The CRN Network is the leading source of IT channel news, trends, analysis and best practices for solution providers and the #1 provider of media solutions to technology vendors.

Our essential digital and print content enables vendors to reach a highly engaged audience of 150,000 solution provider organizations and 1.5 million individuals, and to more effectively engage with their partner communities.

From our mobile-ready website to CRN Magazine to up-to-the-minute newsletters, our diverse portfolio of media offerings reaches partners in every way they want to engage—enabling you to inform, recruit and inspire action.
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26. CRN Web-Based Events
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28. CRN Virtual Training Centers
29. ChannelCasts

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30. Editorial
31. Sales & Operations
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?**

- 33% Executive, Corporate, Departmental Manager
- 32% Sales/Marketing Management & Staff
- 30% Technical Management, Technical Staff, Engineer
- 5% Operations

**Segmentation of Our Solution Providers’ Customers**

- Very small business: 31%
- Small business: 62%
- Midsize company: 75%
- Large company: 56%
- Enterprise: 44%

*CRN Media Readership Survey 2017

**Technologies Involved**

- Managed Services: 50%
- Cloud Services & Solutions: 47%
- Network/Infrastructure Services: 41%
- Network Management: 40%
- Hardware Resell & Integration: 38%
- IT Services Management: 36%
- Security Services & Solutions: 36%
- Storage Services & Solutions: 33%
- Disaster Recovery/Business Continuity: 32%
- IT Operations Management: 32%
- Data Center Services & Solutions: 30%
- Application Development: 29%
- Mobility: 29%
- Components & Peripherals: 28%
- Hosting Services: 28%
- Big Data: 26%
- Virtualization Services & Solutions: 25%
- Automation: 23%
- Data Analytics: 23%
- Builder of Custom Systems / Servers: 22%
- Database/Database Management: 22%
- Unified Communications: 22%
- Custom Software Development: 20%
- Business Class Internet/Voice Solutions: 19%
- Flash Storage: 19%
- Business Intelligence Solutions: 18%
- Digital Signage: 18%
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?**

- Solution Provider/VAR: 58%
- Consultant: 34%
- Managed Service Provider...: 26%
- Systems Integrator: 22%
- Cloud Solution Provider: 9%
- Direct Market Reseller: 7%
- Custom Systems Builder: 6%
- Hosting Services Provider: 6%
- Managed Security Service...: 5%
- Retailer/retailer: 5%
- ISV/Developer: 3%
- Service Provider Agent: 3%
- Web Developer: 2%
- Other: 3%

**Cloud Solutions Currently Sold/Influenced:**

- SaaS (Software-as-a-service): 69%
- Exchange/Office365: 66%
- Backup: 64%
- Private Cloud: 61%
- Security: 58%
- Hybrid Cloud: 57%
- BaaS/DRaaS (Backup/Disaster recovery-as-a-service): 52%
- Public Cloud: 48%
- IaaS (Infrastructure-as-a-service): 47%
- Hosted Virtual Desktop: 39%
- HaaS (Hardware-as-a-service): 34%
- Colocation: 34%
- PaaS (Platform-as-a-service): 33%

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?**

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>51%</td>
</tr>
<tr>
<td>Financial/Banking</td>
<td>46%</td>
</tr>
<tr>
<td>Technology</td>
<td>44%</td>
</tr>
<tr>
<td>State/Local Government</td>
<td>41%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>40%</td>
</tr>
<tr>
<td>Commercial</td>
<td>39%</td>
</tr>
<tr>
<td>Retail</td>
<td>37%</td>
</tr>
<tr>
<td>Legal</td>
<td>34%</td>
</tr>
<tr>
<td>Insurance</td>
<td>33%</td>
</tr>
<tr>
<td>Hospitality/Entertainment</td>
<td>30%</td>
</tr>
<tr>
<td>Non Profits</td>
<td>30%</td>
</tr>
<tr>
<td>K-12 Education</td>
<td>29%</td>
</tr>
<tr>
<td>Higher Education</td>
<td>28%</td>
</tr>
<tr>
<td>Energy/Utilities</td>
<td>27%</td>
</tr>
<tr>
<td>Federal Government</td>
<td>27%</td>
</tr>
<tr>
<td>Construction</td>
<td>25%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>25%</td>
</tr>
<tr>
<td>Transportation/Logistics</td>
<td>25%</td>
</tr>
</tbody>
</table>

Of those solution providers offering Managed Services, 66% are selling Managed Cloud.

