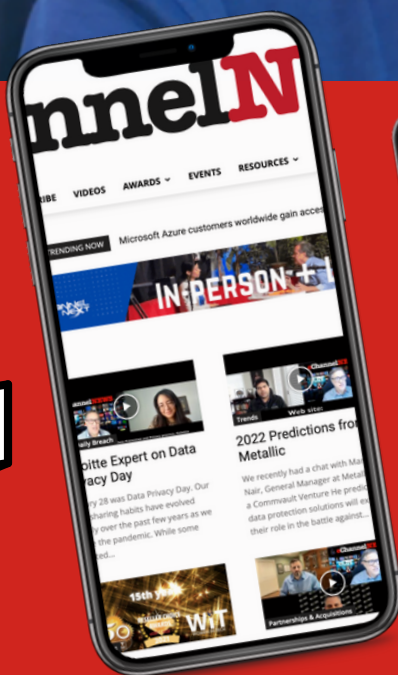


eChannelNEWS



Media Kit 2024

eCN
eChannelNEWS



@echannelnews



@TechnoPlanet



@Podcasts

WWW.ECHANNELNEWS.COM



#1 CHANNEL NEWS MEDIA

Stay informed with **eChannelNEWS** 365 days a year with our relevant news content, which caters exclusively to the channel community. Our news coverage, live-streams, in-person and virtual conferences, podcasts and vast array of resources are designed to aid channel partners in growing their business. We are always on top of current IT channel trends and needs as we regularly conduct research surveys of our community.

Come meet us! Attend our yearly gala event featuring the Reseller Choice Awards, the 50 Best Managed IT Companies Awards, and the WIT (Women In Tech) Awards.

Our primary news focuses include cybersecurity, Artificial Intelligence, Digital Transformation, and Sustainability. Don't miss out on our valuable content – subscribe today to receive weekly updates to your device.

TechnoPlanet Productions Inc publishes eChannelNEWS, which can be found at www.technoplanet.com.

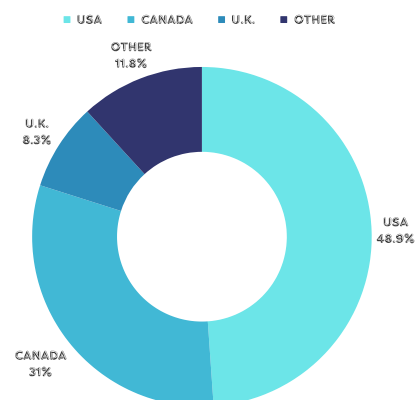
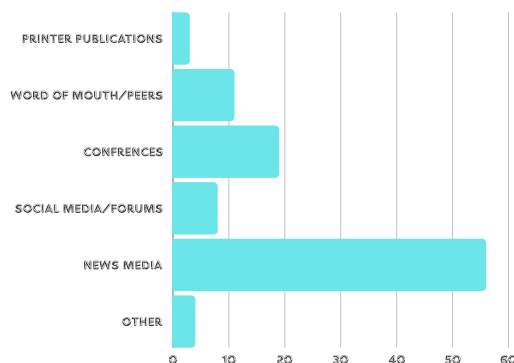
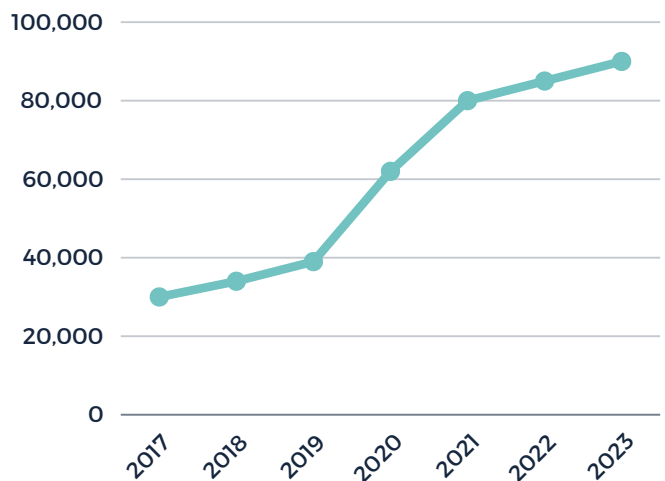
OUR REACH



