



2017 MEDIA KIT

CRN has been exclusively dedicated to informing and empowering the IT channel community for the past three decades. Our unparalleled news coverage and essential content form a critical part of the solution provider's daily routine and long-term business strategy.

CRN delivers this critical intelligence through a cutting-edge multimedia platform. From our mobile-ready website and tablet app to the print magazine to up-to-the-minute e-newsletters, our diverse yet integrated constellation of media offerings reaches solution providers in every way they want to engage.



This rich, ongoing conversation enables us to provide technology suppliers with unequalled access to an audience of 150,000 leading solution provider organizations and 1,500,000 individuals. Explore CRN's rich portfolio of dynamic advertising opportunities and customizable media solutions designed to target, recruit and inspire action in this exclusive community.

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CRN AUDIENCE PROFILE

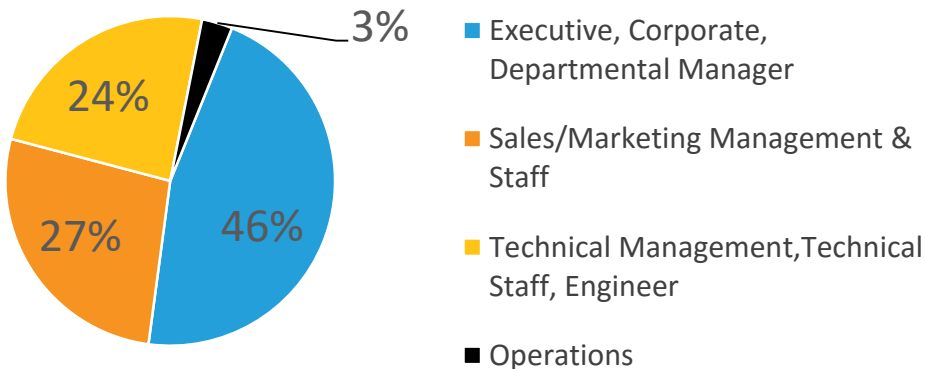
Qualification

CRN's database of IT channel partners is unparalleled, containing comprehensive trend and behavioral metrics on 150,000 solution provider organizations and 1,500,000 individuals in the North American IT channel.

This exceptional reach, together with our wide-ranging advertising and content syndication opportunities, gives technology suppliers access to a highly engaged solution provider community and the power to inform, promote and inspire action.

ChannelBase Intelligence:

What Is Your Primary Job Function?*



Customer Segments Sold To:*



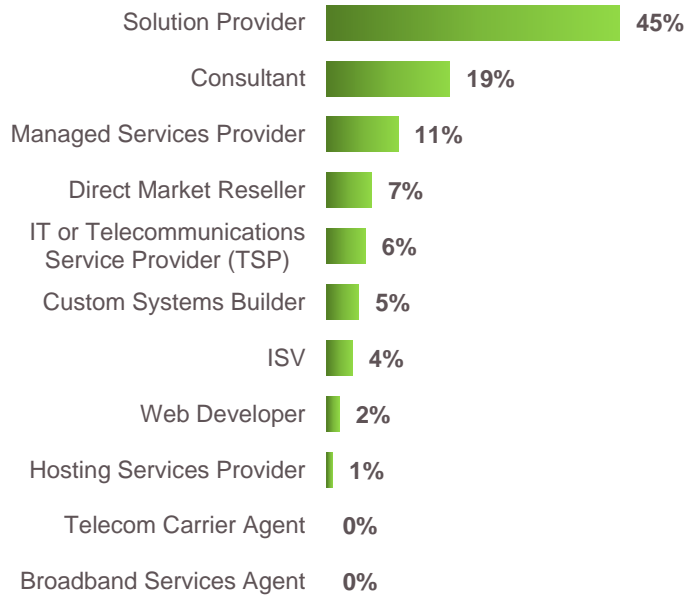
Technologies Involved

Security Hardware and Software	61%
Backup & Recovery Software/ Data Protection Software	60%
Storage Hardware	50%
Networking Hardware	49%
Cloud Backup & Recovery	47%
Mobile Computing Desktop & Server Virtualization	45%
Servers	41%
Printers	41%
Network Connectivity Services	39%
Office Productivity Software	36%
Display Technology	36%
Power Protection and Management	34%
Data & Information Management	30%
Managed Services Software	29%
Business Analytics	29%
Collaboration	29%
Processors (including graphic processors)	25%
CRM Software	25%
Converged Infrastructure Systems	17%

CRN AUDIENCE PROFILE

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

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



On average, solution providers are selling into 3 or more verticals at the strategic level. This accounts for at least 10% of their projected revenue.

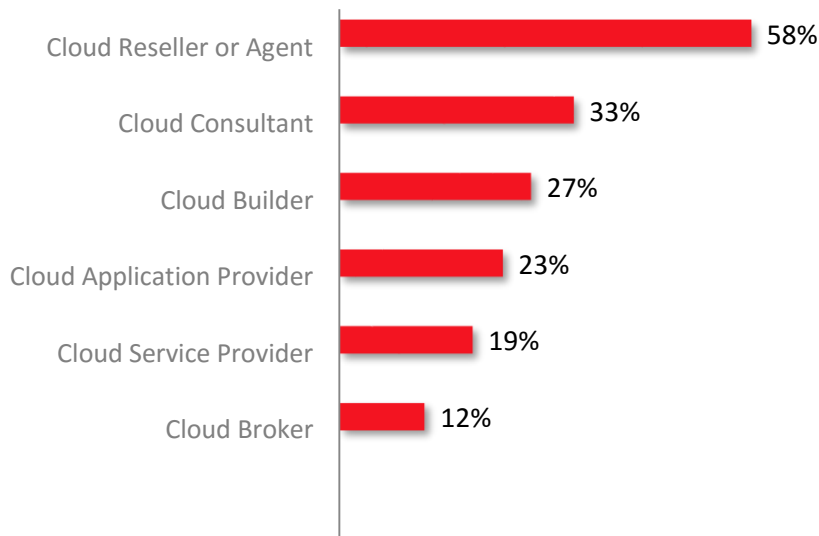
ChannelBase tracks over 20 of these vertical segments:

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%

69% of Partners Clearly Identify Their Business with One or More Solution Provider Cloud Models:**

