

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.



THE CRN PLATFORM

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 | | | | | |

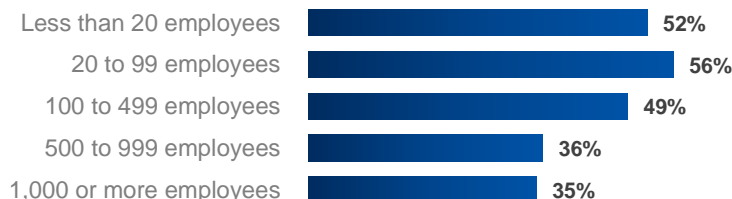
Detailed firmographic data on 150,000 Solution Provider organizations and 1,500,000 individuals within these organizations

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

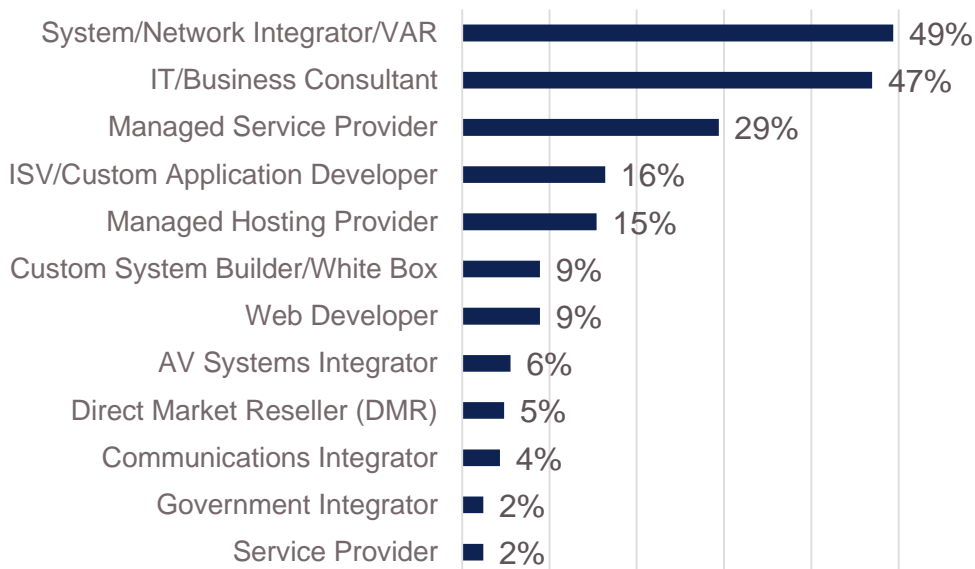


Technologies Involved

| | |
|---------------------------------------|-----|
| 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% |

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

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

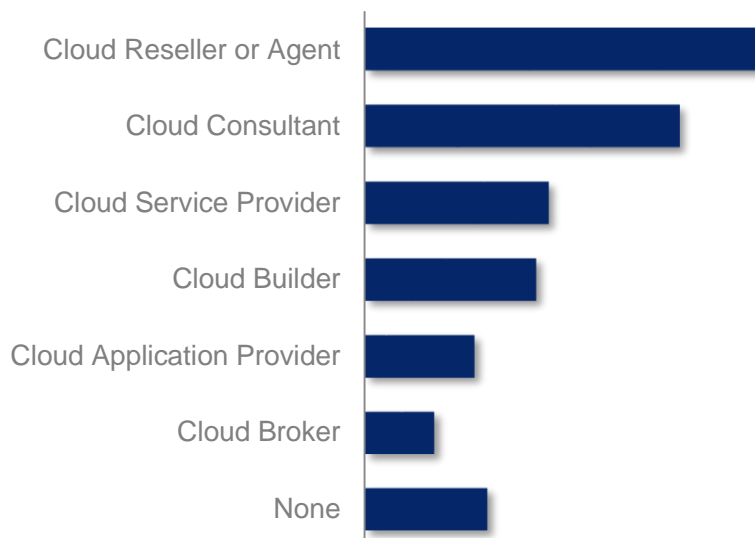


Where Do You Target Your Sales Efforts?

| | |
|--------------------|-----|
| 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% |