*CRN Media Readership Survey 2017 – Primary & Secondary Business Models
**2016 Channel Census, The Channel Company
CRN AUDIENCE PROFILE

Solution providers prioritize information sources. The Channel Company media usage is pervasive:

75% are Power Users* of CRN or crn.com

70% of those engaged with CRN Media use CRN.com

34% of those engaged with CRN Media read CRN

Engagement with CRN Media

88% Market Coverage

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

North American SP Population
170,000
Total SP Organizations

CRN ChannelBase
150,000
SP Organizations
CRN.COM NETWORK

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.

The CRN network attracts more than 700,000 unique visitors each month, consuming an average of 3 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.

CRN Tops the List of Sites Visited by Solution Providers*

<table>
<thead>
<tr>
<th>Website</th>
<th>Audience Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>crn.com</td>
<td>27%</td>
</tr>
<tr>
<td>techtarget.com</td>
<td></td>
</tr>
<tr>
<td>thevarguy.com</td>
<td>18%</td>
</tr>
<tr>
<td>mspmentor.net</td>
<td>17%</td>
</tr>
<tr>
<td>talkincloud.com</td>
<td>13%</td>
</tr>
<tr>
<td>channelpartneronline.com</td>
<td>13%</td>
</tr>
<tr>
<td>itchannelplanet.com</td>
<td>12%</td>
</tr>
<tr>
<td>rcpmag.com</td>
<td>12%</td>
</tr>
<tr>
<td>channelnomics.com</td>
<td>8%</td>
</tr>
<tr>
<td>Channele2e.com</td>
<td>7%</td>
</tr>
<tr>
<td>verticalsystemreseller.com</td>
<td>7%</td>
</tr>
<tr>
<td>channelprosmb.com</td>
<td>5%</td>
</tr>
<tr>
<td>bsminfo.com</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

*CRN Media Readership Survey 2017

Awards & Recognition:

2017 Azbee Awards of Excellence (ASBPE) Individual Print Profile Regional Silver: “Chuck’s Rx: Cisco’s Prescription For Subscription” by Mark Haranas, CRN


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

**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

For information about advertising opportunities, please contact your sales representative on page 32.
CRN360

Establish your company as a thought leader in a specific technology category with this complete, multi-vehicle sponsorship.

CRN360 gives channel marketers the opportunity to own a technology track on CRN.com, building brand awareness, demonstrating thought leadership and generating valuable leads.

Your CRN360 page leverages your content alongside proprietary CRN news and insight, as well as content curated from around the Web.

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

For pricing, please contact your sales representative on page 31.
CRN CLOSEUP

Bring Your Brand Into Focus

CRN CloseUp enables vendors to create a detailed profile of their company and illustrate its unique value to the channel through a customized web environment on CRN.com. Build brand awareness, promote your thought leadership and generate leads—all in a single, high-impact program.

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 sponsorship provides a high-level introduction to your company as well as a deep-diving look into your partner program and the unique offerings that distinguish your business.

Return on your investment includes:

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

For pricing, please contact your sales representative on page 31.
CRN.COM HIGH-IMPACT BANNERS

Expandable Banners

These rich media experiences grab the eye and expand when moused over. They are served across CRN.com for maximum visibility.

Custom Curtains

These eye-catching specialty ad units flank the page and are ideal for “big splash” campaigns such as product launches.

Ribbon Ad

These high-impact bars remain fixed on the page as the user scrolls. When clicked on, the ribbon expands to reveal your 640x480 creative.