Cloud Business Models



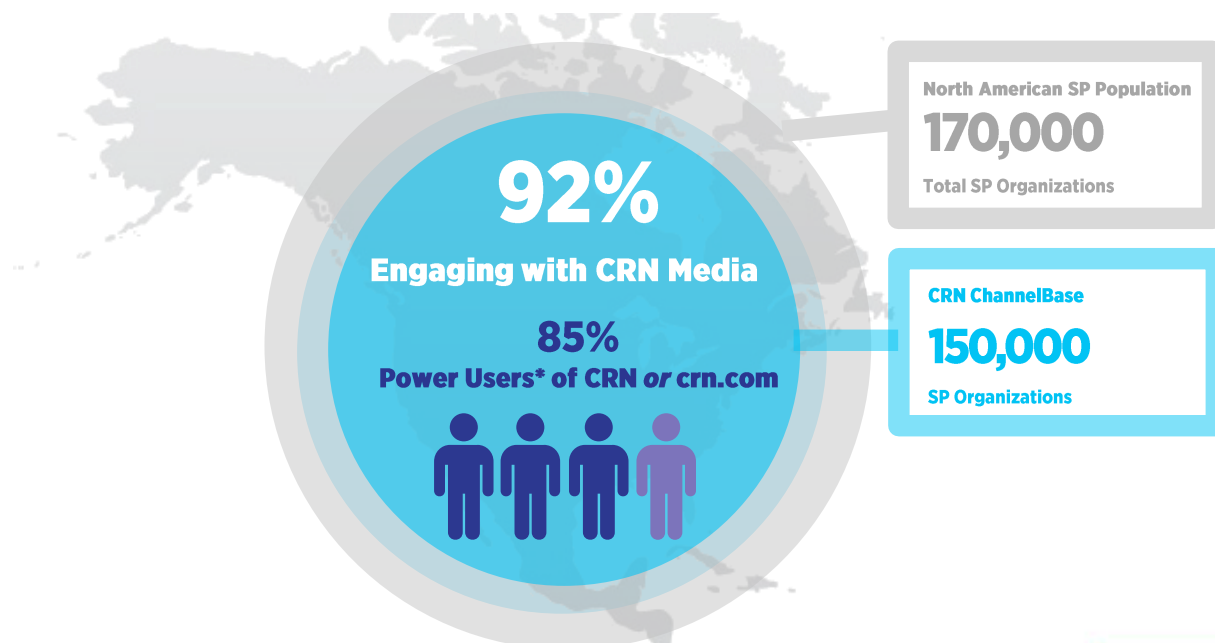
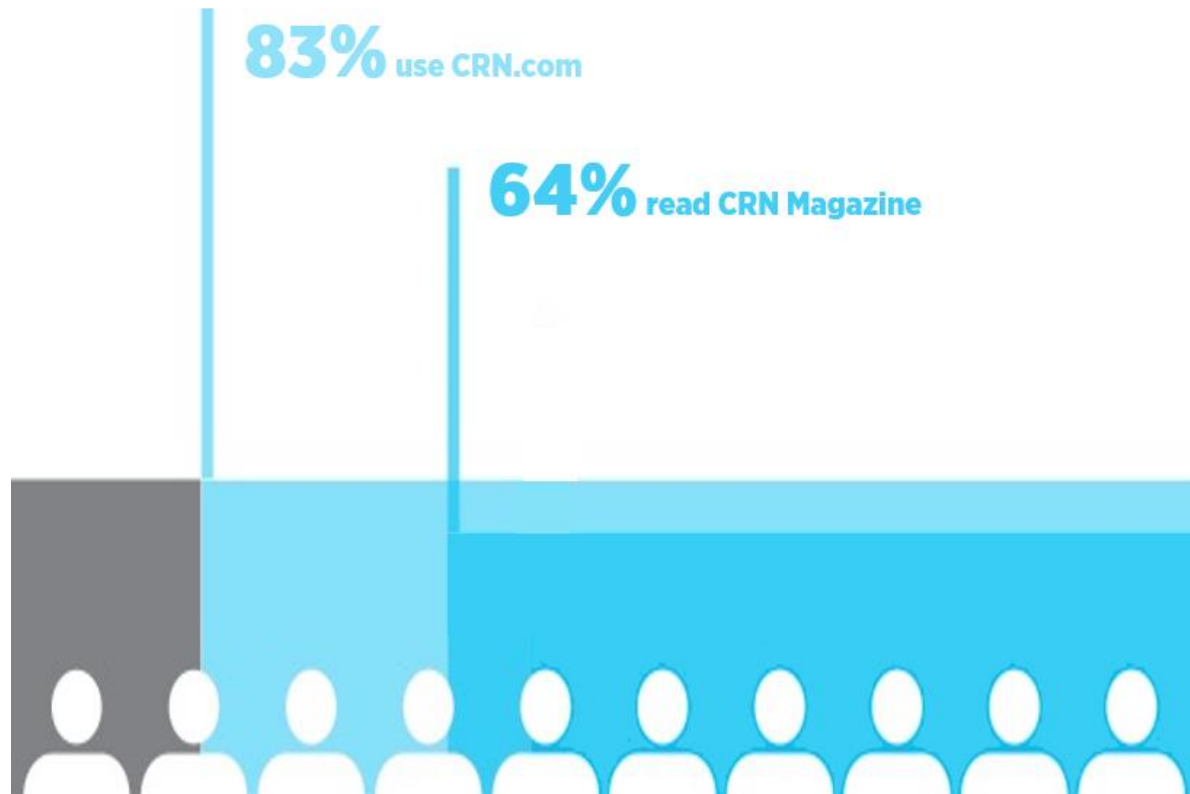
Of those solution providers offering cloud, 24% of annual revenue was derived from cloud computing solutions/services

*CRN Media Readership Survey 2015

**2016 Channel Census, The Channel Company

CRN AUDIENCE PROFILE

Solution providers prioritize information sources. Of the 97% engaged with CRN Media:



*Visit CRN.com at least weekly, including mobile, and/or subscribe to CRN Magazine

CRN.COM NETWORK

CRN.com

CRN.com is the dominant multimedia network serving the IT channel—providing the exceptional breaking news, actionable advice, and forward-thinking business strategy solution providers have come to rely on.

CRN.com attracts more than 500,000 unique visitors each month, consuming an average of 2 million page views.

The CRN network provides channel marketers with a broad portfolio of impactful and engaging marketing opportunities for accomplishing marketing goals—from branding, targeting and enablement to recruitment and thought leadership.



Awards & Recognition:

2016 Azbee Awards of Excellence (ASBPE)
Impact/Investigative Story
Regional Bronze:
“Bad Apple” by Lindsey O’Donnell, CRN

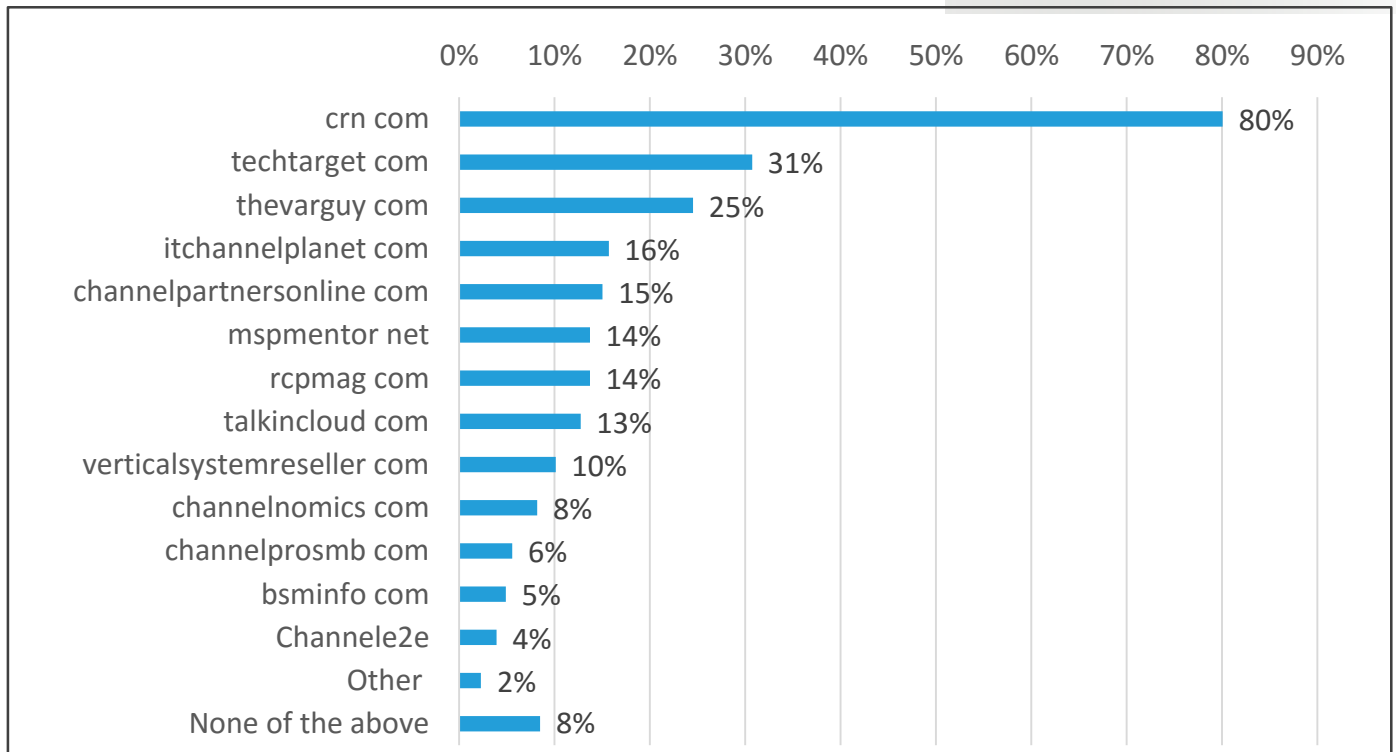
2016 Azbee Awards of Excellence (ASBPE)
Best Cross-Platform Package of the Year
Top 10 Award:
2015 Women of the Channel, CRN