**NOW EXPANDING
PODCASTS
AND YOUTUBE**

Our channel community is 90,000 strong. On top of this we have over 15,000 followers on social media, including LinkedIn. Our subscribers and followers increase every day.

Something unusual happened during the pandemic. We saw a massive increase in our community - probably due to the fact that everyone were at home and virtual became the normal. Since then we continue to increase.



GENERATING CONSISTENT CHANNEL AWARENESS

It's difficult to get your message consistently published by reliable news outlets, let alone heard by your target demographic. The amount of content and noise available is deafening.

For over two decades, we have provided online news to our channel subscribers. We now have one of the most significant channel communities in the world of over 90,000.

Because of "ad blocking" software, measuring ROI from traditional banner advertising is challenging. So, in today's digital-first communications world, we do things differently. Ask us why and how.

Explore the following pages to learn how we may assist you in increasing channel awareness!

OUR COMMUNITY

Approximate total channel community size as of January 1, 2024 > 96,000 = USA: >47,000; Canada > 29,800; UK > 7,800 and Other >11,400

MSPs, VARs, ITSPs, MSSPs represents 80% of our community

Distributors, vendors, ISVs, journalists, channel professionals: 20%

Database built organically over 20 years

Database maintained DAILY through surveys, eNewsletters, e-mailing, assessments and events

We also reach our social network community.

SOCIAL REACH

The distinction between news media and social media has become increasingly blurred. The majority of our subscribers are from Canada, the United States, and United Kingdom. We do, however, have thousands of worldwide fans.

To socialize our news information, we use a number of social networks including LinkedIn, all popular podcast platforms and a YouTube channel. We reach tens of thousands more "eye balls" through our social networks.





YOUR VIDEO COMMERCIAL EMBEDDED INTO NEWS INTERVIEWS

Maximizing Your Reach with Our News Interview Services
Share your 10 to 15 second video commercial or advertisement with us, and we will seamlessly embed it into our news interviews.

You can sponsor as many interviews as you'd like, and the views range from low thousands to tens of thousands. The best part is, the views will continue to increase over time as your ad stays embedded for at least a year in the video.

As our guests and their networks continue to share, like, and comment, it will rack up even more views. Keep in mind, there is only one advertisement per video!

On average, each video will generate between 3,500 and 32,000 views over a 12-month period, but can be a lot more. See options and rates on next page.



[Click for
EXAMPLE](#)

Embed your video ad!





YOUR VIDEO COMMERCIAL EMBEDDED INTO NEWS INTERVIEWS

Embed your ad into any video news interview. Advertise whatever you want including a call-to-action or QR Code. Once you purchase the ad spot in your video news interview, no other ads can be inserted into that news interview for one year.

Advertise in as many video interviews as you like. Your ad will run for one year.

Average views per video typically range between 3,500 to 32,000 over a 12-month period, but many can generate a lot more views depending on the level of social sharing, topic, company and guest speaker. As our subscription base increases and our social media reach increases, the number of vides will continue to increase.

# Video Ad Insertions	5 or less	6 -9	10+
15 Second Ads	\$795 each	\$695 each	\$495 each
# Views Range Per Video, Per Year	3,500 - 32,000	3,500 - 32,000	3,500 - 32,000
Average Cost per View	\$0.23 to \$0.02 per view	\$0.19 to \$0.02 per view	\$0.14 to \$0.01 per view



**NEW! ASK
ABOUT
PODCAST
SPONSORSHIPS**



BENEFITS OF BECOMING A VIP MEMBER OF ECHANNELNEWS OUR VIP MEMBERSHIP COMES WITH MANY PERKS!