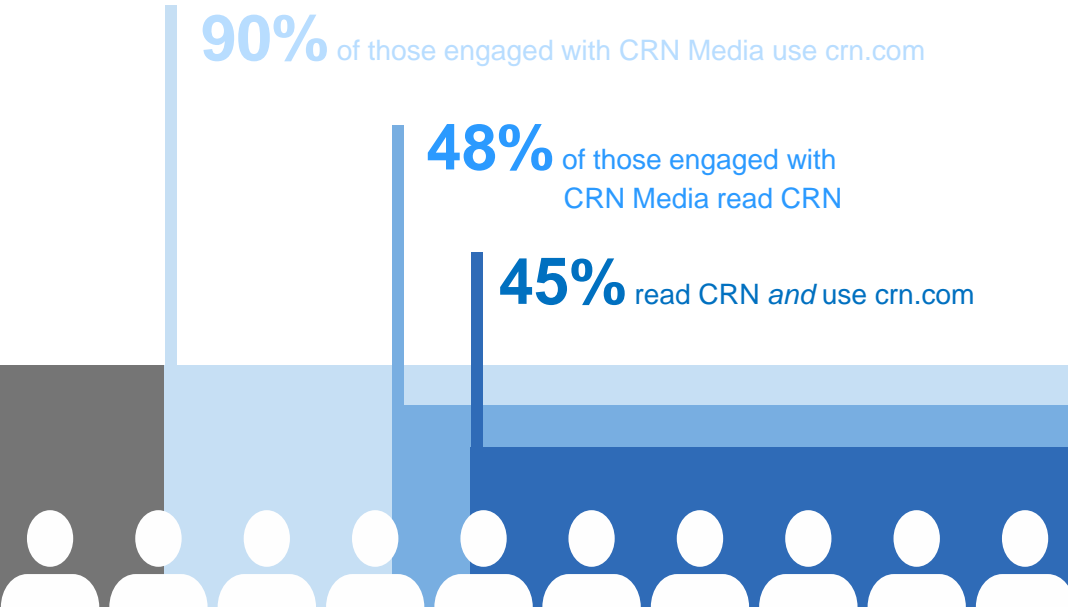
87% of Solution Providers Identify their Business with at least One Cloud Model

Cloud Business Models



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

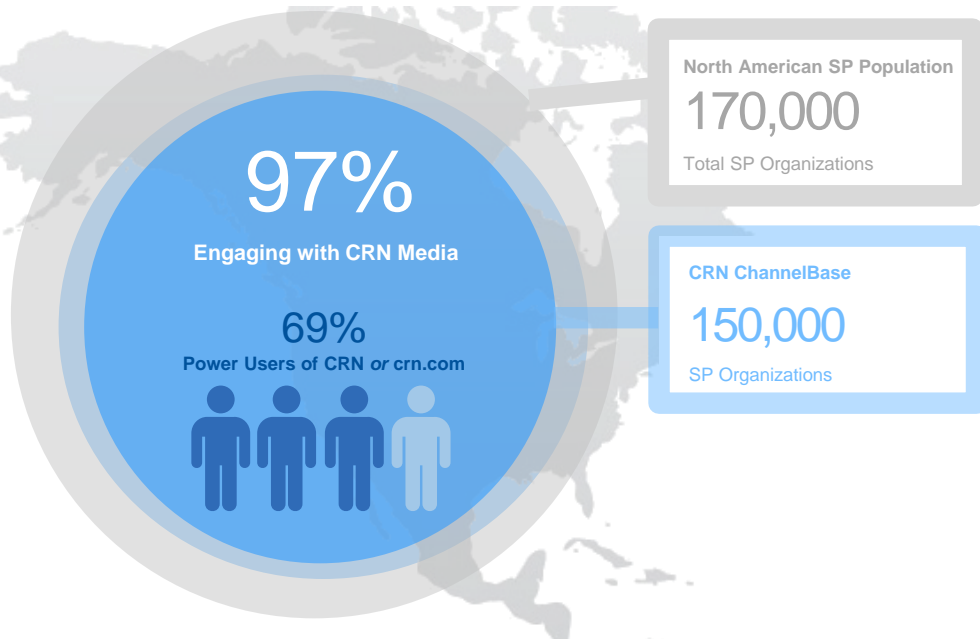
Solution Providers Clearly Prioritize Information Sources. Of the 97% Engaged with CRN Media:



of Respondents
are CRN
Subscribers or
Readers

A Sampling of the Vendor Partner Programs Tracked in ChannelBase

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



CRN.COM NETWORK

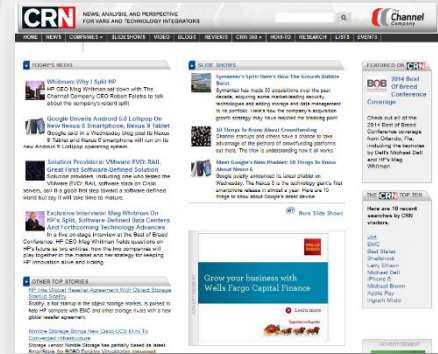
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| Brand & Awareness | Thought Leadership | Targeting | Enablement & Engagement | Recruitment/ Lead Generation |
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CRN.com is a strategic tool for channel marketers seeking to solve branding, targeting, enablement, recruitment and thought leadership goals.

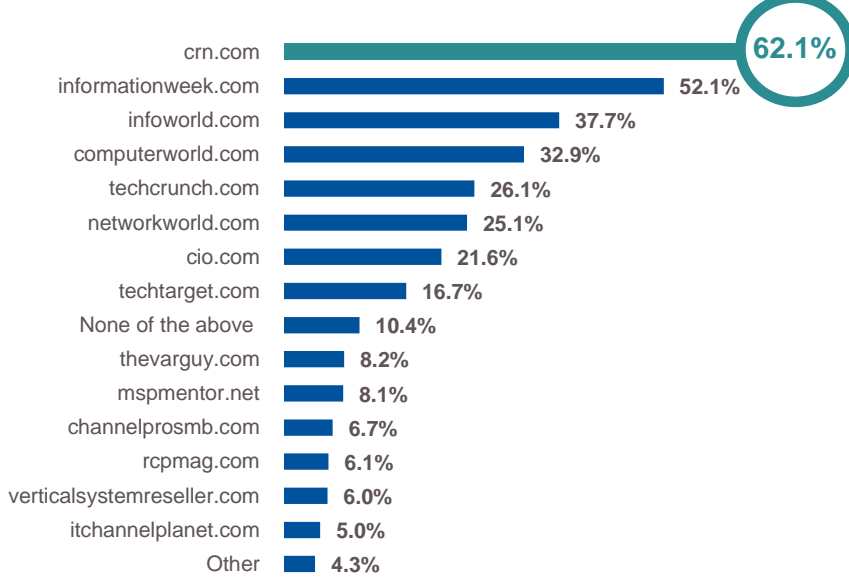
CRN.com is the largest and most authoritative online resource for IT channel and technology news, insight, commentary and community.

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*



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

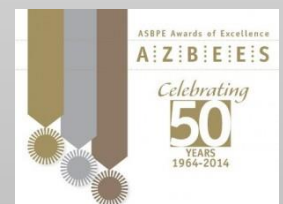
2014 ASBPE Awards of Excellence
Company Profile – Long, Regional Gold
Dell: Now Comes The Hard Part

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

2014 min Digital Awards
Email Newsletters, Honorable Mention

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



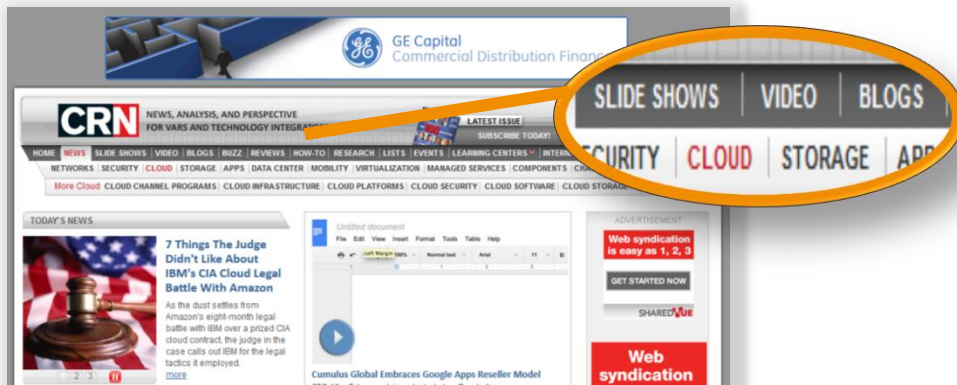
* CRN Media Consumption Study 2014

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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