2015 Folio Eddie Awards
B-to-B Website - Technology/Telecom
Honorable Mention: CRN.com

2015 Folio Eddie Awards
B-to-B Series of Articles -
Technology/Telecom
Honorable Mention:
“HP Splits into Two Fortune 50 Companies,”
CRN

2015 Folio Eddie Awards
B-to-B Full Issue - Technology/Telecom
Honorable Mention: CRN

CRN Tops the List of Sites Visited by Solution Providers*



*CRN Media Readership Survey 2015

CRN.COM NETWORK

Women of the Channel Online
wotc.crn.com

WOMEN OF
THE **CHANNEL**™



Inspired by the extremely successful, industry-leading events of the same name, *Women of the Channel* is now an online environment where technology professionals can come together year-round to share ideas and discuss critical issues facing today's women channel executives, find inspiration, learn about industry trends and best practices, and gain the tools and support needed to fuel personal growth—both in and outside of work.

IT Best of Breed
www.itbestofbreed.com



This site, dedicated to the solution provider's perspective, drives meaningful, thought-provoking conversations through original and contributed content from The Channel Company editorial staff, tech suppliers, reliable third-party media sources and solution providers themselves.

Look to IT Best of Breed for thoughtful coverage and actionable advice on key business issues affecting the solution provider community:

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

Wotc.crn.com is a new online environment where women can:

- Network and connect with other women shaping the IT channel
- Gain a deeper understanding of current channel trends
- Hear inspiring stories from today's women trailblazers
- Create and contribute their own content
- Get guidance on effective leadership and forming successful mentorships
- Share advice on life issues and personal empowerment

IT Best of Breed Site Features:

- Best practices in sales, marketing, technology, partnering and business
- Vendor-contributed blogs
- News from CRN and around the Web
- Searchable, filterable solution provider and vendor directories
- Sponsored pages, supplied assets, blogs and feeds
- Video interviews and vlogs

CRN360

Own Your Technology Category.

Establish your company as a thought leader in a specific technology category with a complete, multi-vehicle package on CRN360.

CRN360 gives channel marketers the opportunity to own an entire technology track on CRN.com, providing targeted reach while building brand awareness and generating valuable leads—all in a single, high-impact program.

These highly focused, sponsored web pages showcase your brand and leverage your social media content alongside proprietary CRN news and insight, as well as content curated from around the Web—creating a just-right mix of cohesive, deep-diving coverage.

Enjoy total exclusivity in your technology category.

Categories include:

- Business Continuity
- Carrier Services
- Cloud Backup & Recovery
- Cloud Infrastructure
- Enterprise Opportunities
- Managed Solutions
- And More (See CRN.com for full list)

Sponsorship includes:

- Ownership of the leaderboard on your CRN360 page
- Four of your assets posted
- Your executive's blog
- A dedicated Twitter feed
- 100 leads
- 10K monthly page views
- Technology-specific content relevant to your company

Dedicated page features your company's logo and executive blog or "About Us" introduction

Displays your branded content for linking or download

Leverages your social media presence

For pricing, please contact your sales representative on page 32.

CRN CLOSEUP

Create a commanding, 360-degree view of your Channel identity with CRN CloseUp.

CRN CloseUp enables technology suppliers to create a panoramic view of their brand and illustrate their unique value to the Channel through a customized web environment on CRN.com. This multidimensional sponsorship builds brand awareness, provides a forum for your thought leadership and generates valuable leads—all in one place.

Your sponsored page features:

- 1 Proprietary CRN content about your company
- 2 A video message from your Channel chief
- 3 News about your company from around the Web
- 4 A dedicated space for CRN awards and recognition
- 5 Up to 4 branded assets
- 6 A customized Twitter feed
- 7 An overview of your partner program

CloseUp provides an introductory, bird's eye view of your company, as well as a deep-diving, vertical look into your partner program and the other unique offerings that distinguish your Channel business.

Return on your investment includes:

- ✓ 300,000 impressions (banners, social media, e-newsletters)
- ✓ 30,000 page views
- ✓ 100 leads

The screenshot shows the CRN CloseUp page for Cisco. The page layout includes a navigation bar at the top with links for HOME, NEWS, COMPANIES, SLIDESHOWS, VIDEO, BLOGS, REVIEWS, CRN 360, HOW-TO, RESEARCH, LISTS, EVENTS, and LEARNING CENTERS. The main content area is divided into several sections:

- CISCO NEWS:** Contains several news articles, with callout 1 pointing to a specific article snippet.
- AROUND THE WEB:** Features four small article thumbnails, with callout 3 pointing to this section.
- OUR PARTNER PROGRAM:** Includes a "Join Us" button, with callout 7 pointing to it.
- CHANNEL CHIEF CORNER:** Contains a video player, with callout 2 pointing to it.
- CRN AWARDS & RECOGNITIONS:** Lists awards such as "2015 CRN Enterprise App Awards" and "2012 CRN Tech Innovator Awards", with callout 4 pointing to this section.
- WHITEPAPER:** Features a whitepaper titled "Optimizing Cloud Investments", with callout 5 pointing to it.
- FOLLOW | CISCO:** Displays a Twitter feed, with callout 6 pointing to it.

For pricing, please contact your sales representative on page 32.

CRN.COM HIGH-IMPACT BANNERS

Expandable Banners

These rich media experiences are designed to immediately grab the eye of the user and expand when moused over. They are served across CRN.com to provide maximum visibility.



Leaderboard Example: 728x90 expands to 728x300

Welcome Ad

This exclusive sponsorship allows technology suppliers to showcase their message to the entire CRN.com audience in a 640x480 clickable banner that drives brand and product awareness.

Now available with a video option! Incorporate your 15-second video message into the interstitial for even more impact.



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

Interaction Rate: 20-25%

Showcase High-Value Assets:

- Videos
- Demonstrations
- White papers
- Product briefs

CRN can help create the right expandable ad and provide engagement and performance data.

WELCOME AD HIGHLIGHTS:

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

DIMENSIONS: 640x480

For pricing, please contact your sales representative on page 32.

CRN.COM HIGH-IMPACT BANNERS

Custom Curtains

These eye-catching specialty ad units flank the page, capturing visitors' attention. Ideal for "big splash" campaigns such as product launches and partner program announcements.



Custom Curtain Highlights:

- Average CTR: 0.3-0.5%
- 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

Ribbon Ad

These high-impact, broad bars remain fixed on the page as the user scrolls. When clicked on, the ribbon expands to reveal your 640x480 creative. Ribbon ads are a great way to draw attention to an offer and get maximum visibility across CRN.com.

