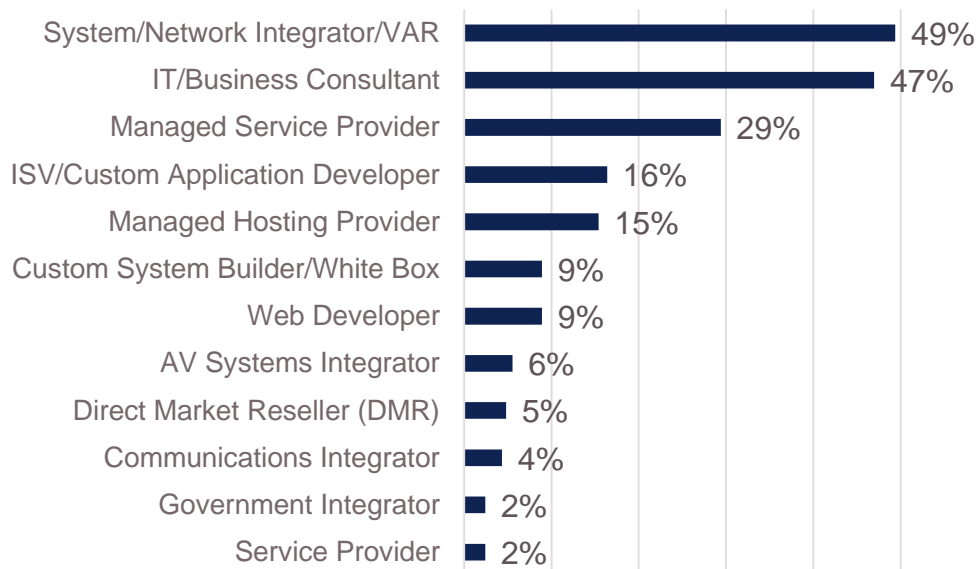
Technologies Involved

IT Consulting Services	67%
Cloud Services & Solutions	48%
Hardware Resell & Integration	46%
Network/Infrastructure Design	43%
Managed Services	41%
Storage Services & Solutions	40%
Security Services & Solutions	39%
Virtualization Services & Solutions	32%
Application Development	30%
Builder of Custom Systems/Servers	28%
Components & Peripherals	28%
Disaster Recovery/Business Continuity	28%
Data Center Services & Solutions	28%
Database/Database Management	25%
Total/Custom Solutions	23%
Hosting Services	22%
Website Development	21%
Mobility	18%
Unified Communications	18%
Business Intelligence Solutions	17%
Business Class Internet/Voice	16%
CRM/ERP	14%
Content/Document Management	13%
Custom Proprietary Software Dev	13%
Video/AV	8%
CAD/CAM	7%

CRN AUDIENCE PROFILE | QUALIFICATION

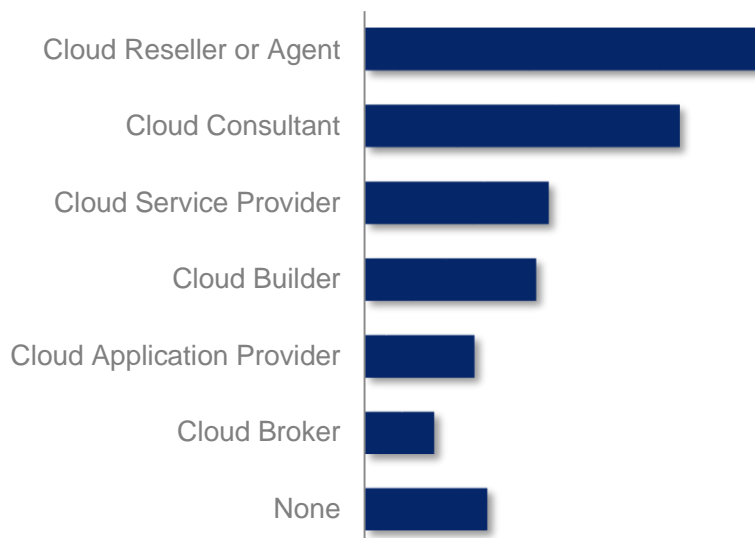
Data collected in ChannelBase continually evolves to match the ever-changing channel landscape.

Which of the Following Describes Your Company's Current Business Model?



87% of Solution Providers Identify their Business with at least One Cloud Model

Cloud Business Models



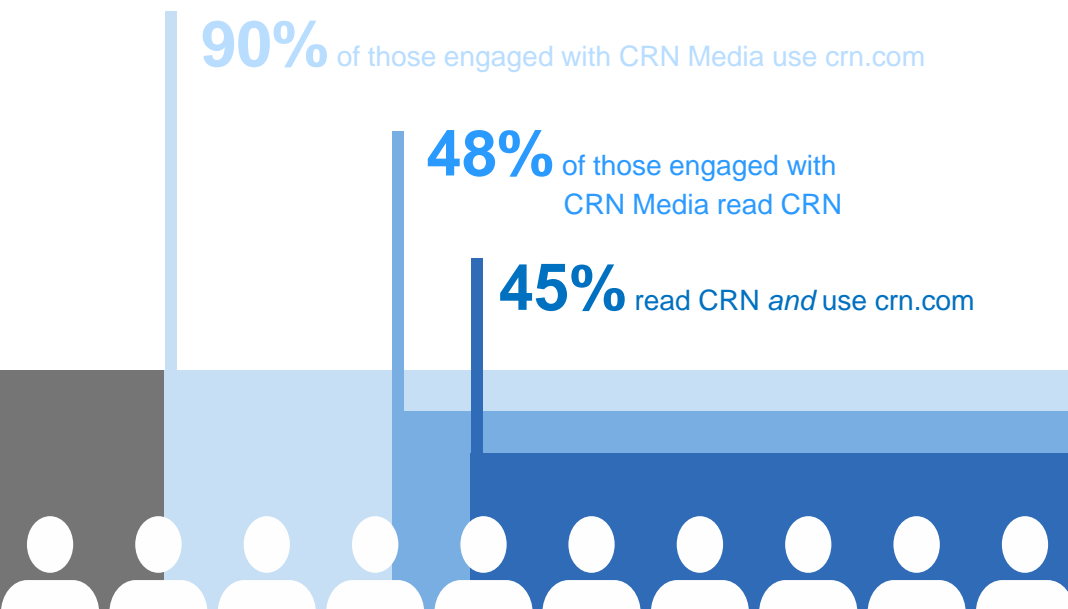
Where Do You Target Your Sales Efforts?