For pricing, please contact your sales representative on page 31.
CRN SUGGESTED POSTS

New partner program? Recently appointed Channel Chief? Game-changing product rollout?
Deliver your announcement across the CRN network by promoting it within our award-winning content through Suggested Posts.

These high-visibility spots recommend your hot-off-the-press company news and essential thought leadership to engaged CRN readers, embedding links to it throughout our trusted editorial reporting. Multiple posts link back to your article, blog or video, giving your brand exposure a powerful boost.

Post Your:

- **Suggested Reading**
  Link to your latest news and announcements

- **Suggested Blogs**
  Drive traffic to your blog

- **Suggested Videos**
  Showcase your Channel Chief or demo video

Sponsorship Includes:

- Run-of-site across CRN desktop and mobile platforms
- Precision Targeting Option:
  Target your post to specific technology sections such as IoT and Security, placing your message within the most relevant CRN content.

For pricing, please contact your sales representative on page 31.
ONLINE SPECIFICATIONS

STANDARD BANNERS
Leaderboard (top)
728x90
Anchor (bottom)
728x90
IMU
336x280
Skyscraper
125x600 or 160x600
Tile
125x125
Text Links
70 characters

EXPANDABLE BANNER UNITS
Expanded Leaderboard
728x90 expands to 728x300

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

HIGH-IMPACT BANNERS
Ribbon Ad
980x40 expands to 640x480

Custom Curtains
125x600 or 160x600

Showcases
Multi-Sponsored

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

SUGGESTED SPONSORED POSTS
Title: 76 characters with spaces max
Description: 144 characters with spaces max.
Image: 400x400; nothing with text, preferably a small picture or logo

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

CRN’s mobile site sees over 150,000 unique visitors and 600,000 page views each month. Deliver your message to solution providers when and where they read channel news.

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

For pricing, please contact your sales representative on page 31.

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 .16%, compared with .10% across the CRN network***
✓ The Fixed Ribbon provides the highest level of exposure and a .26% CTR***

CRN SNAPSHOT

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 mobile visitors.¹

Solution providers *ignore or delete* over 40% of emails from partner vendors & 78% say using partner portals is “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

For pricing, please contact your sales representative on page 31.

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

CRN Perspectives leverages the cutting-edge approach of Account-Based Marketing, a strategy used to find, engage and nurture decision-makers at pre-defined accounts. The program features a series of emails that home in on selected partners and deliver customized messages directly to them.

For pricing, please contact your sales representative on page 31.

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

Package Includes:

- Quarterly program with 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
CRN NEWSLETTERS

Sponsorship Opportunities

CRN newsletter sponsorships offer a targeted opportunity to reach engaged channel decision-makers. Deliver your message to a highly engaged, opt-in-only audience of IT professionals.

<table>
<thead>
<tr>
<th>E-NEWSLETTER</th>
<th>CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRN Daily News</td>
<td>30,000</td>
</tr>
<tr>
<td>IoT Insights</td>
<td>20,000</td>
</tr>
<tr>
<td>CRN Alerts</td>
<td>30,000</td>
</tr>
</tbody>
</table>

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

81%

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

Print + Online Delivers a 1-2 Punch:

9 in 10 CRN Readers Go Online to Investigate Companies that they have Read About in CRN Magazine