- Showcase multiple key assets such as a video, demo or white paper
- Get reporting on interaction: *opens*, *clicks* and *seconds of interaction*

Ribbon Ad Highlights:

- Average Interaction Rate: 10-12%
- 250,000 GTD Impressions
- 100% Share of Voice

DIMENSIONS:

Pre-expansion: 980x40
Post-expansion: 640x480

ONLINE SPECIFICATIONS

STANDARD BANNERS

Leaderboard (top)
728x90

Anchor (bottom)
728x90

IMU
336x280

Skyscraper
125x600 or 160x600

Tile
125x125

Text Links
70 characters

EXPANDABLE BANNERS – GENERAL INFORMATION

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

EXPANDABLE BANNER UNITS

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

HIGH-IMPACT BANNERS

Welcome Ad
20,000 ROS Impressions

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

Max File Size: 100K

Dimensions: 640x480Pricing:
Formats: gif, jpg

Animation Time Limit: 15 seconds

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

Linking URL is required upon
submission

Video Welcome Ad

See Welcome Ad Specs
Max Video Length: 15 sec

Ribbon Ad

250,000 ROS Impressions

Custom Curtains

Home Page or News Section
25,000 Impressions

Showcases

Multi-Sponsored

For customized advertising bundles that fit all budgets, please contact your CRN representative on page 32 or Dan Dignam at ddignam@thechannelco.com

CRN SMARTPHONE

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

Deliver your message to solution providers when and where they read channel news. The new smartphone-optimized website features more prominent ad units to capitalize on the growing number of mobile users.

Estimated traffic: 500,000 PV per month

Premium Smartphone Package

Choose Monthly or Quarterly:

- Monthly Sponsorship:
 - Minimum guarantee of 60,000 impressions per month
- Quarterly Sponsorship:
 - Minimum guarantee of 70,000 impressions per month

This package offers the highest visibility to our CRN.com audience on mobile phones. Both options include:

Fixed ribbon >> PREMIUM POSITION
Ad Size: 728x90 or 300x50

Quarterly Smartphone Package with Responsive Design Landing Page

Basic responsive design landing page and hosting for 3 months.

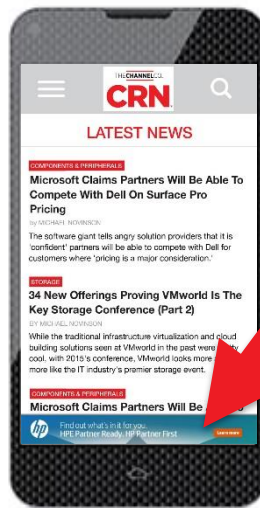
- Includes header image, ad line, and basic 3-5 field registration

Leaderboard Sponsorship

- 728x90

IMU Sponsorship

- 300x250



Fixed Ribbon Ad



IMU

Why advertise on mobile websites?

Smartphone users check their device

150

TIMES PER DAY*

- ✓ Mobile users now surpass the number of desktop users*
- ✓ More than half of smartphone users get mobile news alerts**
- ✓ Overall CTR average on mobile is .24%, compared with .10% across the CRN network***
- ✓ The Fixed Ribbon provides the highest level of exposure and a .33% CTR***

*Source: Smart Insights, Mobile Marketing Statistics 2015, <http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/>

**Source: Pew Research Center FactTank, September 8, 2016, <http://www.pewresearch.org/fact-tank/2016/09/08/more-than-half-of-smartphone-users-get-news-alerts-but-few-get-them-often/>

For pricing, please contact your sales representative on page 32.

***Publisher's Own Data, 2016

CRN SNAPSHOT SMARTPHONE SPONSORSHIP

CRN Snapshot

CRN Snapshot is a smartphone-only environment that captures the essence of your thought leadership and delivers it in a quick, convenient “snapshot” for CRN.com’s 100,000 unique monthly smartphone visitors.¹

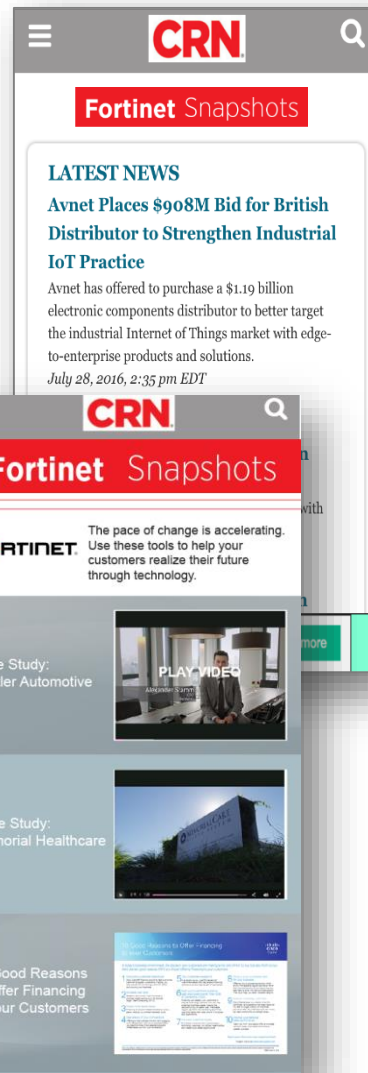
Work Smarter, Not Harder

Solution providers ignore or delete more than 40% of the emails they receive from vendors with whom they have a relationship and 78% said their experience with partner portals was “a nightmare.”¹

By contrast, 55% of solution providers visit CRN.com on their smartphones every day.¹ So why not reach them there?

Sponsorship Includes:

- ✔ 250,000 CRN.com smartphone banner ad impressions (running in the header banner, fixed ribbon, mid-leader and IMU)
- ✔ A dedicated, responsive-design landing page with exclusive branding (site header and logo)
- ✔ Hosting of up to 6 mobile assets (videos, infographics, etc.)
- ✔ A 20-word introductory message
- ✔ Links back to your website and social media accounts
- ✔ 5,000 guaranteed page views



SPs spend as much as 1/3 of their time working outside of the office.*



The average person spends 3 hours 8 minutes per day consuming media on mobile devices.**

55% of SPs visit CRN.com on their smartphone every day*

*Publishers own data, August 2016

**eMarketer, October 2015

For pricing, please contact your sales representative on page 32.

CRN TABLET

CRN Tech News

Reach busy solution providers where and how they want to engage with CRN's redesigned tablet app.

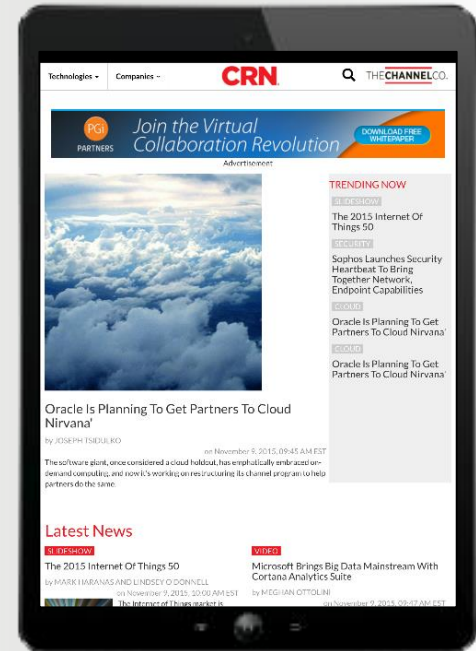
The new and improved CRN Tech News is the perfect mobile platform for your brand awareness campaign. Optimized for the best possible user experience, the app now features real-time news updates for up-to-the-minute channel coverage and a cleaner, streamlined format with more user-friendly features.

New Features:

- "Trending Now" module with the most popular articles of the day
- Pre-set searches for effortless access to news around the biggest names in the channel industry
- CRNtv videos can be viewed anywhere and everywhere
- Channel Beat updates are now standard on the tablet app
- Full access to CRN's extensive solution provider databases, including the Next-Gen 250 and Tech Elite lists

Exclusive Sponsorship of a Tech Category:

- Ad units included: 728x90, 300x250 and 160x600
- Sponsorship includes Tablet plus CRN.com mobile (excluding Smartphone)
- Choose from Security, Storage, Cloud, Mobility, Networking and more
- Editorial newsletter, 80,000 circulation
- Monthly performance reports



✓ *4 out of 10 solution providers access CRN on their tablet or smartphone**

* CRN Media Readership Survey 2015

	CRN Tablet Edition	CRN.com	CRN Magazine
What is it?	A daily editorial destination for today's most important channel news.	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?	Specifically designed for tablets, with a streamlined format and convenient new features that make it easy to consume news on-the-go.	Insight, perspective and analysis on the solution provider and distribution market.	SP and tech supplier elite lists and award winners in addition to in-depth cover stories. A bi-monthly guide to 'who's who' in the IT channel.