Health Care	39%
Manufacturing	33%
Retail	31%
Government	31%
Education	31%
Finance	29%
Engineering	26%
Telecommunications	26%
Not For Profit	25%
Banking	24%
Insurance	24%
Communications	23%
Hospitality	22%
Electronics	20%
Entertainment	20%
Utilities	19%
Construction	19%
Transportation	18%

Of Those Solution Providers Offering Cloud, 24% of Annual Revenue was Derived from Cloud Computing Solutions/Services in 2013



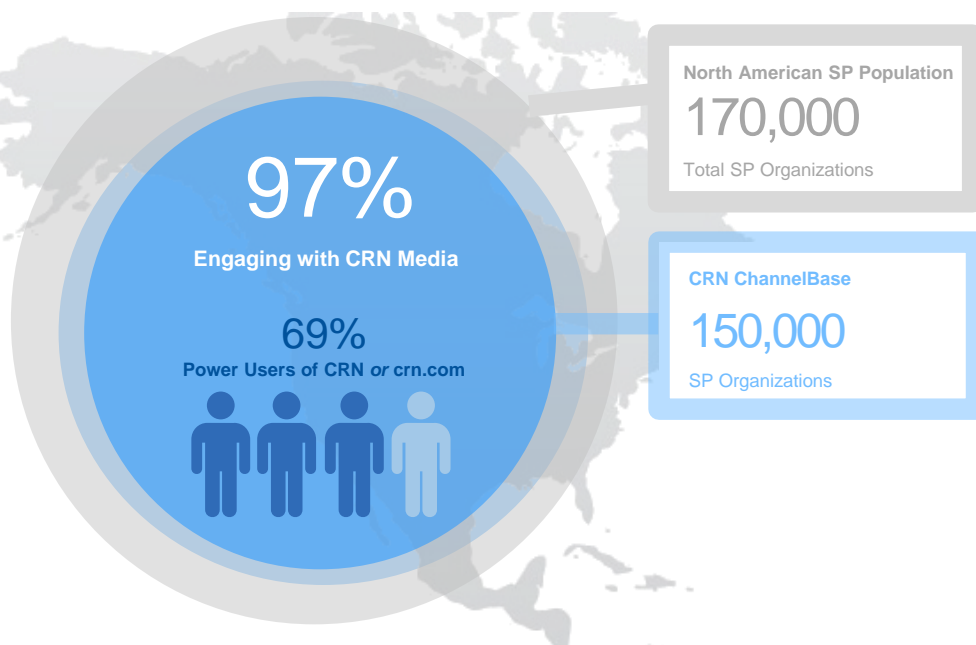
Solution Providers Clearly Prioritize Information Sources. Of the 97% Engaged with CRN Media:



of Respondents
are CRN
Subscribers or
Readers

A Sampling of the Vendor Partner Programs Tracked in ChannelBase

3Com	Juniper
Acer	Kaspersky
Acronis	Kingston
Adobe	LabTech
Amazon	Lenovo
AMD	Lexmark
APC	Linksys
Apple	Logitech
Aruba	McAfee
Asus	Microsoft
AT&T	NEC
Avaya	NetApp
Barracuda	Netgear
Black Berry	Novell
Brocade	Nvidia
Buffalo	OKI Data
CA	Oracle
Canon	Polycom
Carbonite	Quantum
Check Point	Red Hat
Cisco	Riverbed
Citrix	Ruckus
Comcast	Sage
CommVault	Salesforce
ConnectWise	Samsung
Dell	Sandisk
D-Link	SAP
Eaton	Seagate
EMC	SonicWall
Epson	Sony
F5	Sophos
Fortinet	Symantec
Fujitsu	Toshiba
Google	Trend Micro
Hitachi	Verizon
HP	Viewsonic
IBM	VMware
IBM Cognos	Watchguard
InFocus	Western Digital
Intel	Xerox
Intuit	



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CRN.COM NETWORK

Brand & Awareness

Thought Leadership

Targeting

Enablement & Engagement

Recruitment/Lead Generation

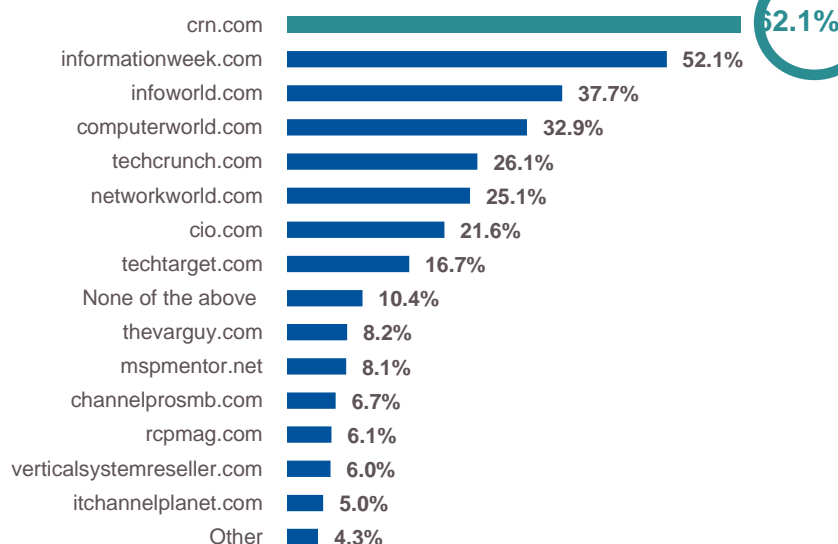
CRN.com is a strategic tool for channel marketers seeking to solve branding, targeting, enablement, recruitment and thought leadership goals.

CRN.com is the largest and most authoritative online resource for IT channel and technology news, insight, commentary and community.

More than 500,000 unique visitors rely on CRN.com each month and consume an average of 2 million page views monthly.

A broad portfolio of impactful and engaging marketing opportunities are available to meet your business objectives and maximize your ROI.

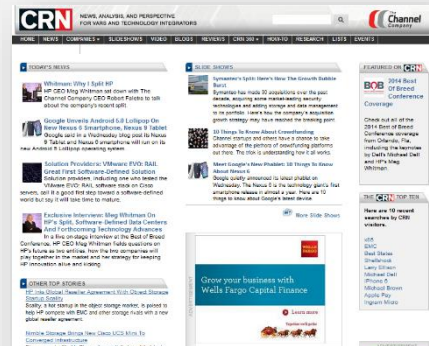
CRN Tops the List of Sites Visited by Solution Providers*



Marketing Opportunities with CRN.com

- Banner Campaigns: Targeted and Run-of-Site
- High-Impact Rich Media: Expandable Banners, Welcome Ads, Ribbons, PopTabs, PagePeels, Custom Curtains
- Microsites: Custom Sites with Hybrid Content
- CRN 360: ROI and Awareness Objectives in a Turnkey Package

* CRN Media Consumption Study 2014



Awards & Recognition

IT Hall of Fame, Class of 2014
Robert Faletra, CEO, The Channel Company

2014 Top Women In Media
Jennifer Follett, Executive Editor, The Channel Company

2014 ASBPE Awards of Excellence
Online Web Reference Site, National Silver, Regional Gold
Best States To Start A Solution Provider Business

2014 ASBPE Awards of Excellence
Company Profile – Long, Regional Gold
Dell: Now Comes The Hard Part

2014 min Digital Awards
Tablet App – Free, Winner
CRN Tech News

2014 min Digital Awards
Email Newsletters, Honorable Mention



Brand & Awareness

Thought Leadership

Targeting

Enablement & Engagement

Recruitment/Lead Generation

Banner Campaigns

Targeted Banners and Run-of-Site Banners—It's Your Choice

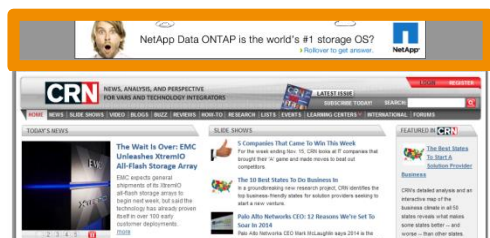
- Target your spend directly within your preferred IT category (security, storage, managed services, etc.)
- Leverage Run-of-Site for the greatest exposure to a diversified audience



Expandable Banners

Expandable Leaderboard Ads (ELAs), Expandable Skyscraper Ads (ESAs), Expandable Interactive Marketing Units (IMUs) and Expandable Tile Ads (ETAs)

These rich media experiences grab the eye of the CRN.com user and expand in size when moused over. Expandable ads are a powerful way to deliver influential multimedia messages and elicit the desired call to action. Ads are served across CRN.com to provide you with the maximum visibility.