Support News Media annual for the channel and Your Business with eChannelNEWS' VIP Membership Sponsors Program.

By investing in eChannelNEWS, you'll help us expand and improve our services to the entire channel community. A vital service to fuel the continued growth of the channel. In return, we'll help you amplify your messages louder to reach your business channel communication goals!

Here are some of the benefits included in your Annual eCN VIP Membership:

- Publication of one news article (video or written) every month for 12 months
- Special prime positioning and feature on eChannelNEWS' website/newsletter
- Inclusion of your story in at least 12 e-newsletters
- Sharing of your story on social media platforms including LinkedIn
- Integration of your web links within your story
- Your call-to-actions can be embedded in your story
- One 45-minute video podcast with the editor

Annual Fee: \$7,900





SPONSORED CONTENT (PAID INTERVIEWS)

At eChannelNEWS, we pride ourselves on providing high-quality reporting of relevant news and interviews that impact the channel at no charge (as approved by our editorial team, of course).

However, we do receive many news requests and are unable to accept them all.

As such, we do offer a select number of sponsored content opportunities (pay per interview) to ensure your story gets the attention it deserves whenever you need it to be published. This on-demand news awareness program allows you to create top-notch content – including editorial-quality video interviews – which is guaranteed to be published.

Your content will also be distributed via one of our weekly e-newsletter broadcasts, which reaches all opt-in subscribers. Roughly a third of our readers regularly open these newsletters, and we track how they interact with your content. You can further improve your exposure by sharing it on LinkedIn and other social networks.

It's worth noting that eChannelNEWS is regularly checked by hundreds of journalists from the tech news industry, so your content could actually reach much further than you expect.

CHANNEL AWARENESS (PAID INTERVIEWS) RATES

Description	On Demand	Better	Best
# News Articles	1	6 per year	12 per year
Total Rate	\$890	\$3,900	\$6,000
Add For Social Media Sharing	\$300 each	\$250 each	\$200 each



**ASK ABOUT
SPONSORSHIPS**



HOME PAGE BANNER ECHANNELNEWS.COM

The impact of banner advertising can be difficult to measure, particularly with pop-up ad blockers becoming increasingly popular. Metrics such as clicks and views only capture a portion of the full picture. However, banner advertising can be highly effective for promoting a specific event, product launch, or special offer.

For a weekly flat fee, we offers a rotating banner ad placement on our main page on www.e-channelnews.com that is also featured in at least two weekly e-newsletters.

This service is available for \$1,500 per week, flat fee

EXCLUSIVE NEWS CATEGORY SPONSOR ON ECHANNELNEWS.COM

If you would like to generate awareness for your company and products in any specific news category on eChannelNEWS website, then explore these 3 options to have brand exclusivity for a specific period of time.

For example, if you wish to have your company's banner ad featured on top of the Cybersecurity News Category for 6 months, the fee is \$14,900 and you also get 6 video or written news articles about your company included!

Description	1 Month	6 Months	12 Months
# News Articles	1	6	12
# Banner Ads Duration	1 month	6 months	12 months
Rate/month	\$2,900	\$2,483	\$1,908
Total	\$2,900	\$14,900	\$22,900



NEWS MEDIA PARTNER FOR YOUR EVENT

You can do a joint event with us or we can be the news media partner for your private event.

We come to you and conduct news interviews onsite. We do lots of pre and post news coverage. We can bring speakers, host panel discussions and emcee the event.

With our news media coverage, you can expose your event's message to an audience of over 90,000! The digital video content can continue to deliver value long after your event is over.

We leverage eChannelNEWS website, newsletters and social media reach to amplify your message!