For pricing, please contact your sales representative on page 32.

ACCOUNT-BASED MARKETING

CRN Perspectives Account-Based Email Marketing

Dive deep into key partner accounts, capture new partner mindshare, and augment your existing partner communications through an exclusive Account-Based Marketing program.

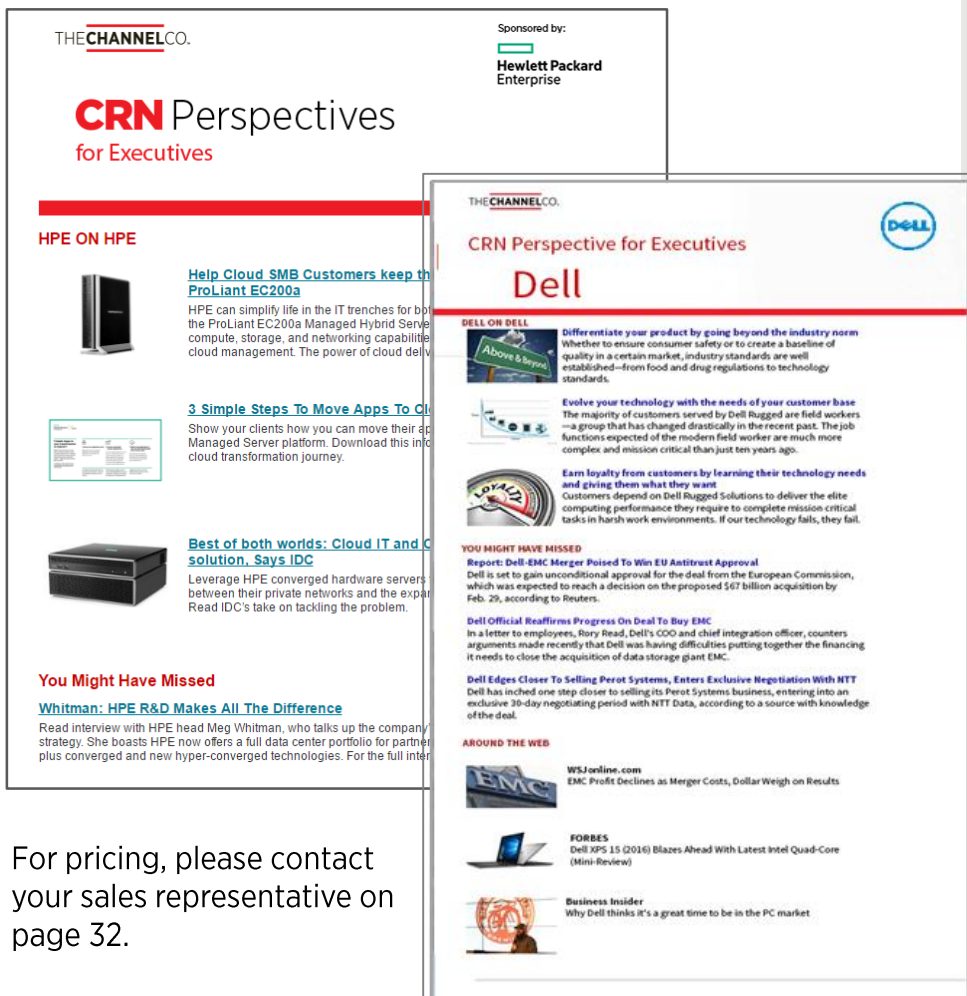
CRN's newest sponsorship opportunity leverages the current, cutting-edge approach of Account-Based Marketing, a strategy used to find, engage and nurture decision-makers at pre-defined accounts. Our ABM program includes a series of e-newsletters that home in on selected partners and deliver customized messages directly to them.

CRN Perspectives is a custom, monthly e-newsletter crafted around your messaging. Each installment combines your brand perspective with CRN news coverage and content from around the Web.

Your e-Newsletter Package Includes:

- Quarterly program includes 9 CRN Perspectives newsletters
- 1 newsletter per month to each of three lists, grouped by Job Function:
 - Executive
 - Sales & Marketing
 - Technical
- News stories about your company and technology category curated from CRN and around the Web
- Your own news and updates

Each targeted e-newsletter is tailored specifically to the executives, sales and marketing managers, and tech specialists that comprise your account list.



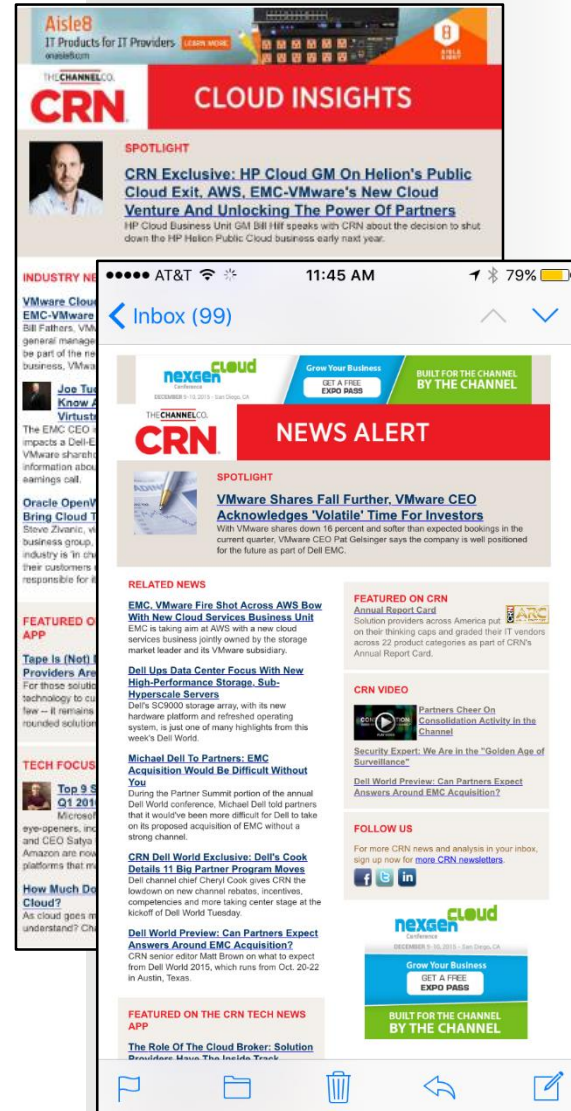
For pricing, please contact your sales representative on page 32.

CRN E-NEWSLETTERS

Sponsorship Opportunities

CRN e-newsletter sponsorships offer a targeted opportunity to reach engaged channel decision-makers. Deliver your message to IT professionals who have opted-in to receive tailored content dedicated to the specific market segments they serve.