Leaderboard Example: 728x90 expands to 728x300

Banner Types	Dimensions
Leaderboard (top)	728x90
Anchor (bottom)	728x90
IMU	336x280
Skyscraper	125x600 / 160x600
Tiles	125x125
Button	125x60
Text Links	70 characters

Showcase your High-Value Assets

- Videos
- Demonstrations
- White papers
- Product briefs

CRN will help you create your expandable ad and provide engagement and performance data.

Expanded Leaderboard Dimensions

728x90 expands to 728x300

Expanded Skyscraper Dimensions

160x600 expands to 400x600

Expanded Interactive Marketing Unit Dimensions

336x280 expands to 640x480

Expanded Tile Dimensions

125x125 expands to 640x480



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Brand & Awareness

Thought Leadership

Targeting

Enablement & Engagement

Recruitment/Lead Generation

Ribbon Ads

Ribbon ads are high-impact, broad bars that stay on the page when you scroll. Upon click, the ribbon expands to reveal your 640x480 creative. Ribbon ads are a great way to draw attention to an offer. Solicit strong calls to action, and get maximum visibility across the entire CRN.com site.

- Showcase multiple key assets within the unit such as a video, demo or white paper.
- Reporting on interactions: opens, clicks and seconds of interaction.



Highlights

- Average Interaction Rate: 12%
- 250,000 GTD Impressions
- 100% Share of Voice
- “Own” the bottom of CRN.com

Dimensions

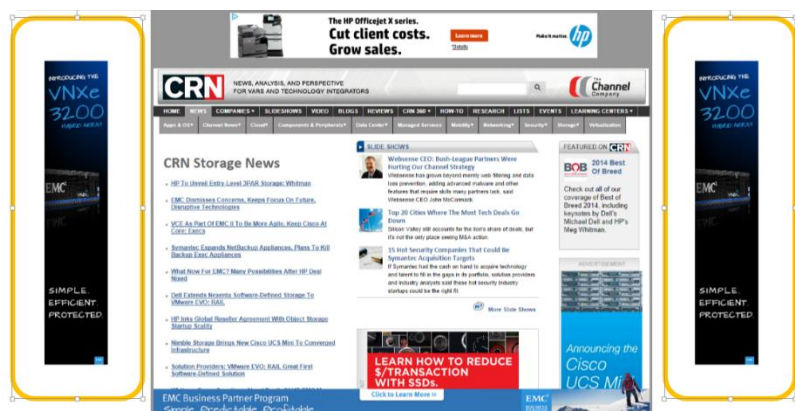
Pre Expansion: 980x40

After Expansion: 640x480

Custom Curtains

Custom curtains are special ad units that deliver eye-catching messages and solicit engagement from 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



Highlights

- Average CTR: 0.25 – 0.5%
- 25,000 GTD Impressions
- 100% Share of Voice
- “Own” your ideal tech category

Dimensions

Left and right panels, size as skyscrapers 125x600 (recommended) or 160x600



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Brand &
AwarenessThought
Leadership

Targeting

Enablement &
EngagementRecruitment/
Lead Generation

Welcome Ads

This exclusive sponsorship lets you showcase your message to the entire CRN.com audience in a 640x480 clickable banner.

Capture attention to drive brand and product awareness and recognition.



Highlights

- Average CTR: 0.20%
- 20,000 GTD Impressions
- 100% Share of Voice
- "Own" the entrance to CRN.com

Dimensions
640x480

PagePeels

PagePeels allow advertisers to engage users with a prominently displayed, animated ad unit. The PagePeel is comprised of two graphic elements, the "Dog Ear" and the "Peelback". Mousing over the dog ear peels the page back to reveal your expanded ad.



Highlights

- Average Interaction Rate:
- 250,000 GTD Impressions
- 100% Share of Voice
- "Own" the corner of CRN.com

Dimensions
Dog Ear: 100x75
After Expansion: 800x600



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Brand & Awareness

Thought Leadership

Targeting

Enablement & Engagement

Recruitment/Lead Generation

CRN Custom Microsites

Custom microsites enable marketers to position their companies as thought and category leaders in a hybrid setting. This rich, compelling environment supports your marketing objectives while also engaging and educating the audience.

CRN offers a variety of microsites to accommodate every marketing objective and budget.

- Fully Customizable
- Learning Centers
- CRN 360s
- Editorial Showcase

Your messaging and branding are exclusive and pervasive.

- Demonstrate unique competitive advantages of your product offerings
- Cultivate relationships with IT professionals who are explicitly involved in the purchase process
- Benefit from collaborative content

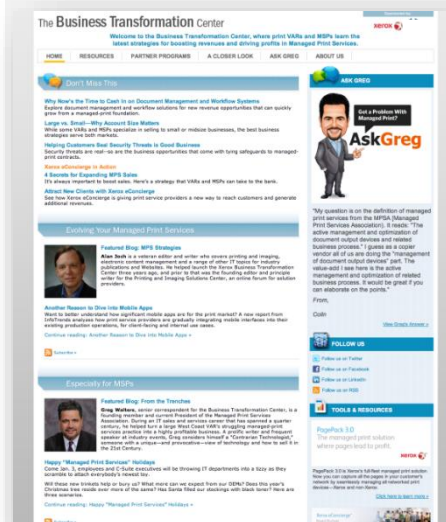
Your assets can include white papers, case histories, product briefs, partner program guides, videos and more. In addition, your banners roadblock your microsite.

Learning Centers

The Channel Company Learning Centers are dynamic environments built to engage Solution Providers by delivering partner program and product messaging. Program features include:

- Dedicated project manager
- Accessibility through the CRN navigation bar
- Hosting of up to five supplied assets (white papers, videos, case studies, partner program info, etc.) posted per month
- Posting of selected news, features and industry research from CRN
- Social media feed integration
- Links to the partner website for more engagement info

Starting at \$30,000 net per quarter



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CRN 360

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Enablement &
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Lead Generation

CRN 360

CRN 360 creates a single source for curated content from around the Web, along with CRN's proprietary content, to provide business, industry, financial and, of course, channel news and perspective to Solution Providers.