* CRN Media Readership Survey 2017
<table>
<thead>
<tr>
<th>Close Date</th>
<th>Issue Date</th>
<th>Materials Due</th>
<th>Vendor Spotlight</th>
<th>Partner Spotlight</th>
<th>TechTen</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>09-Feb</td>
<td>26-Feb</td>
<td>16-Feb</td>
<td>Channel Chiefs</td>
<td>Managed Service Providers (MSP) 500</td>
<td>Storage</td>
<td>XChange Solution Provider March 4-6; Orlando, FL</td>
</tr>
<tr>
<td>30-Mar</td>
<td>16-Apr</td>
<td>6-Apr</td>
<td>Internet of Things (IoT) 50 Partner Program Guide (PPG) Security 100</td>
<td>Tech Elite 250</td>
<td>Mobility</td>
<td>Women of the Channel West May 15-16; Palm Springs, CA</td>
</tr>
<tr>
<td>25-May</td>
<td>11-Jun</td>
<td>1-Jun</td>
<td>Women of the Channel</td>
<td>Solution Provider 500</td>
<td>Security</td>
<td></td>
</tr>
<tr>
<td>20-Jul</td>
<td>8-Aug</td>
<td>27-Jul</td>
<td>Business Class Connectivity PPG Emerging Vendors Top 100</td>
<td>Fast Growth 150</td>
<td>Data Center</td>
<td>XChange 2018 August 19-21; San Antonio, TX</td>
</tr>
<tr>
<td>21-Sep</td>
<td>8-Oct</td>
<td>28-Sep</td>
<td>Annual Report Card (ARC) Cloud PPG 100 People You Don't Know But Should</td>
<td>Triple Crown</td>
<td>Big Data</td>
<td>Best of Breed (BoB) October 8-9; Philadelphia, PA</td>
</tr>
<tr>
<td>13-Nov</td>
<td>3-Dec</td>
<td>20-Nov</td>
<td>Products of the Year Tech Innovators</td>
<td>Next Gen 250</td>
<td>Cloud</td>
<td>Women of the Channel December 3-4; New York, NY NexGen Conference &amp; Expo December 9-11; Anaheim, CA</td>
</tr>
</tbody>
</table>

EDITORIAL INQUIRIES: Contact Jane O’Brien at (516) 726-2937 or jobrien@thechannelcompany.com
CRN MAGAZINE

Custom Print Products

Advertorials:
Extend your brand reach and demonstrate thought leadership where solution providers live and read. Contributing editors and project managers work with your marketing team to write and design an editorial-style piece.

Online Showcases:
Showcases are multi-sponsor, high-profile microsites where solution providers go 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

Advertorial Opportunities

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>CRN Cloud Partner Program Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>09-Feb</td>
<td>26-Feb</td>
<td>16-Feb</td>
</tr>
<tr>
<td>30-Mar</td>
<td>16-Apr</td>
<td>6-Apr</td>
</tr>
<tr>
<td>25-May</td>
<td>11-Jun</td>
<td>1-Jun</td>
</tr>
<tr>
<td>20-Jul</td>
<td>6-Aug</td>
<td>27-Jul</td>
</tr>
<tr>
<td>21-Sep</td>
<td>8-Oct</td>
<td>28-Sep</td>
</tr>
<tr>
<td>13-Nov</td>
<td>3-Dec</td>
<td>20-Nov</td>
</tr>
</tbody>
</table>

Custom Publishing:
Let CRN’s editors help you develop an effective POV strategy and custom publication for meaningful communication with partners.

A dedicated managing editor, editor-in-chief and contributing writers conduct interviews, and CRN handles the content development, design and distribution.

Closure:

For pricing, please contact your sales representative on page 31.

Adviser custom publication by Ingram Micro

Emerging Vendors Featured throughout 2018
# PRINT AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Non-Bleed / Live Area</th>
<th>Trim</th>
<th>Bleed*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>14-3/4” x 9-3/4”</td>
<td>15-1/2” x 10-1/2”</td>
<td>15-3/4” x 10-3/4”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7” x 9-3/4”</td>
<td>7-3/4” x 10-1/2”</td>
<td>8” x 10-3/4”</td>
</tr>
</tbody>
</table>