E-NEWSLETTER	FREQUENCY	CIRC	OPEN RATE
Business Connectivity News and opportunities for solution providers to offer connectivity to clients.	MONTHLY	70,000	9%
Cloud Insights News on trends, blogs and discussion forums from around the world.	WEEKLY Tuesday	60,000	9%
CRN Daily News Roundup of news, plus the buzz from the blogs and discussion forums.	DAILY Monday-Friday	80,000	12%
Executive Briefing A look back at the most important stories of the week in the channel.	WEEKLY Friday	40,000	9%
Managed Services Insight into the latest news in IT infrastructure management.	MONTHLY	55,000	10%
Mobility Insights Channel opportunities in smartphones, tablets, mobile software and services.	WEEKLY Thursday	90,000	11%
Networking News Complete coverage of networking, VoIP and UC technologies and news.	2X/WEEK Monday and Wednesday	70,000	10%
Security Advisor The latest news, trends and threats in IT security.	2X/WEEK Tuesday and Friday	70,000	10%
Storage Insider Regular updates on SANs, storage as a service and data backup.	2X/WEEK Tuesday and Friday	60,000	9%
SP500 Strategies Strategy/research for and about North America's top solution providers.	WEEKLY Wednesday	60,000	10%
VAR Business Insider Daily news plus strategic insight and analysis designed to help VARs improve their businesses.	DAILY Monday-Friday	80,000	11%
Virtualization Insider Data center, server and desktop trends and opportunities.	WEEKLY	60,000	10%



- Open rate range: 9%-12%
- Sole sponsorships
- Up to two ad units each (leaderboard and IMU)

ITBESTOFBREED.COM

IT Best of Breed

Look to IT Best of Breed (www.ITBestofBreed.com)—a digital extension of the Best of Breed Conference—for thoughtful coverage and actionable advice on key business issues affecting the solution provider community:

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

The site, dedicated to the solution provider’s perspective, drives meaningful, thought-provoking conversations through original and contributed content from The Channel Company editorial staff, tech suppliers, reliable third-party media sources and solution providers themselves.

CRN.com	ITBestofBreed.com
Breaking news, channel programs and product announcements.	Collaborative media highlighting thought leadership from vendors, partners, CRN editors and industry experts.

For pricing, please contact your sales representative on page 32.



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.

Site Features:

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

CRN MAGAZINE

CRN Magazine enables technology marketers to extend their brand reach and demonstrate thought leadership 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 deliver compelling messages through highly relevant content.



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: Solution Providers



86%

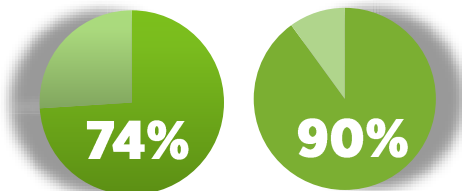
CRN is the Most Widely Read
Tech Publication
Among Solution Providers*



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

Print + Online
Delivers a 1-2 Punch:

CRN.com Users CRN Magazine Readers



also read CRN Magazine* also use crn.com*

Each Subscriber
Passes Their
CRN Issue to
2.5 Co-Workers*

For pricing, please contact your sales representative on page 32.

* CRN Media Readership Survey 2015



CRN MAGAZINE 2017 EDITORIAL CALENDAR

Close Date	Issue Date	Materials Due	Vendor Spotlight	Partner Spotlight	TechTen	Events
10-Feb	27-Feb	17-Feb	Channel Chiefs Data Center 100 100 Coolest Cloud Vendors	Managed Service Providers (MSP) 500	Storage	XChange Solution Provider March 5-7; National Harbor, MD
24-Mar	10-Apr	31-Mar	Partner Program Guide (PPG) Security 100	Tech Elite 250	Mobility	Women of the Channel West May 16-17; Napa, CA XChange SLED May 23-24; Atlanta, GA
19-May	5-Jun	26-May	Women of the Channel	Solution Provider 500	Security	
21-Jul	7-Aug	28-Jul	Emerging Vendors Business Class Connectivity PPG Top 100 Partner Marketing Guide	Fast Growth 150	Data Center	XChange 2016 August 13-15; Orlando, FL
22-Sep	9-Oct	29-Sep	Annual Report Card (ARC) Cloud PPG 100 People You Don't Know But Should	Triple Crown	Big Data	Best of Breed (BoB) October 9-10; Atlanta, GA Women of the Channel December 4-5; New York, NY
14-Nov	4-Dec	21-Nov	Internet of Things (IoT) 50 Products of the Year Tech Innovators	Next Gen 250	Cloud	NexGen Cloud Con & Expo December 11-13, 2016 Los Angeles, CA

EDITORIAL INQUIRIES:

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

CRN MAGAZINE

Custom Print Products

Custom Advertorials

Position your company as a thought leader in your market and take advantage of 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.

CRN Showcases

CRN Showcases are high-profile microsites 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 Sponsorship Features:

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



Advisor custom publication by Ingram Micro

Custom Publishing

CRN can help you develop a POV strategy that enables optimally effective communication with your existing and potential partners—through a custom published magazine.

You are provided with a dedicated managing editor, editor-in-chief and contributing writers to interview your company executives and channel partners. CRN drives the content development, design and layout, advertising and distribution of your print and/or digital magazine.

For pricing, please contact your sales representative on page 32.



Advertorial Opportunities

		Channel Chiefs
27-Feb	17-Feb	Data Center 100
		100 Coolest Cloud Vendors
10-Apr	31-Mar	Partner Program Guide (PPG)
		Security 100
5-Jun	26-May	Women of the Channel
		Emerging Vendors
7-Aug	28-Jul	Business Class Connectivity PPG
		Top 100
		Partner Marketing Guide
9-Oct	29-Sep	Annual Report Card (ARC)
		Cloud PPG
		100 People You Don't Know But Should
4-Dec	21-Nov	Internet of Things (IoT) 50
		Products of the Year
		Tech Innovators

PRINT SPECIFICATIONS

Ad Specifications

DIMENSIONS	NON-BLEED / LIVE AREA	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"	8" x 10-3/4"

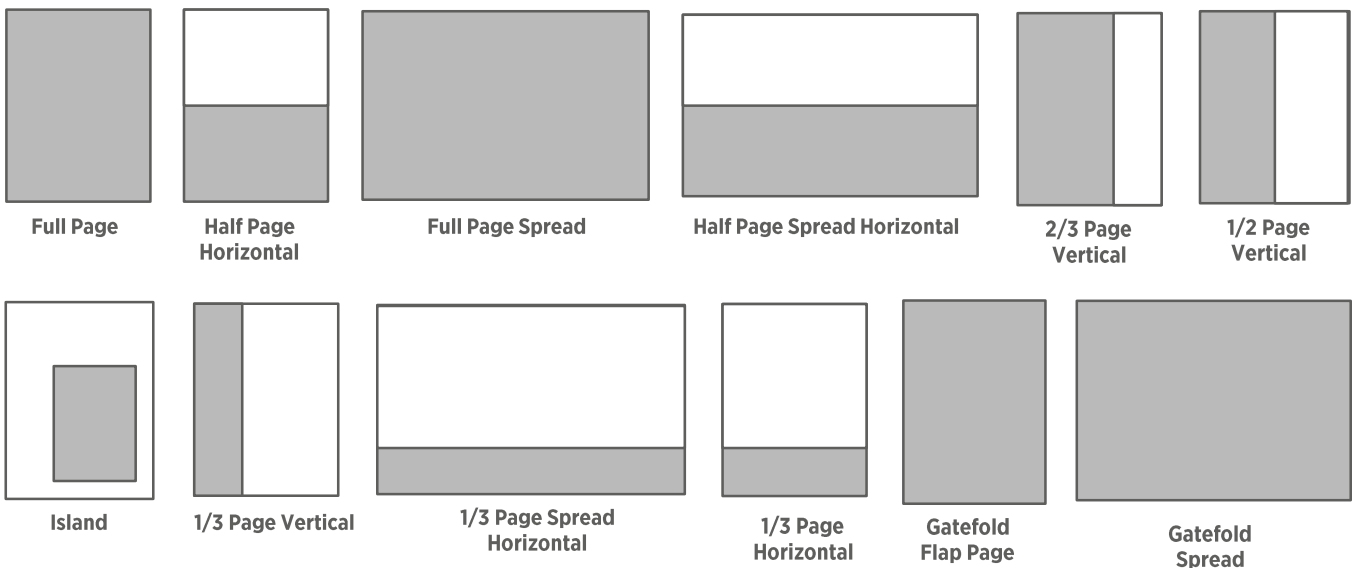
FRACTIONALS

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"	3-5/8" x 10-1/2"	3-7/8" x 10-3/4"
2/3 Vertical	4-3/8" x 9-3/4"	5-1/8" x 10-1/2"	5-3/8" x 10-3/4"
1/3 Horizontal	7" x 3-1/4"	7-3/4" x 3-1/2"	8" x 3-3/4"
1/3 Vertical	2-1/8" x 9-3/4"	2-3/8" x 10-1/2"	2-5/8" x 10-3/4"
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



For customized advertising bundles that fit all budgets, please contact your CRN representative on page 32 or Dan Dignam at ddignam@thechannelco.com.