Exclusivity in your Technology Category

**Cloud | Networking | Mobility | Security | Storage | Virtualization
Managed Services | Data Center | And More**

- 10K monthly page views
- Ownership of the leaderboard on your 360 page
- Links or downloads for four of your assets
- Sponsorship of Twitter feed
- Prominent placement of your executive's blog
- Technology-specific content relevant to your company
- Inclusion of your brand in 100K monthly banner impressions, edit newsletters, social posts
- 100 leads

\$25,000 net per quarter



CRN.com for Smartphone

Brand &
Awareness

Thought
Leadership

Enablement &
Engagement

CRN for Smartphone

CRN.com is optimized for mobile phones. The new mobile-ready website will drive more advertiser interactions through faster load speeds and an enhanced user experience.

Deliver your message to Solution Providers when and where they are reading channel news. The new smartphone-optimized website features more prominent ad units to capitalize on the increasing number of mobile users.

Estimated traffic 200,000 PV per month

Premium Sponsorship:

This sponsorship offers the highest visibility for your message to the CRN.com audience on mobile phones.

- Minimum of 60,000 impressions per month, 33% of current SOV @ \$75 CPM
- Ad unit: Fixed ribbon << **PREMIUM POSITION**
- Charter sponsor: Limited to 3 sponsors for January – June 2015

6-Month Sponsorship: \$27,000 net

Additional Opportunities:

Leaderboard Sponsorship:

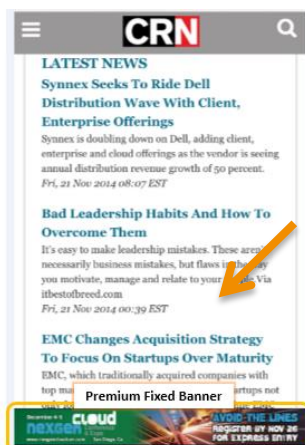
\$65 CPM

Spec: 728x90

IMU Sponsorship:

\$65 CPM

Spec: 300x250



Why advertise on mobile websites?

Smartphone users check their device

150

TIMES PER DAY*

- Mobile users will surpass the number of desktop users in 2015*
- 54% of news is read on cell phones**



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ITBESTOFBREED.COM

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Targeting

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Lead Generation

IT Best of Breed

Look toward IT Best of Breed (www.ITBestofBreed.com) – a digital extension of the Best of Breed Conference – to fuel the topics driving today's Solution Provider business:

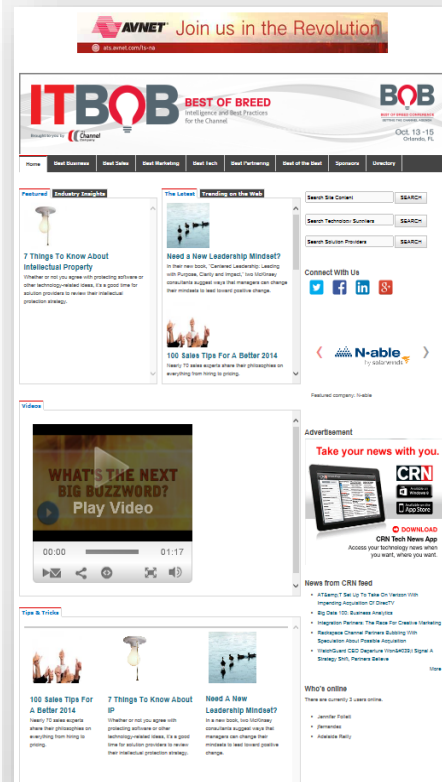
- Choosing on-premise vs. cloud
- Structuring sales compensation
- Succeeding with a recurring sales model
- Creating effective marketing
- Dealing with dynamic market conditions

The site drives meaningful conversations through created, contributed and curated content:

- The Channel Company editorial staff
- Tech suppliers
- Solution Providers
- Reputable and reliable third-party media sources

Features:

- Best practices: sales, marketing, technology, partnering and business
- Channel Chatter blogs contributed by vendors
- News from CRN and from around the Web
- Searchable, filterable SP and vendor directories
- Sponsored pages including vendor Channel Chiefs, supplied assets, blogs and feeds
- Video interviews and vlogs



IT Best of Breed targets change agents in the channel from elite and transformative organizations.

Get noticed by 60,000 Best of Breed Solution Providers from 1,200 organizations.

CRN.com

Breaking news, channel programs and product announcements

ITBestofBreed.com

Collaborative media highlighting thought leadership from vendors, partners, CRN editors and industry experts

LEVEL

ANNUAL

QUARTERLY

PLATINUM

\$60,000 net

\$22,500 net

GOLD

\$48,000 net

\$15,000 net

SILVER

\$36,000 net

\$12,000 net



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ONLINE PRICING & SPECS

Standard Banners

Leaderboard (top)

728x90 | \$170/CPM

Anchor (bottom)

728x90 | \$115/CPM

IMU

336x280 | \$170/CPM

Skyscraper

125x600 or 160x600 | \$170/CPM

Tile

125x125 | \$50/CPM

Button

125x60 | \$50/CPM

Text Links

70 characters | \$30/CPM

Expandable Banners

Pricing: \$200/CPM

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

- Sound is required to be initiated by user
- Clickable mute button is required
- Close button is required
- Expanding units are user initiated either on-mouse over or on-click

• Expanded Leaderboard

728x90 expands to 728x300

• Expanded Skyscraper

160x600 expands to 400x600

• Expanded Tile

125x125 expands to 640x480

Deadlines: gif, jpg, HTML- 2 business days before launch | Flash - 5 business days before launch

Ribbon Ads

Pricing: \$12,000 Net/Week

250,000 ROS Impressions

Custom Curtains

Home Page or News Section

\$5,000 Net/Week

25,000 Impressions

PagePeel

Pricing: \$12,000 Net/Week

250,000 ROS Impressions

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

Welcome Ad

Pricing: \$10,000 Net/Day

20,000 ROS Impressions

Formats: gif, jpg, HTML, Flash, rich media

Max File Size: 100K

Dimensions: 640x480

Animation Time Limit: 15 seconds

Frequency Cap: 1 per user, per 12 hour period, non-looping

Linking URL is required upon submission

PopTab

Pricing: \$12,000 Net/Week

250,000 ROS Impressions

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

Showcases

Multi-Sponsored

\$5,000 Net/Month

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

For customized advertising bundles that fit all budgets, please contact your CRN representative or Dan Dignam at ddignam@thechannelcompany.com.



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CRN TABLET

Brand &
AwarenessThought
LeadershipEnablement &
Engagement

CRN Tech News sets the pace as the demand for mobile apps grows. CRN's tablet app gives Solution Providers access to fresh content every business day. Exclusive reports, important IT channel updates and challenges around virtualization, managed services, cloud storage, security—and everything in between—keeps the CRN mobile audience informed.

Engage with your target audience whenever and wherever they like to consume content.

Exclusive Ownership of a Tech Category

Your ads on 600-700 pages per month (25-28 per daily issue)

Track success with monthly performance reports

Display Branding On Every Category Page

Title (125X125)

Leaderboard (728x90)

Linear text in masthead: "Brought to you by ..."