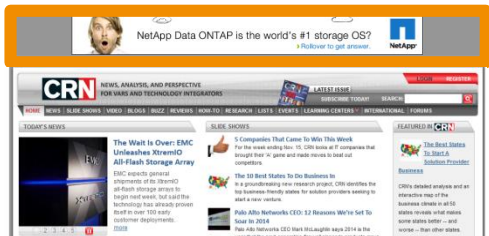


| Banner Types | Dimensions |
|--------------------------|-------------------|
| Leaderboard (top) | 728x90 |
| Anchor (bottom) | 728x90 |
| IMU | 336x280 |
| Skyscraper | 125x600 / 160x600 |
| Tiles | 125x125 |
| Button | 125x60 |
| Text Links | 70 characters |

Expandable Banners

Expandable Leaderboard Ads (ELAs), Expandable Skyscraper Ads (ESAs), Expandable Interactive Marketing Units (EIMUs) 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

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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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

Brand & Awareness

Thought Leadership

Targeting

Enablement & Engagement

Recruitment/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

| | | | | |
|-------------------|--------------------|-----------|-------------------------|------------------------------|
| 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



| | | | | |
|-------------------|--------------------|-----------|-------------------------|------------------------------|
| Brand & Awareness | Thought Leadership | Targeting | Enablement & Engagement | Recruitment/ 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

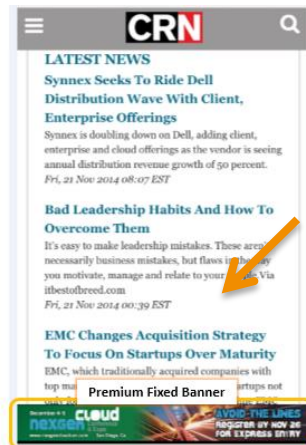
Additional Opportunities:

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**

| | | | | |
|-------------------|--------------------|-----------|-------------------------|-------------------------------|
| Brand & Awareness | Thought Leadership | Targeting | Enablement & Engagement | Recruitment / 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:

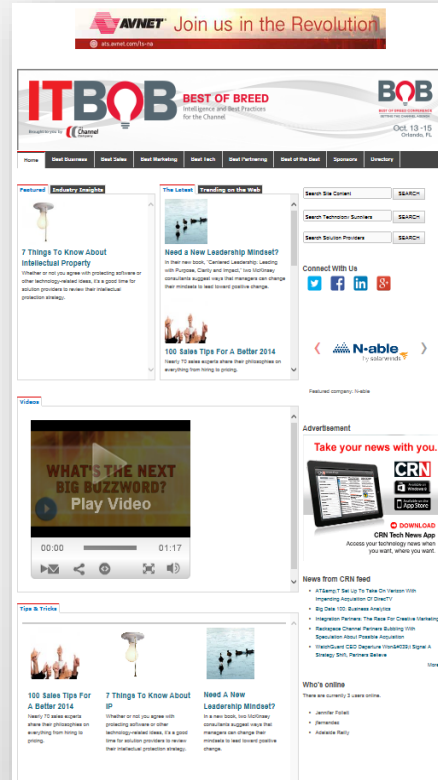
- Choosing on-premise vs. cloud
- Structuring sales compensation
- Succeeding with a recurring sales model
- Creating effective marketing
- Dealing with dynamic market conditions

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 |

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

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 IMU

336x280 expands to 640x480

• 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.

CRN TABLET

Brand & Awareness

Thought Leadership

Enablement & 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. |

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.



Brand & Awareness

Thought Leadership

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?



CRN OUTBOUND CHANNEL MARKETING

| | | | | |
|-------------------|--------------------|-----------|-------------------------|------------------------------|
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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.

Sponsored by



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 online. 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 SaaS 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.

The new Appliance HT10 is sold exclusively through Carbonite partners.

Download HT10 Data Sheet | Download Case Study | Register for Webinar | Become a Partner

Sponsored by



ISSUE: April 2014

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

Strategic Resources

- [Balance On Windows 8 VDI Licenses For Trade: View As In A Button](#)
- [Which ViewSonic VDI Client Is Right For Your Customer?](#)
- [2014 Channel Top 20 Virtualization Profiles](#)

About ViewSonic
ViewSonic helps the most connected with a diverse portfolio of display solutions, including smart displays, monitors, mobile devices, digital signage and more. ViewSonic offers the most in-class virtualization and cloud computing products to manage the way you consume, communicate, and connect. For more information, [click here](#).