SPONSORED MICROSITES

Learning Centers

The Channel Company Learning Centers are dynamic environments designed to engage solution providers by delivering partner program and product messaging.

Program includes:

- A dedicated Channel Company project manager
- Accessibility from CRN navigation bar
- Hosting of up to five supplied assets (such as white papers, videos or case studies)
- Posting of selected news, features and industry research from CRN
- Social media feed integration
- Links to partner website for more engagement info
- Your banners roadblock the microsite



Example of a Sponsored Microsite on CRN.com

Custom Microsites

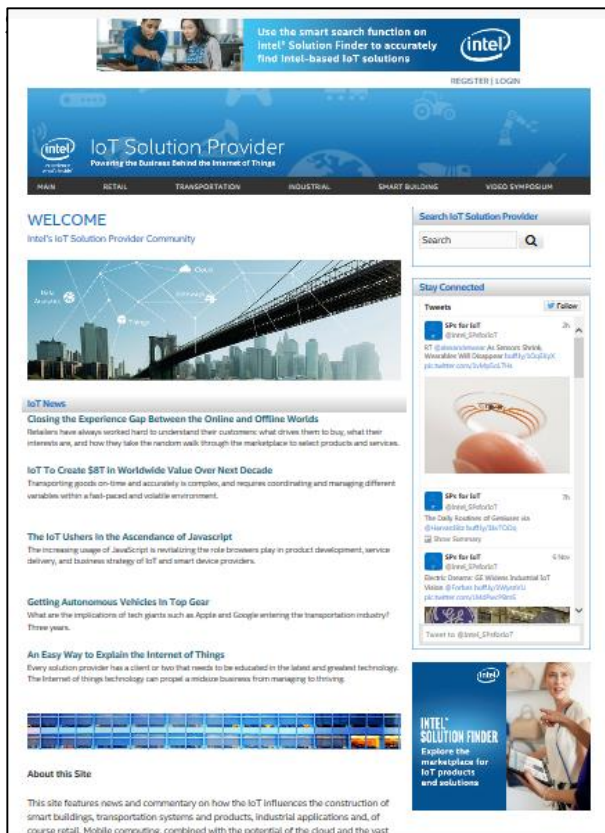
Custom Microsites enable marketers to position their companies as thought and category leaders in a hybrid setting. This rich, compelling environment supports your marketing objectives while engaging and educating your audience.

CRN offers a variety of microsites to accommodate every marketing objective and budget, from turnkey showcases and 360s to fully customizable experiences.

Programs include:

- A site managing editor
- Multi-page layout
- Video capability
- Incorporation of social chats

For pricing, please contact your sales representative on page 32.



Example of a Custom Microsite on CRN.com

CONTENT SYNDICATION

Great content is one of the most powerful tools technology suppliers have for identifying and attracting the right customers and prospects.

Unleash the power of your information-rich white paper, case study or other asset through CRN's content syndication program, generating valuable leads for your sales funnel and positioning your company as an IT channel thought leader.

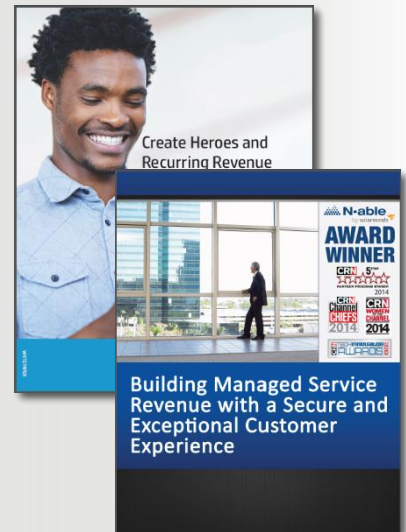
CRN handles the entire process, from posting your content in the CRN.com content library and setting up the registration form, to promoting your assets and delivering detailed lead reports.

How Content Syndication Works:

- CRN works with you to determine which assets will resonate best with our audience
- We design and manage all promotional efforts
- We target solution providers in our database that match your ideal partner profile
- We drive traffic to your content with email marketing vehicles and ad units on CRN.com
- Prospects complete request forms in order to download your content
- We deliver detailed lead reports including name, email address, company, phone number and other information

Programs Include:

- Guaranteed lead delivery
- Custom-written and designed newsletters
- Alignment with CRN editorial newsletters that presents your brand to a targeted audience in the context of trusted content



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.

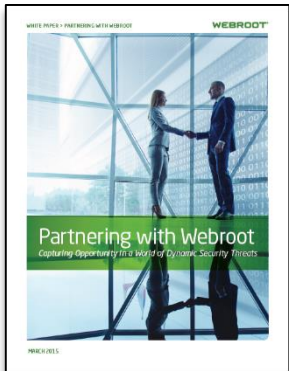
This need for information makes content-based marketing a vital element of your overall channel marketing strategy.

For pricing, please contact your sales representative on page 32.

CONTENT MARKETING SERVICES

Channel Content Services help technology suppliers create compelling assets to educate and motivate partners while fostering a positive perception of their brands in the channel community.

Our Channel Content Services team will work with you to create white papers, videos, case studies and other assets to help reach partners and keep them engaged throughout the 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.

Custom e-Newsletters

Let CRN develop a tailored newsletter to drive your marketing agenda. We tell your story via product news, program changes, promotions, incentives and more. We then leverage our extensive solution provider database, ChannelBase, to target your specific audience.

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

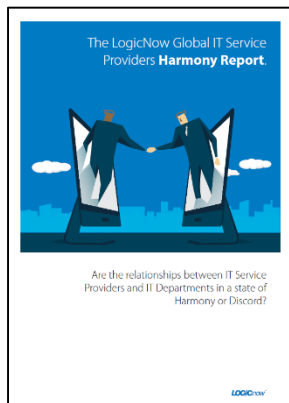
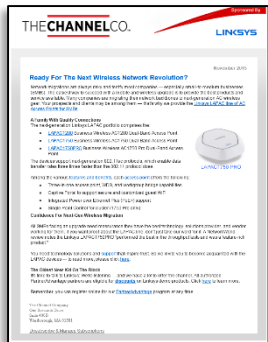
Leverage product demos, partner interviews and testimonial videos to round out your content strategy. The Content Services team collaborates with you to create and record your video at CRN studios or at The Channel Company live events, and your account manager works with you to build a plan for driving demand.

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 SOCIAL

Complete Social Media Marketing Services

The Channel Company makes marketing through social media easy, accessible and measurably effective.

Social media is now a critical element of every marketing plan. But leveraging it effectively takes considerable time, careful strategizing and sustained effort—requirements that can stretch your channel marketing team thin and result in a fragmented campaign.

Let The Channel Company take the work out of this essential piece of channel marketing by helping you build a customized social media strategy, providing compelling posts, delivering one-to-one support—or creating a complete, turnkey package with all of these components.