## Fractionals

<table>
<thead>
<tr>
<th>Fractional</th>
<th>Non-Bleed / Live Area</th>
<th>Trim</th>
<th>Bleed*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Horizontal Spread</td>
<td>14-3/4” x 4-3/4”</td>
<td>15-1/2” x 5-1/8”</td>
<td>15-3/4” x 5-1/4”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 4-3/4”</td>
<td>7-3/4” x 5-1/8”</td>
<td>8” x 5-1/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-3/8” x 9-3/4”</td>
<td>3-5/8” x 10-1/2”</td>
<td>3-7/8” x 10-3/4</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4-3/8” x 9-3/4”</td>
<td>5-1/8” x 10-1/2”</td>
<td>5-3/8” x 10-3/4”</td>
</tr>
<tr>
<td>1/3 Horizontal</td>
<td>7” x 3-1/4”</td>
<td>7-3/4” x 3-1/2”</td>
<td>8” x 3-3/4”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2-1/8” x 9-3/4”</td>
<td>2-3/8” x 10-1/2”</td>
<td>2-5/8” x 10-3/4”</td>
</tr>
<tr>
<td>1/3 Horizontal Spread</td>
<td>14-3/4” x 3-1/4”</td>
<td>15 1/2” x 3-5/8”</td>
<td>15 3/4” x 3-3/4”</td>
</tr>
<tr>
<td>Island</td>
<td>4-7/8” x 7”</td>
<td></td>
<td></td>
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</tbody>
</table>

## Gatefold

<table>
<thead>
<tr>
<th>Gatefold</th>
<th>Non-Bleed / Live Area</th>
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<th>Bleed*</th>
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<tbody>
<tr>
<td>Rap</td>
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<td>7-1/8” x 10-1/2”</td>
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</tr>
<tr>
<td>Spread</td>
<td>13-7/8” x 9-3/4”</td>
<td>14-5/8” x 10-1/2”</td>
<td>14 7/8” x 10-3/4”</td>
</tr>
</tbody>
</table>

## 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.

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**THECHANNELCo.**

20
SPONSORED MICROSITES

Learning Centers:
These dynamic, online environments are designed to engage solution providers with creative presentations of partner program information and product messaging.

Program includes:
➢ A dedicated project manager
➢ Accessibility from CRN navigation bar
➢ Hosting of up to 5 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
➢ Your banners roadblocking the site

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

We offer a variety of microsites to accommodate every goal and budget, from turnkey showcases and 360s to fully customizable experiences.

Program Includes:
➢ A site managing editor
➢ Multi-page layout
➢ Video capability
➢ Incorporation of social chats

For pricing, please contact your sales representative on page 31.
CONTENT SYNDICATION

Great content is one of the most powerful tools technology suppliers have for capturing the right customers.

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 a channel thought leader.

How Content Syndication Works:

• CRN works closely with you to determine which assets will resonate best with our audience
• We identify solution providers in our database that match your ideal partner profile
• We design and manage all promotional efforts, driving targeted traffic to 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 partner 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 31.
CONTENT MARKETING SERVICES

CRN can help technology vendors create compelling assets to educate and motivate partners while fostering a positive perception of their brands in the channel community.

Our Content Services team works with you to create white papers, videos, case studies and other assets to reach partners and keep them engaged throughout the buying process.

White Papers:
Position your company as a market leader with an authoritative guide to your solutions and how they solve end-user challenges.

Custom Newsletters:
Tell your story via product news, promotions, incentives and more. We leverage our extensive solution provider database to reach your target audience.

Web Content:
Convert visitors into prospects. Our writers create high-quality, original content with an emphasis on SEO.

Case Studies:
Illustrate real-world applications of your technology and enable partners to sell comprehensive solutions.

Custom Video Production:
Leverage product demos, partner interviews and testimonials to round out your content strategy. Our team collaborates with you to create your video and a dedicated account manager works with you to drive demand.

Custom Content...
✓ Keeps prospects engaged and up-to-date on your products and services
✓ Educates and motivates partners to generate leads and revenue
✓ Increases the effectiveness of your marketing
✓ Maintains and cultivates profitable, loyal relationships

For pricing, please contact your sales representative on page 31.
CRN SOCIAL

Complete Social Media Marketing Services

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 marketing team thin and result in a fragmented campaign.

Let CRN take the work out of it by helping you build an individualized strategy, writing compelling posts, delivering one-to-one support—or creating a complete, turnkey package with all these components.

➢ Social Media Management:
   After conducting an extensive social media audit, CRN works with you to build a complete, custom-fit social media plan—including direction and objectives, selection of platforms, content development and deployment.