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, Citrix 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 customer chooses, ViewSonic offers a diverse portfolio of VDI endpoints. [ViewSonic is the first brand to offer smart display clients for Android](#). And ViewSonic offers a myriad zero client displays, and standalone thin and zero clients that are hardware-optimized for the leading VDI protocols.

[ViewSonic offers flexibility, ease of use and powerful, best-in-class performance](#) with whatever software your customers prefer: from VMware, with its robust multiplatform 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.

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

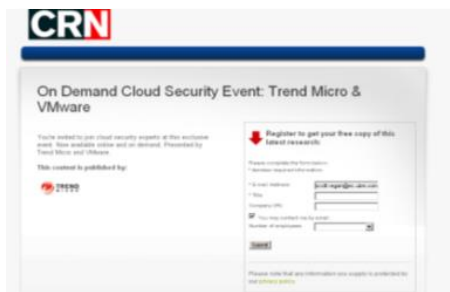
CRN.com's Content Library lets you utilize your existing assets to generate qualified leads. This program uses gated assets to provide measurable data that provides an overall cost per lead generated.

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



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

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.

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

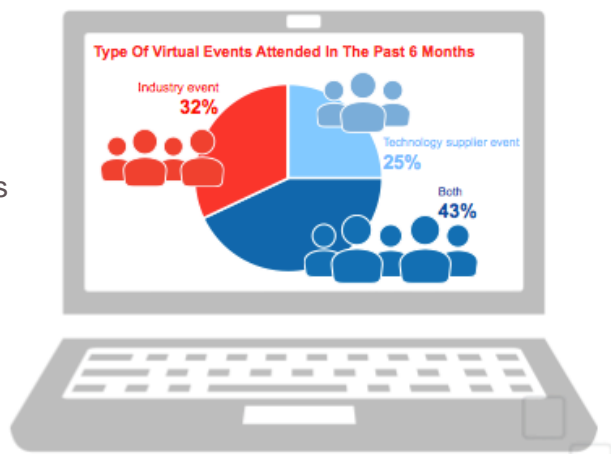
Enablement & Engagement

Recruitment/Lead Generation

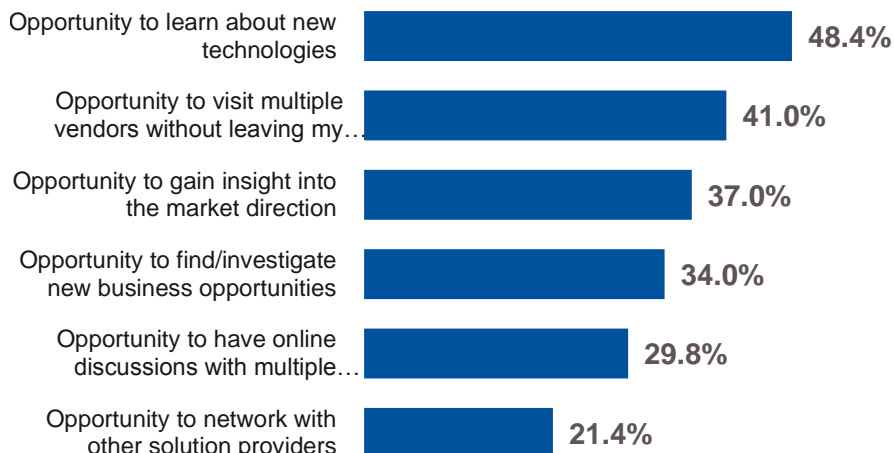
CRN's Web-based events are designed to give marketers the ability to reach their partners and best prospects in an immersive, interactive, Web-enabled atmosphere. Use CRN Web-based events to target Solution Providers in specific verticals or industry segments, to recruit and educate partners, and to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

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.

| 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 |



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)