Services include:

➤ Social Media Management

After conducting an extensive social media audit, The Channel Company works with you to build a complete, custom-fit social media marketing plan—including direction and objectives, selection of social media platforms, content development, deployment and one-to-one support.

➤ Social Media Amplification

Supplement your existing, vendor-focused content with topical information from CRN Social about industry news and trends—building a solid, well-rounded thought leadership platform for your channel and executive teams.

➤ Social Media Content Development

Whether you need help refining ideas and shaping them into effective posts or turnkey development of content from scratch, CRN Social is your expert content consultant. Our team can provide a full array of customizable vehicles for your message, including Tweets, LinkedIn conversation starters, e-books, white papers, videos and blogs.



✓ *93% of B2B marketers say that social media is a top content marketing tactic for them in 2016**

✓ *94% use LinkedIn as part of their content strategy...**

➤ *87% use Twitter*

➤ *84% use Facebook*

➤ *74% use YouTube*

➤ *62% use Google+*

✓ *Nearly half (46%) of CRN's solution provider audience use social media to find information.***

*140 B2B Content Marketing Statistics for 2016 Strategy Planning,
<http://www.toprankblog.com/2015/09/b2b-content-marketing-statistics-2016/>

**Vital Statistics for B2B Marketers,
<http://www.earnest-agency.com/ideas-and-insight/earnest-in-motion/vital-statistics-for-b2b-marketers-two/>

**CRN Media Readership Survey 2015

For pricing, please contact your sales representative on page 32.

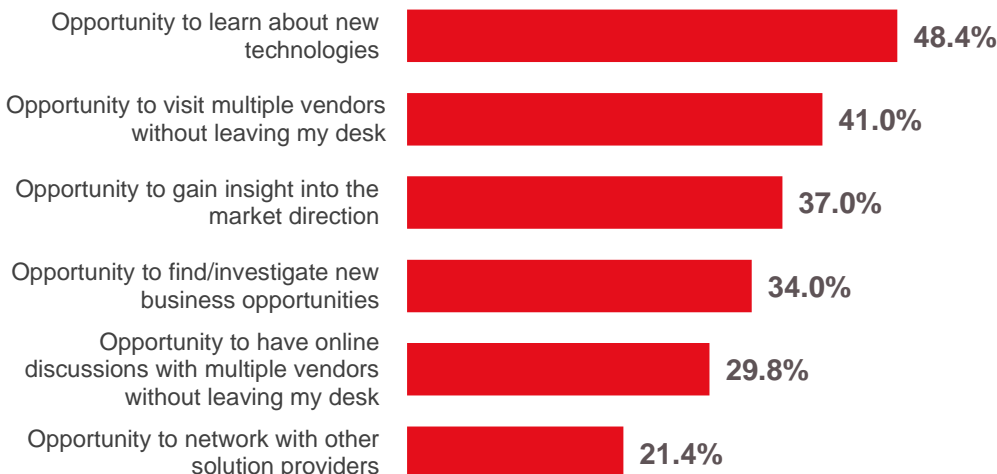
CRN WEB-BASED EVENTS

CRN's Web-based events are designed to give channel marketers like you the ability to reach your 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 conference and trade show market is predicted to grow by a compound annual growth rate of 56% through 2018.*

Why Do You Attend Web-based Events?*



For pricing, please contact your sales representative on page 32.

*Source: *Virtual Conference & Trade Show Market Forecast 2013-2018*, Market Research Media, MarketResearchMedia.com

**Source: CRN Channel Information Consumption Study

The Channel Company Web-based Events help channel marketers:

- ✓ **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 number, 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

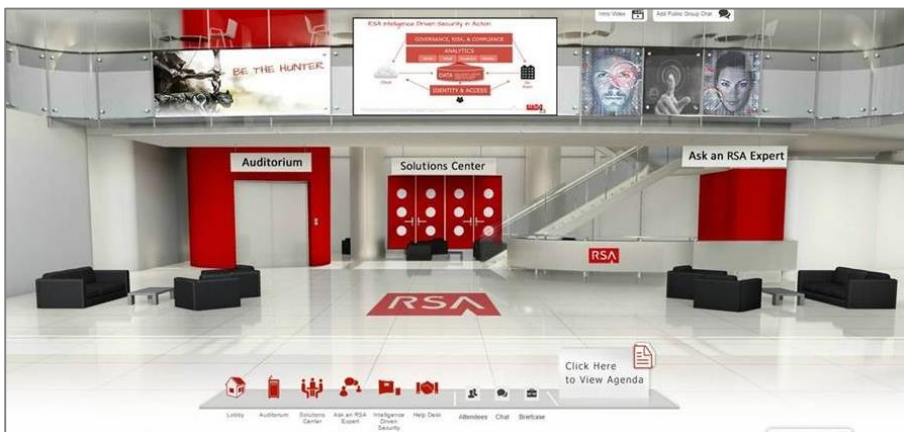
In a recent survey, 25% of B2B marketers named virtual conferences a top content marketing tactic for 2016.***

****B2B Content Marketing 2016: Benchmarks, Budgets, and Trends - North America*, Content Marketing Institute and MarketingProfs, <http://contentmarketinginstitute.com/2015/b2b-content-marketing-research>

CRN WEB-BASED EVENTS

Virtual Partner Conferences

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



A Virtual Partner Conference Lobby

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 archiving	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

For pricing, please contact your sales representative on page 32.

CRN WEB-BASED EVENTS

CRN Virtual Training Centers

Educate current partners while promoting brand awareness to prospective partners. CRN's custom Virtual Training Centers help you capture more mindshare at all stages of the Partner's Journey—Awareness, Consideration and Decision—with the seamless integration of branding, awareness, and partner training in a state-of-the-art online environment.



CRN's Virtual Training Center is a unique, custom-designed online environment built around your goals for partner training and outreach.

Each Virtual Training Center contains a series of courses, or "Learning Modules," made up of 20-minute on-demand audio over slide sessions and pre-recorded 45-minute, instructor-led video sessions.

Learning Modules conclude with a quiz, a passing score on which triggers an automated certificate.

For pricing, please contact your sales representative on page 32.

Each Program Includes:

- ✔ A promotional plan for outreach to partners through targeted emails, as well as a broad marketing campaign on CRN.com to reach prospects
- ✔ Detailed monthly reporting to track the progress of your investment as well as your partners' adoption and success
- ✔ Optional gamification elements to keep partners engaged throughout the year

Bring your virtual content to life in intensive, 3-4 hour technical sessions at The Channel Company's live events

Custom Packages Available

CRN WEB-BASED EVENTS

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:

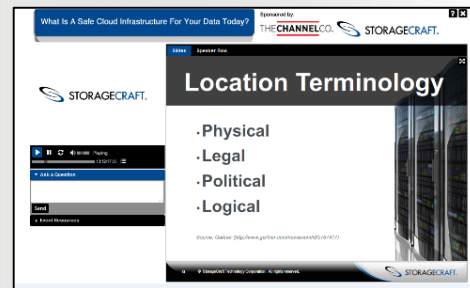
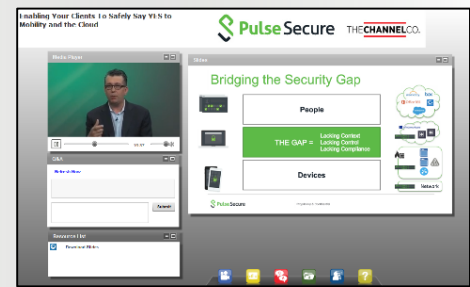
- CRN handles all project management—from scheduling meetings and gathering deliverables to setup, rehearsal and even content creation assistance.
- CRN drives attendee registration and handles all pre-event logistics.

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 provides 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 solution provider relationships between live events

Choose a ChannelCast:

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

For pricing, please contact your sales representative on page 32.

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 they turn to for breaking news, cutting-edge opinion from today's brightest channel voices and technical analysis from 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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