Full page interstitials in between each article

(1024x630 landscape/886x768 portrait)

Company Pages

Readers see only the news from the companies that interest them most. Company pages are available based on the relevance, prominence and number of recent related stories written on CRN.com. Exclusively sponsor your own company page or the company page of your choice.

CRN Tech News



IT Solution Providers are 6X more likely to own a tablet than the average consumer

- 78% of the CRN audience owns a tablet
- Nearly 50% who don't own one are likely to buy one during the next six months

Most tablet owners are frequent users

- 77% of tablet owners use them every day, for an average of 90 minutes a day

News consumption is one of most popular activities

- 53% read news every day

	CRN Tablet Edition	CRN.com	CRN Magazine
What is it?	A daily editorial destination for today's most important channel news. Weekly tablet-exclusive investigative reports.	Breaking high-tech news by the minute, delivered as it happens.	A bi-monthly print resource and reference tool for sales strategy and partnership tips.
What makes it unique?	Daily news roundup. Exclusive investigative news with thought-provoking analysis. Full access to tablet-only content.	Breaking channel and tech news as it happens. Insight, perspective and analysis on the SP and distribution market.	SP and tech supplier elite lists and award winners and in-depth cover stories. A bi-monthly guide to who's who in the IT channel.



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CRN SOCIAL

Brand &
AwarenessThought
Leadership

Targeting

Social media is no longer a trend, it's a market reality. Whether communicating to partners or helping them communicate to their prospects and clients, social media plays a huge role.

Social media isn't something that should exist outside your overall marketing strategy. It's a vital tool you need to add to your arsenal that has proven itself as a critical element to every marketing engagement or plan.

While vendors and partners alike see the value of social media, many are still challenged with how to truly leverage it in a B2B environment.

CRN Social enables you better engage your partners and help partners better engage their prospects and clients.

Services include:

- Custom element strategy development
- Social media amplification program
- Social content development
- Social media guides
- One-to-one partner support

Through-Partner Social Media Marketing enables your channel partners to carry your social message through to their own social media networks.

- Syndicate your company's and executives' social media content and updates through your partners and their employees to take your message viral to the ultimate buyer/customer.
- Engage with and enable your partners' sales and technical teams on their own social media platforms.
- Create social media content that engages and informs your partners and their customers.

The Channel Company's Partner Marketing team can enable and drive your through-partner social media strategy with our exclusive automated marketing platform, Sharedvue Social.



91% of B2B IT decision-makers use some form of social media or search before making a purchase decision.

Partners have relationships with more vendors than ever before, and staying top of mind is more and more challenging when:

- Recruiting
- On-boarding
- Communicating about programs, products, resources
- Enabling "through" marketing

To truly engage with partners, vendors need to educate their teams and educate their partners on how to use social media and online engagement.



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Brand &
AwarenessThought
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Targeting

Social Media Custom Projects

Social Media Amplification

Social media amplification is designed to supplement vendor-focused content with industry news and trends, thereby building a thought leadership platform for your channel and executive teams. We can provide social posts to you or deploy on your behalf.

Social Content Development

Your partners also need content in order to establish thought leadership and engage prospects throughout the buyer's journey. Our social content experts create content your partners can customize and leverage as part of overall social strategy including Tweets, LinkedIn conversation starters, e-books, white papers, videos, infographics, blogs and datasheets.

Who Is Your Amplifier?



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CRN OUTBOUND CHANNEL MARKETING

Brand &
Awareness

Thought
Leadership

Targeting

Enablement &
Engagement

Recruitment/
Lead Generation

The power of targeted, outbound marketing is at your fingertips. Channel marketers use CRN to generate qualified leads and recruit and enable partners. They also drive awareness and recognition for their company by leveraging CRN's industry-leading brand.

CRN allows you to further leverage its resources with custom content marketing solutions. These solutions drive demand via your existing content, new custom assets or original, authoritative CRN editorial content.

With the most complete and extensive database of channel professionals in the industry, CRN is uniquely positioned to assist you in identifying, targeting and reaching your desired audience.

Custom E-newsletters

CRN will develop a tailored e-newsletter to help drive your marketing agenda. We'll help tell your story via product news, program changes, promotions, incentives and more.

Then we leverage our extensive Solution Provider database to target your unique, specific audience.

Channel Company **Sponsored by** **CARBONITE**
THE BETTER BACKUP PLAN

July 2014

INTRODUCING THE CARBONITE APPLIANCE HT10

Cloud backup and recovery service provider, Carbonite, is breaking new ground with its first hybrid data solution that provides enterprise-grade protection at an unbeatable price for your SMB clients. The new **Carbonite Appliance HT10** is an all-in-one solution that combines the speed of local backup and recovery with the security of cloud integration. The **Appliance HT10** is a Disaster Recovery solution that provides bare metal recovery of entire servers including operating systems, applications, databases and files to new or existing hardware.

It's easy to set up, easy to configure and easy to recover anytime. Monitor and manage with a centralized dashboard, featuring advanced scheduling options including full and incremental snapshots. [Click here to see how](#). Carbonite Partners are already using the **Appliance HT10** to keep their SMB clients protected and their business moving forward.

The **Appliance HT10** is the company's first solution offered exclusively for sale through channel partners. The **Appliance HT10** has no hardware fees, upfront costs or per-server licensing. The monthly service fee paid by the partner to Carbonite includes the Appliance and space in the cloud. By adding the **Appliance HT10** to your product portfolio, you can add more value – and drive more revenue – by offering clients the protection that's just right for their business.

RETHINK CARBONITE'S NEW PARTNER PROGRAM

Along with their new on-site Carbonite Appliance HT10 hardware, Carbonite is also offering solution providers with a new-and-improved Partner Program. Join Carbonite for an important webinar on the newly redesigned, more rewarding **Carbonite Partner Program**. In this presentation you will gain a greater understanding of Carbonite's refreshed approach to business and channel-first strategy, while discovering all the new tools, programs and incentives to help you gain more profitable sales opportunities. [Click here to register for the Welcome to the New Carbonite Partner Program webinar](#).

[Download HT10 Data Sheet](#) | [Download Case Study](#) | [Register for Webinar](#) | [Become a Partner](#)

Channel Company **Sponsored by** **ViewSonic**
See the difference

ISSUE: April 2014

Build to the Future with ViewSonic's Diverse Portfolio of VDI Endpoints

Strategic Resources

- [Balance On Windows 8 VDI Licenses For Your View Anytime A Better](#)
- [Which ViewSonic VDI Client Is Right For Your Customer?](#)
- [2014 Data Center Top 20 Virtualization Providers](#)

About ViewSonic

ViewSonic keeps the world connected with a diverse portfolio of display solutions, including smart displays, projectors, meeting monitors, digital signage, and touch devices. ViewSonic delivers the world in context, whatever the cloud computing platform to manage the way we consume, communicate, and connect. For more information, please visit [ViewSonic.com](#).

What are the Advantages of VDI?