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

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

CRN MAGAZINE

Brand & Awareness

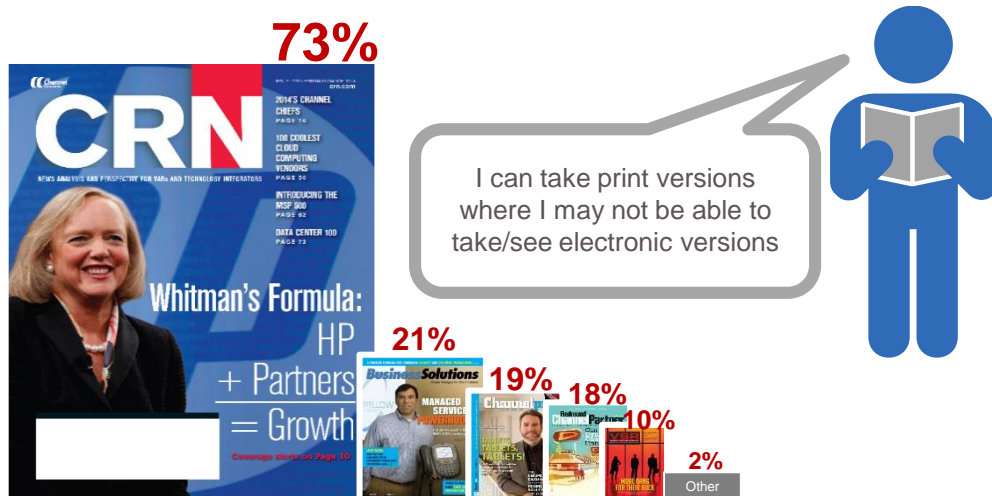
Thought Leadership

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*



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

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

Publication Schedule: Bi-monthly
Six issues per year

Reach: IT Solution Providers, Integrators, Consultants, Developers

* 2014 Channel Information Consumption Study by CRN

Brand & Awareness

Thought 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 multi-sponsored 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

Brand & Awareness

Thought Leadership

Custom Publishing

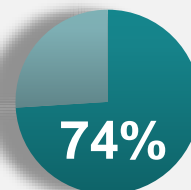
CRN will help you develop a POV strategy that enables you to effectively communicate with your existing and potential partners through a custom published magazine. CRN will provide a dedicated managing editor and editor-in-chief, as well as contributing writers who will interview your company executives 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.



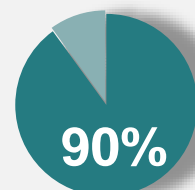
Print + Online Delivers 1-2 Punch

CRN.com users

CRN magazine readers



also read CRN



also use crn.com

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

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 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 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

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

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 Vertical



1/2 Page Vertical



Island



1/3 Page Vertical



1/3 Page Spread Horizontal



1/3 Page Horizontal



Gatefold Flap Page



Gatefold Spread

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

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)**

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.

EDITORS

Robert Faletra

Chief Executive Officer
Westborough, Mass.
rfaletra@thechannelcompany.com

Jennifer Follett

Executive Editor
Westborough, Mass.
jfollett@thechannelcompany.com

Steve Burke

Executive Editor, News
Westborough, Mass.
sburke@thechannelcompany.com

Jane O'Brien

Managing Editor
Jericho, NY
jobrien@thechannelcompany.com

Christopher Griffin

Managing Editor, CRN Online
Westborough, Mass.
cgriffin@thechannelcompany.com

Carol Priest

Assistant Managing Editor, CRN Online
Newport Beach, Calif.
cpriest@thechannelcompany.com

Rick Whiting

Features Editor
Westborough, Mass.
rwhiting@thechannelcompany.com

Meghan Ottolini

Video & Graphics Editor
Westborough, Mass.
mottolini@thechannelcompany.com

Daniel Igo

Digital Production Editor
Westborough, Mass.
digo@thechannelcompany.com

Sandra Rufolo

Copy Chief
Jericho, NY
srufolo@thechannelcompany.com

Office Locations

Westborough, MA

One Research Drive
Suite 400B
Westborough, MA 01581
508-416-1175

Jericho, NY

350 Jericho Turnpike
Suite 310
Jericho, NY 11753
516-726-2937

Miami, FL

9300 S. Dadeland Blvd
Suite 100
Miami, FL 33156
480-963-2999

Newport Beach, CA

4590 MacArthur Blvd
Fifth Floor
Newport Beach, CA 92660
949-355-7177

Raleigh, NC

5511 Capital Center Drive
Suite 460
Raleigh, NC 27606
919-287-4600

REPORTERS

Matt Brown

Senior Editor
Desktops, Laptops, White Box
ITBestofBreed.com
Westborough, Mass.
mbrown@thechannelcompany.com