Description	Price
Joint Webinar where we do everything including promotion and hosting	\$15,000
Media partner sponsor of your virtual event where we promote and support your event from a news perspective	\$5,000
On-Site News Media partner sponsor, interviews and general coverage of your event as well as pre and post event promotions	\$25,000



**ASK ABOUT
SPONSORSHIPS**



WOMEN IN TECH

Empowering Women in Tech: Join Our Mission for Inclusivity and Diversity

Our goal is to support women in achieving success and to attract more diversity to the technology industry. If you're a woman with a story to share, we'd love to hear from you. Reach out to us at editor@e-channelnews.com and take advantage of our 100% free offer!

Browse through our content, reports, and interviews with female leaders to gain a deeper understanding of our mission. Check out our [WiT News section](#) for more information.

Businesses that want to cultivate an inclusive and diverse work environment can partner with us to launch a female peer group program. We are committed to helping you achieve your goals and are happy to discuss advertising and special sponsorship options. Contact us for more information.



CHANNEL MANAGER SUMMIT WITH MASTERMIND VENDOR PEER-GROUPS

Join our Mastermind Peer-Group Summits if you are a Channel Chief, Ecosystem Manager, Channel Manager, Channel Expert, Channel Rep, or any other channel leader. During registration, you'll have the opportunity to identify your specific challenges so that we can match you with the appropriate peer-group.

Our unique Mastermind collaboration process lets you explore your challenges and gain valuable insights from your peers while sharing your own knowledge and insights. The process will be explained by our Mastermind host, who will also guide you throughout the session.

Typically, we start at 10 AM and end at 12 PM for lunch, which you'll enjoy with your peer group. After lunch, we'll wrap up the sessions with key takeaways and schedule a post-event virtual meet-up to reconnect and report results. There's no obligation to continue as a member of the group.

At 2 PM, we'll conclude the event and continue social networking with other groups over coffee, drinks, and snacks. Some attendees may even opt to continue the conversation at the bar! Check out our [ChannelNEXT](#) website for upcoming events.

You may also [join a permanent mastermind peer-group](#) and meet on a schedule and location as decided by the group.





CHANNEL AWARDS

Recognizing the Best Vendors, Distributors and Women in Tech in the Largest Channel Survey in the country!

For 18 years now, our annual channel survey has recognized the top vendors, distributors and leading women in the tech industry across the nation. This survey is exclusive to channel partners to vote and determine the winners.

With over 500 nominees across 60 categories, the competition is fierce, and thousands of votes are cast each year.

Voting runs from November 1st to around January 15th, so make sure you verify your nomination and encourage your partners to vote for you ASAP. Don't miss the opportunity to see your company's name on this prestigious list of winners!

Visit the Website to learn More

Become a sponsor before June 1 and get a 15% discount plus all of the pre-voting awareness and publicity! Download sponsorship kit!

For upcoming award gala dates: See ChannelNEXT.

CONTACT US

Email: marier@technoplanet.com or call 905-839-0603 ext. 247

Add us to your news media distribution list:
editor@e-channelnews.com

Remember to email whitelist@technoplanet.com
and e-channelnews.com

Subscribe to our newsletter:





**COMING
2025**

COMING SOON ON THE ROAD ACROSS THE USA AND CANADA IN 2025

Introducing eChannelNEWS' Mobile News Studio: A Unique and Exciting Venture

Our team has been working hard on something special – something that has never been done before – and we can't wait to share it with you! Introducing eChannelNEWS' mobile news studio vehicle.

We're taking our live news interviews on the road, visiting channel events across North America, as well as the offices of vendors, distributors, and channel partners. You can even have us drop in on your event to create pre- and post-event news media coverage and generate awareness.

This year-long quest to raise top-tier channel awareness across the United States and Canada is now open for sponsorship. By sponsoring us, you'll gain invaluable attention and recognition, positioning your company as a thought-leader in the industry.

Contact us to receive the entire prospectus and learn how our unique and exciting approach can help your business stand out from the crowd.