- **Cost savings** Thin or zero clients are less expensive than upgrading or buying new PCs, and they use less power.
- **Easier to manage** Thin or zero clients are easier to maintain, troubleshoot and upgrade, because every client uses the same software image.
- **Security** Your customer's IT department gains a central management point and complete control of all data that moves from server to endpoint.

There's no better time than now to show your customers the advantages of VDI. And whether your customers choose Mac OS or Microsoft, you'll need to help them choose their thin or zero clients so they get the most in cost savings, functionality and user satisfaction.

VDI Endpoint Database: Delivering on the Promise of VDI

Whether VDI software your customers choose, ViewSonic offers a diverse portfolio of VDI endpoints. **ViewSonic is the first brand to offer smart display clients for Android.** And ViewSonic offers integrated zero client displays, and standalone thin and zero clients that are hardware-optimized for the leading VDI protocols.

ViewSonic offers flexibility of use and powerful, best-in-class performance with whatever software your customers prefer: from VMware with its robust multiplatform and Windows PC-like user experience, to Citrix and its high-security mandate and Microsoft's single install base. With targeted integration with leading VDI software, ViewSonic is the VDI endpoint authority.

[Get the whitepaper now](#)



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CRN OUTBOUND CHANNEL MARKETING

Brand &
Awareness

Thought
Leadership

Targeting

Enablement &
Engagement

Recruitment/
Lead Generation

Content Syndication (To Partner)

Solution Providers regularly search for and consume content that educates them about new technologies, informs them about channel programs and offers insight into emerging market trends.

This need for information makes content-based marketing a vital element of your overall strategy. Providing relevant, compelling content to your partners and prospects positions your company as a thought leader and keeps your audience engaged.

Content as Lead Gen

CRN.com's Content Library lets you utilize your existing assets to generate qualified leads. This program uses gated assets to provide measurable data that provides an overall cost per lead generated.

Assets include, but are not limited to, white papers, case studies and videos.

- Content Syndication programs include guaranteed lead delivery
- Custom-written and designed newsletters promote thought leadership
- Alignment with CRN editorial newsletters puts your brand in front of a relevant audience in the context of trusted content

Content Syndication (Through Partner)

The Channel Company's Partner Marketing division enables you to syndicate your content through your partners' online presence. This solution syndicates your content onto partner websites, into their email campaigns and through their social media networks to drive your brand and create demand with your channel partners.



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



How To Partner Content Syndication Works

- CRN works with you to determine which assets will resonate best with our audience
- CRN designs and manages all promotional efforts
- CRN targets Solution Providers in its database that match your ideal partner profile
- CRN drives traffic to your content with email newsletters and ad units on CRN.com
- Prospects complete request forms in order to download your content
- CRN delivers detailed reporting (name, email, company, phone, asset downloaded) on leads generated



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CRN OUTBOUND CHANNEL MARKETING

CRN NEWSLETTER SPONSORSHIPS

IT professionals opt-in to receive content-specific CRN newsletters to stay informed about the market segments they serve. Sponsorships offer a targeted opportunity to reach decision-makers.

NEWSLETTER	FREQUENCY	DAILY CIRC	EMAILS SENT PER WEEK	OPEN RATE
Network Connectivity News and opportunities for Solution Providers to offer connectivity to clients	MONTHLY	70,000	90K/Month	9%
Cloud Computing The news on trends, blogs and discussion forums around the world	WEEKLY Tuesday	60,000	60,000	9%
CRN Daily News Roundup of news, plus the buzz from the blogs and discussion forums	DAILY Monday-Friday	80,000	400,000	12%
Executive Briefing A look back at the most important stories of the week in the channel	WEEKLY Friday	40,000	40,000	9%
Managed Services Insight into the latest news in IT infrastructure management	MONTHLY	55,000	55,000/Month	10%
Mobility Channel opportunities in smartphones, tablets, mobile software and services	WEEKLY Thursday	90,000	90,000	11%
Networking Complete coverage of networking, VoIP and UC technologies and news	2X/WEEK Monday and Wednesday	70,000	140,000	10%
Security The latest news, trends and threats in IT security	2X/WEEK Tuesday and Friday	70,000	140,000	10%
Storage Regular updates on SANs, storage as a service and data backup	2X/WEEK Tuesday and Friday	60,000	120,000	9%
Solution Provider 500 Strategy/research for and about North America's top Solution Providers	WEEKLY Wednesday	60,000	60,000	10%
VAR Insider Daily news, plus strategic insight and analysis designed to help VARs improve their businesses	DAILY Monday-Friday	80,000	400,000	11%
Virtualization Data center, server and desktop trends and opportunities	WEEKLY	60,000	60,000	10%



CRN Newsletter Stats

- Open Rate Range: 9% - 12%
- Sole Sponsorships
- Up to two Ad Units Each (Leaderboard and IMU)

All prices are quoted as Net rates.

CRN WEB-BASED EVENTS

Brand &
Awareness

Thought
Leadership

Targeting

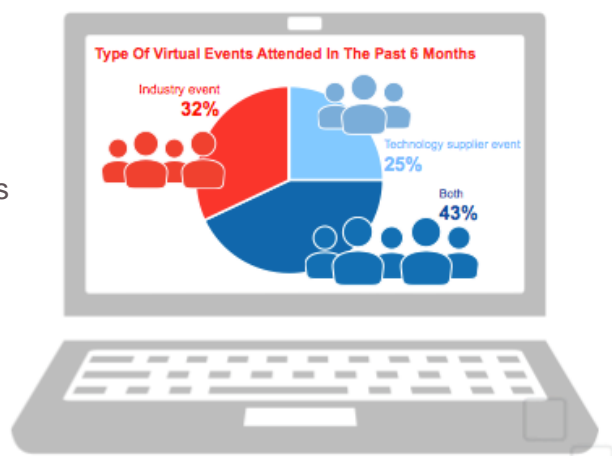
Enablement &
Engagement

Recruitment/
Lead Generation

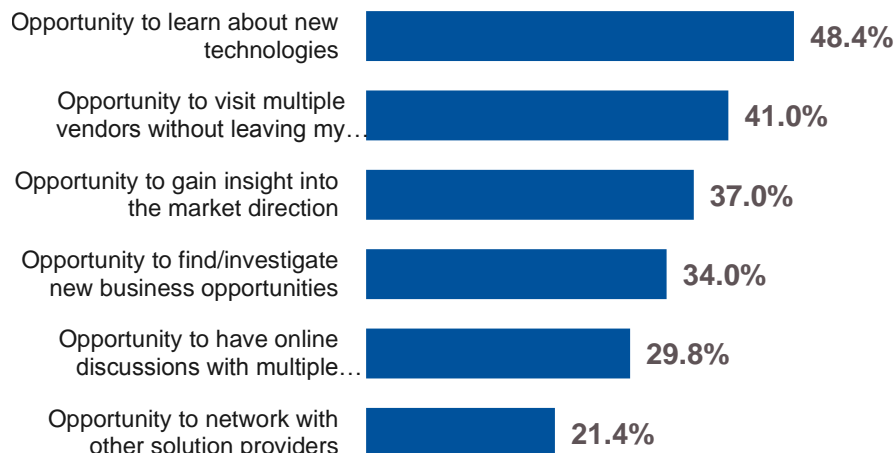
CRN's Web-based events are designed to give marketers the ability to reach their partners and best prospects in an immersive, interactive, Web-enabled atmosphere. Use CRN Web-based events to target Solution Providers in specific verticals or industry segments, to recruit and educate partners, and to drive deeper engagement through thought leadership.