Ramin Edmond

Assistant Editor
Channel, Distribution, MSPs
Westborough, Mass.
redmond@thechannelcompany.com

Mark Haranas

Associate Editor
Networking, IP Telephony, Telecom
Service Providers
Westborough, Mass.
mharanas@thechannelcompany.com

Sarah Kuranda

Associate Editor
Channel, Distribution, MSPs
Westborough, Mass.
skuranda@thechannelcompany.com

Joseph F. Kovar

Senior Editor
Storage, Servers, Data Center
Newport Beach, Calif.
jkovar@thechannelcompany.com

Kevin McLaughlin

Chief Investigative Reporter
Virtualization, Software
San Francisco
kmclaughlin@thechannelcompany.com

Gina Narcisi

Senior Associate Editor
Communications Service Providers
Westborough, Mass.
gnarcisi@thechannelcompany.com

Michael Novinson

Associate Editor
MSPs, SPs, Distribution
Westborough, Mass.
mnovinson@thechannelcompany.com

Lindsey O'Donnell

Assistant Editor
Mobility and Chips
Westborough, Mass.
lodonnell@thechannelcompany.com

Jimmy Sheridan

Assistant Editor
Channel, Distribution, MSPs
Westborough, Mass.
jsheridan@thechannelcompany.com

Tom Spring

Senior Technical Editor
CRN Test Center
Westborough, Mass.
tspring@thechannelcompany.com

Joseph Tsidulko

Senior Editor
Cloud Computing
Newport Beach, Calif.
jtsidulko@thechannelcompany.com



CRN SALES & OPERATIONS CONTACTS

Sales Contact Information

Northeast Region

MA, ME, VT, NH, RI, CT, WI, OH, IL,
MO, MI, MN, IN, IA, NE, SD, ND,
Eastern Canada

Kim Briggs

Strategic Account Director
Media, Events, Sales and Marketing
Services
508-416-1106
kbriggs@thechannelcompany.com

Southeast Region

AL, LA, GA, FL, AR, KY, KS,
MS, TN, OK, NC, SC, DE, MD, WV, VA

Dana Sell

Strategic Account Director
Media, Events, Sales and Marketing
Services
919-287-4628
dsell@thechannelcompany.com

Northwest Region

WY, MT, ID, NorCal: Santa Clara,
San Jose, Redwood City, Scotts
Valley, Menlo Park, Palo Alto,
Campbell, Los Gatos, Morgan Hill,
Western Canada

Lauren Goldstein

Strategic Account Director/
Vice President
Media, Events, Sales and Marketing
Services
415-819-7449
lgoldstein@thechannelcompany.com

New Business

Laurie Condon

Director of New Business – East
Coast
631-425-1504
lcondon@thechannelcompany.com

Tri-State/Mid-Atlantic

NJ, NY, PA, TX: Austin

Christina Szabados

Strategic Account Director
Media, Events, Sales and Marketing
Services
516-726-2945
cszabados@thechannelcompany.com

Southwest Region

AZ, NV, NM, CO, UT, OR, AK, HI
TX: Excluding Austin
SoCal: 714, LA, 909, Valley

Scott Rosen

Strategic Account Director
Media, Events, Sales and Marketing
Services
310-318-6415
srosen@thechannelcompany.com

Central West Region

WA, SoCal (949) Orange County,
San Diego, San Francisco, San
Mateo, Oakland Pleasanton,
Berkeley

Debbie Klett

Strategic Account Director
Media, Events, Sales and Marketing
Services
415-215-5890
dklett@thechannelcompany.com

Nora Uriarte

Director of New Business – West
Coast
310-820-0012
nuriarte@thechannelcompany.com

Operations

Dan Dignam

Executive Vice President
516-726-2931
ddignam@thechannelcompany.com

Adelaide Reilly

Vice President, Media Operations
508-416-1158
areilly@thechannelcompany.com

Meghan O'Geary

Strategic Director, Marketing Services
516-726-2938
mogeary@thechannelcompany.com

Sales Support

Stephen Ertelt

Media Sales Manager, East
508-416-1171
sertelt@thechannelcompany.com

Justin Wu

Media Sales Specialist, West
949-223-3644
jwu@thechannelcompany.com