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

➢ Content Development:
   Whether you need help refining ideas and shaping them into effective posts or development of content from scratch, CRN Social is your expert consultant. Our team provides a full array of customizable vehicles for your messaging, including Tweets, conversation starters, ebooks, white papers, videos and blogs.

For pricing, please contact your sales representative on page 31.

✓ 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.**


**CRN Media Readership Survey 2015
CRN TECH MINUTE VIDEO SPONSORSHIP

Are you looking to add video to your overall marketing strategy, but don’t have the time or resources? Leverage the power of video with a turnkey CRN Tech Minute sponsorship. Our editorial team and video crew will work with you to craft a compelling piece on your technology category, positioning your brand as a thought leader and allowing you to benefit from the high levels of engagement and visibility that video provides.

96% of B2B companies plan to use video in their content marketing over the next year*

53x = the increased likelihood of a website to come up on the first page in a Google search as a result of adding video*

Choose Your Technology Focus:

- Business Intelligence
- Cloud
- IoT
- Managed Services
- Security
- Storage

Sponsorship Opportunities:

- 8 one-minute videos, scripted, produced and edited by CRN; hosted by sponsor or posted weekly on CRNtv - $25,000 net
- 6 embedded-video newsletter placements, delivered twice per month - $36,000 net
- 300,000 Video IMU impressions delivered across the CRN network - $30,000 net
- Quarterly Bundled Program: $80,000 net

*Explainify, 5 Reasons Video Must Be Part Of Your 2016 Marketing Budget Infographic
CRN WEB-BASED EVENTS

Leverage our sophisticated, online event platforms to connect with partners and prospects in a convenient, immersive and interactive environment.

Target solution providers in specific verticals or industry segments, recruit partners and 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?**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to learn about new technologies</td>
<td>48.4%</td>
</tr>
<tr>
<td>Opportunity to visit multiple vendors without leaving my desk</td>
<td>41.0%</td>
</tr>
<tr>
<td>Opportunity to gain insight into the market direction</td>
<td>37.0%</td>
</tr>
<tr>
<td>Opportunity to find/investigate new business opportunities</td>
<td>34.0%</td>
</tr>
<tr>
<td>Opportunity to have online discussions with multiple vendors without leaving my desk</td>
<td>29.8%</td>
</tr>
<tr>
<td>Opportunity to network with other solution providers</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

For pricing, please contact your sales representative on page 31.


**CRN Channel Information Consumption Study

Web-based Events Help Channel Marketers:

✓ Maximize ROI
   With guaranteed registrants and detailed reporting

✓ Collect Valuable Data
   Through polling, surveys and Q&A

✓ Secure Guaranteed Leads
   Generate qualified, detailed sales leads

✓ Establish Ongoing Thought Leadership
   Stay connected to partners you can’t meet with face-to-face

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

CRN WEB-BASED EVENTS

Virtual Partner Conferences

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

Virtual Partner Conference Lobby

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

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

For pricing, please contact your sales representative on page 31.
CRN WEB-BASED EVENTS

CRN Virtual Training Centers

Educate current partners while raising brand awareness among 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 training in a state-of-the-art online environment.

CRN’s Virtual Training Centers are unique, custom-designed, online environments 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 45-minute, pre-recorded, 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 31.

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 on-demand, Web-based seminars that educate partners on the latest vertical solutions. Solution providers join CRN editors and vendor sponsors for pre-recorded 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 with a vendor presentation.

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 feedback from your audience
✓ Generate a guaranteed number of qualified, detailed sales leads
✓ Nurture solution provider relationships between live events

Choose a ChannelCast:

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

For pricing, please contact your sales representative on page 31.
CRN EDITORIAL BEAT LIST & CONTACTS

For more than 30 years, CRN editorial coverage has helped solution providers make informed decisions and avoid costly pitfalls. CRN is the source they turn to for breaking news, cutting-edge opinion and technical analysis.

From the complexities of industry mergers and economic cycles to the uncertainty of war and business scandals, CRN consistently delivers the insight solution providers have come to depend on and trust.

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