The virtual exhibition market is forecast to grow by 40% during 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



Why Do You Attend Web-Based Events?



Source: 2012 Channel Information Consumption Study by CRN

Why Web-Based Events with The Channel Company?

- **Maximize ROI**
Get strong ROI through guaranteed registrants and detailed reporting.
- **Collect Valuable Feedback**
Receive instantaneous feedback through polling, surveys and Q&A.
- **Secure Guaranteed Leads**
Generate qualified, detailed sales leads (name, title, company, phone#, email).
- **Establish Thought Leadership Throughout The Year**
Stay connected to those partners that you can't meet with face-to-face on a regular basis.



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CRN WEB-BASED EVENTS

Brand &
Awareness

Thought
Leadership

Targeting

Enablement &
Engagement

Recruitment/
Lead Generation

ChannelCasts

CRN ChannelCasts are one-hour web-based seminars that educate Solution Providers on the latest vertical solutions available in the market. Solution Providers join CRN editors and vendor sponsors for live and on-demand discussions that give them the information they need to increase revenue and grow their businesses.

LOGISTICS

- CRN provides all the project management—from scheduling meetings and gathering deliverables—to setup, rehearsal and even content creation assistance.
- CRN drives attendee registration and handles all pre-event logistics.

FORMAT

- ChannelCasts begin with a five-minute introduction. Sponsors may request custom introductions from CRN editors.
- A CRN editor delivers a presentation based on industry news. Or, sponsors choose the topic, and CRN will provide a third-party resource to present (analyst, industry expert, etc.).
- Sponsors follow up with a vendor presentation and live Q&A.

FOLLOW-UP

- CRN delivers detailed reporting and leads when goal is reached.



Program Benefits

- Maximize your ROI using this cost per acquisition model
- Collect beneficial and instantaneous feedback through polling, surveys and Q&A
- Generate a guaranteed number of qualified, detailed sales leads
- Nurture SP relationships between live events

Choose a ChannelCast

- Live Video
- Live Audio (only)
- On-Demand Video
- On-Demand Audio (only)

REGISTRANT PRICING <i>Delivered over 90 days</i>	Live (Or Mock Live)	On Demand	CPL (Live)	CPL (On-Demand)
Video Events				
200 Registrants	\$27,500	\$25,000	\$137	\$125
200 Registrants (in SF Studio Only)	\$20,000	\$20,000	\$100	\$100
Audio Events				
100 Registrants	\$10,000	n/a	\$100	n/a
200 Registrants	\$15,000	\$12,500	\$75	\$62
Webinar Management Only				
100 Registrants	\$8,500	n/a	\$85	n/a

CRN WEB-BASED EVENTS

Brand &
Awareness

Thought
Leadership

Targeting

Enablement &
Engagement

Recruitment/
Lead Generation

Virtual Partner Conferences

Virtual partner conferences are an important vehicle for engaging with your Solution Providers. These Web-based events keep partners up-to-date on your latest products, initiatives and programs. They also provide you with an opportunity to get a pulse on the market and gather valuable feedback.

Virtual events can be a highly effective alternative or addition to traditional face-to-face events. CRN offers a turnkey program complete with sessions, discussions, appointments, demonstrations and collateral.

Maximize Impact	Control Budget
Reach partners or prospective partners who cannot attend live	Shift investment from travel to content and recruitment
Extend the shelf life of your content through six-month online archive	Eliminate print costs for materials and signage
Track attendee activity and follow up with targeted messaging	Develop rewards for participation rather than for simply showing up

Custom Content Creation

CEO Interview

CRN content expert interviews your executive(s) with your predetermined questions

CRN Test Center Review

CRN reviews and reports on your hardware and/or software

Moderated Solution Provider Panel

Nominated partners discuss success with your company, program and/or products and solutions



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CHANNEL CONTENT SERVICES

Thought
Leadership

Enablement &
Engagement

Channel Content Services help you create compelling assets to educate and motivate partners while fostering a positive perception for your brand in the channel community.

Our Channel Content Services team will work with you to create content including, but not limited to, white papers, videos and case studies to help you reach partners and keep them engaged throughout the entire buying process.



White Papers

Position your company and technology solutions as market leaders. The Content Services team will create an authoritative guide to help your partners understand your solutions and how they can alleviate end-user challenges.



Newsletters

Deliver your latest program news directly to your audience. The Content Services team can design a template, develop copy and deliver your message to a targeted circulation of opt-in subscribers from the comprehensive CRN database.



Web Content

Engage site visitors, and convert them into prospects. Our writers create high-quality, original Web content with an emphasis on search engine optimization.



Case Studies

Illustrate real-world applications of your technology and enable your partners to sell comprehensive solutions. Finished assets are delivered in Microsoft Word and PDF formats.



Custom Video Production

Leverage product demos, partner interviews and testimonial videos to round out your content strategy. The Content Services team will collaborate with you to create and record your video at CRN studios or at The Channel Company live events, and your account manager can work with you to build plan to drive demand around these dynamic assets.



Custom Content

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

Video Specifications

- Up to five minutes in length
- Hosted by CRN
- May be used as a baseline for additional content or repurposed for use with additional marketing initiatives such as video-enabled banners



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CRN MAGAZINE

Brand & Awareness

Thought Leadership

CRN magazine enables technology marketers to extend their branding and thought-leadership messaging to 100,000 qualified Solution Providers. Six investigative, in-depth issues per year—the largest of any IT channel publication—reach a total readership in excess of 400,000*.

Solution Providers trust CRN for industry intelligence, elite Solution Provider and manufacturer spotlights, forward-looking insight and strategic thinking.

Display advertising, custom advertorials and custom publishing projects provide opportunities to align compelling messages with highly relevant content.

CRN is the Most Widely Read Tech Publication Among Solution Providers*



63% have at least one additional person read through their issue of CRN

44% said two or more*

* 2014 Channel Information Consumption Study by CRN



Circulation: 100,000
Largest Solution Provider circulation of any publication

Readership: 422,000*
*Total receivership includes pass-along

Publication Schedule: Monthly
Six issues per year

Reach: IT Solution Providers, Integrators, Consultants, Developers



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CRN MAGAZINE

Brand &
AwarenessThought
Leadership

Custom Advertorials

Custom advertorials position your company as a thought leader in the market and provide a unique branding opportunity. Contributing editors and project managers work in conjunction with your marketing team and featured executive to write and design your advertorial.

Advertorials help your company build on the exposure driven by CRN editorial awards and honors by highlighting your company, your executives and your value proposition to partners.

Advertorial Opportunities

February	Data Center 100 Channel Chiefs Coolest Cloud Vendors
April	Partner Program Guide Channel Champions
June	Virtualization 50 Women of the Channel
August	Emerging Vendors Business Class Connectivity PPG Top 100 Executives
October	Annual Report Card Cloud PPG 100 People You Don't Know But Should
December	Enterprise App Awards Products of the Year Tech Innovators

CRN Showcases

CRN Showcase is a high-profile microsite where Solution Providers go for the latest information about vendor product releases and program enhancements.

These multisponsored Showcases, hosted by The Channel Company's Senior Vice President, Robert Demarzo, have become the destination for Solution Providers looking for in-depth, easily accessible information about vendor partner programs and products.



Showcase Benefits

- Your logo and corporate profile featured on site
- Up to four supplied assets
- One link back to your site
- Promotion in one newsletter deployed to 30,000 users
- Mention in introduction
- 250,000 traffic drivers



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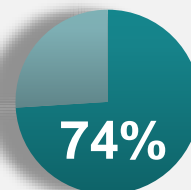
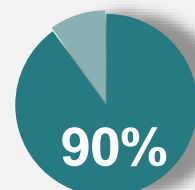
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CRN MAGAZINE

Brand &
AwarenessThought
Leadership**Custom Publishing**

CRN will help you develop a POV strategy that enables you to effectively communicate with your existing and potential partners through a custom published magazine. CRN will provide a dedicated managing editor and editor-in-chief, as well as contributing writers who will interview your company executives and channel partners on various topics designed to help your partners understand your value proposition and drive demand for your solutions more efficiently. CRN will drive the content development, design and layout, advertising and distribution of your print and/or digital magazine.

**Print + Online
Delivers 1-2 Punch**CRN.com
usersCRN magazine
readersalso read
CRNalso use
crn.com

***Integrated campaigns that
leverage both print and
online have greater ROI.***



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CRN 2015 EDITORIAL CALENDAR

Close Date	Issue Date	Materials Due Date	Vendor Spotlight	Partner Spotlight	TechTen	Events
6-Feb	23-Feb	13-Feb	Channel Chiefs Data Center 100 Coolest Cloud Vendors	Managed Service Providers (MSP) 500	Storage	XChange Solution Provider March 1-3; Dallas, TX
20-Mar	6-Apr	27-Mar	Partner Program Guide (PPG) Channel Champions	Tech Elite 250	Mobility	XChange SLED May 19-20; Atlanta, GA
22-May	8-Jun	29-May	Virtualization 50 Women of the Channel	Solution Provider 500 (formerly VAR500)	Security	
24-Jul	10-Aug	31-Jul	Emerging Vendors Network Connectivity PPG Top 100 Executives	Next Gen 250	Data Center	XChange 2015 August 9-11; Washington, DC
18-Sep	5-Oct	25-Sep	Annual Report Card (ARC) Cloud PPG 100 People You Don't Know But Should	Fast Growth 150	Big Data	Best of Breed (BoB) October 12-14; Orlando, FL
16-Nov	7-Dec	23-Nov	Enterprise App Awards (The Appys) Products of the Year Tech Innovators		Cloud	NexGen Cloud Con & Expo December; San Diego, CA Women of the Channel December ; New York, NY



Also in Every Issue ...

The Cloud

Insight into 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 Service (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 and RMM vendors and managed service provider (MSP) organizations.

Business Class Connectivity

Ongoing analysis of Network Connectivity expansion in the channel, and the opportunities for VARs to offer telecommunication, connectivity, managed network, and professional services to their clients.

EDITORIAL INQUIRIES

Contact Jane O'Brien at (516) 726-2937 or jobrien@thechannelcompany.com



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PRINT PRICING & SPECS

Standard Magazine Ads

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

Page 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

Emerging Marketplace

Page 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

Custom Advertorials

Half Page: \$9,400 | Full Page: \$18,800 | Spread: \$37,650

Insert Rates

Saddle Stitched

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

For customized advertising programs that fit all budgets, please contact your CRN representative or Dan Dignam at ddignam@thechannelcompany.com.

Special Unit Rates

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 \$1,750 plate change & demo binding on top of space cost)

All Prices are Quoted as Gross Rates



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PRINT PRICING & SPECS

Ad Specifications

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"	
FRACTIONALS			
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"		
GATEFOLD			
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



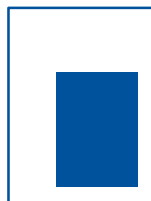
Full Page

Half Page
Horizontal

Full Page Spread



Half Page Spread Horizontal

2/3 Page
Vertical1/2 Page
Vertical

Island



1/3 Page Vertical

1/3 Page Spread
Horizontal1/3 Page
HorizontalGatefold
Flap PageGatefold
Spread

For customized advertising bundles that fit all budgets, please contact your CRN representative or Dan Dignam at ddignam@thechannelcompany.com.



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ELITE PARTNER DATABASES

Targeting

Recruitment /
Lead Generation

Elite Partner Databases

CRN SOLUTION PROVIDER RANKINGS, LISTS AND AWARDS

CRN's acclaimed rankings, lists and awards are industry-recognized guides to the most accomplished Solution Providers in the industry. No longer publicly available in their entirety, these lists are the ideal research and prospecting tools for generating solution provider leads.

CRN Solution Provider 500 – formerly THE VAR500 (\$5,000)

CRN's SP500 recognizes the top Solution Providers and integrators in North America. The ranking system is based on revenue size, as well as the Solution Provider's forward-thinking approach to the channel.

CRN Fast Growth 150 (\$2,500)

CRN Fast Growth is our annual ranking of the fastest-growing business and technology integrators, Solution Providers, resellers and IT consultants in North America. This dynamic list is used as a reference for the entire industry.

CRN Tech Elite 250 (\$2,500)

This list features the most highly certified infrastructure integrators—data center, storage, virtualization and more.

CRN Next-Gen 250 (\$2,500)

Solution Providers on the Next-Gen 250 list are culled from research, vendor and analyst interviews and CRN editorial coverage. This list recognizes new Solution Providers impacting the channel with a new approach to client support.

CRN Managed Service Provider (MSP) 500 (\$5,000)

In today's world of outsourced IT, the need for a recurring revenue model is increasingly important to ensure the long-term health and success of a Solution Provider. And when it comes to strong managed services and off-premise solutions, these proven players have shown just how rewarding a recurring services revenue stream can be. CRN's industry-focused directory highlights the top 150 pure-play MSPs who are either new entrants or whose business model is almost entirely recurring off-premise/cloud revenue; the 100 Elite Service Providers who have a significant managed services practice and a large footprint in the IT channel; and the 250 Progressive Service Providers that are seeing a rapid increase in their overall revenue through their adjusted business model.



Mix and Match to Make Your Own List!

Create your own exclusive database of elite Solution Providers across these five databases by selecting according to partner affiliation (e.g., Cisco partners) and/or business activity (e.g., who sell cloud).

**(\$15 per company/
minimum 250 companies)**



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CRN EDITORIAL BEAT LIST & CONTACTS

For more than 30 years, CRN editorial coverage has helped Solution Providers make insightful 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 consistently delivered the insight and field intelligence Solution Providers have come to depend on and trust.

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