NEWS MEDIA PROPERTIES

Reach over 80,000 VARs, MSPs and ITSPs

www.e-channelnews.com
“Our news portal features over 40 categories, video streaming, events calendar, new products announcements, channel programs and several resources for channel partners to build a bigger, better, stronger and smarter business! We also conduct polls and multiple research surveys throughout the year. We host the Reseller Choice Awards and 50 Best Managed IT Companies Awards Gala every year. You may want to check out WIT (Women In Tech) as well as the Daily Breach sections. Please browse the entire site as access is 100% open and free. You may subscribe to receive periodic updates and e-newsletters. This is a 365 days a year news publication and we do not have specific topic editorial calendars like traditional news publications. Instead, we have speciality or vertical categories that are constantly being updated with fresh content. Our audio podcasts are becoming extremely popular. We see that deep reading of articles are on the decline while video content continues to rise.”

To learn more about how we help vendors to build their channel partner ecosystems, please visit www.technoplanet.com
WHY CHANNEL NEWS MEDIA MATTERS?

We surveyed our channel community to get their feedback on how they actually prefer to learn about new tech products.

57% learn from Tech News Media!
GENERATING NEWS MEDIA “BUZZ”

It’s not easy getting your message consistently published by credible news media. There are many “pop-up” podcasters with small audiences within their limited social networks. We have been delivering news electronically to our channel subscribers for almost 2 decades. We understand news media coverage and have built one of the largest communities (80,000 +) in the IT channel. Advertising is one way but it has become very difficult to generate measurable ROI though banner advertising on any website due to “ad blockers”. As such, getting effective and consistent editorial content published about your company is mission critical.

*Explore the next few pages to learn how we help you to generate awareness in the channel!*
OUR DIGITAL COMMUNICATIONS

Our news media portal is the primary source of contact with our community. With about 20 years of generating high-value content and building trust with our community, our subscription base continues to grow every day. To understand exactly how and what we do, it’s best to subscribe to have 3X newsletters sent to you every week.

If you like Twitter, then follow us at @echannelnews and we will follow you back. This way we will both get notifications.

On Linkedin, follow Julian Lee and TechnoPlanet/eChannelNEWS at www.linkedin.com/in/connectwithjulian. If you wish. Why not like, share and comment to get into the social conversation.

Vimeo is our primary platform for storing and streaming video as well as audio content. If you like some of our content and wish to share, you can easily leverage the many Vimeo options.

We have a Facebook ChannelNEXT page to showcase pictures and videos specifically from our ChannelNEXT events. We also have an eChannelNEWS web page for select news content. We do NOT share everything we do on www.e-channelnews.com and www.channelnext.ca on Facebook. If you would like to share content on these sites, just become “friends” with either or both brands.

Our YouTube channel is in progress. We currently leverage to live stream some of our events and we will be expanding our YouTube channel presence to promote select video content. We will also be adding more end-user targeted content to drive awareness and leads.

We have recently added LinkedIn Live and currently exploring ClubHouse.

We will continue to deepen and widen our digital footprint as we leverage more web platforms to reach our channel community in the way they want.
OUR COMMUNITY

Total current channel community as of June 1, 2021: > 80,000

USA: >36,000; Canada > 28,000; UK > 6,000 and Other >10,000

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 MEDIA

Lines between news media and social media have blurred. Geography of readers are everywhere. The majority of our subscribers are in Canada, USA, UK and Australia. However, we have thousands of international readers. We leverage a variety of networks to socialize our news content. There are no sponsorship opportunities in our social media networks as we simply leverage it to disseminate and amplify the messages deeper and wider into our followers and channel community. With our social networks and followers, we reach tens of thousands of additional “eye balls”.

Ask how we can help you with social sharing!

Follow us on Twitter @echannelnews and/or on LinkedIn
PAID CHANNEL AWARENESS
DIRECT CHANNEL PARTNER NEWSWIRE

We never charge for covering the news. However, we can publish relevant news about your company on a more consistent and predictable basis on eChannelNEWS thorough our newswire feed. Think about this as a typical PR newswire but very targeted to the IT Channel community. And, instead of typical press release, we can make an actual story or a video/podcast to best present the message. You simply pay for distribution of your message as needed.

Each story is automatically inserted into at least one of the 3X weekly e-newsletter broadcasts that we deliver to all opt-in subscribers. About 1/3 of our subscribers read our e-newsletters on a consistent basis. 100% gets it delivered to their device and 100% is tracked for open, clicks and share. Publishing your message consistently at least once per month to the audience yields good results because eventually, the majority of subscribers will see your message!

You figure out the message and we will help you to deliver.

BONUS: Hundreds of tech news media journalists also read our newswire feed to find stories to cover!

Rate: $890 per a-la-carte article. You simply provide the press release and we convert into a written editorial article.

We recommend 6X to 12X times per year for good coverage and 24X to 52X per year for best coverage. Special pricing available for multiple postings.
LIMITED EPISODES

A good way to tell your story to the channel is through a limited 3 to 6-part campaign. Six articles seem to work best. We build the framework with you. We produce and write each episode (includes video and podcast) to present your narrative in a truthful and effective way. We help you to make your case to the channel with credible editorial value. You can combine with some effective call-to-actions like attend a webinar, meet or get some white paper.

Rate: $2,500 per episode
Measuring ROI from banner advertising is difficult especially with pop-up ad blockers. Clicks and views only tell part of the story. Banner advertising seems to work best when promoting a specific activity like an event, new product announcement or special offer. We charge a flat rate per week for a rotating banner ad that also gets highlights in at least 3 weekly e-newsletters.

Flat rate: $1,500 per week or $2,500 per month

Ask about all of our Banner Advertising Opportunities.
If you would like to generate awareness for your company and products within your specific news category, then here are 3 campaign packages based on level of exposure. While we do post banner ads for you within your chosen categories, you get a lot more branding and awareness:

<table>
<thead>
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<th>Description</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podcasts</td>
<td>2 per year</td>
<td>4 per year</td>
<td>6 per year</td>
</tr>
<tr>
<td>News Articles</td>
<td>2 per year</td>
<td>4 per year</td>
<td>6 per year</td>
</tr>
<tr>
<td>Video</td>
<td>N/A</td>
<td>1 per year</td>
<td>2 per year</td>
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<tr>
<td>Webinars</td>
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<td>1 per year</td>
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<tr>
<td>Banner ads</td>
<td>4 weeks</td>
<td>8 weeks</td>
<td>12 weeks</td>
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<tr>
<td>Annual Rate</td>
<td>$5,900</td>
<td>$9,900</td>
<td>$14,900</td>
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</tbody>
</table>
Affiliate Program

We publish a promotional banner ad with your news interview as a measurable call-to-action, for FREE. In return, we get an affiliate commission. You provide a special CODE for buyer to redeem the discount and tracking link. Participating in this program does not indicate that we endorse your company or product in any way whatsoever. Contact us for more information.

<table>
<thead>
<tr>
<th>PROGRAMS</th>
<th>PARTNER</th>
<th>TECHNOPLANET</th>
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</thead>
<tbody>
<tr>
<td>PAY PER ORDER</td>
<td>10 %</td>
<td>20%</td>
</tr>
<tr>
<td>FREE TRIAL FEE</td>
<td>FREE TRIAL</td>
<td>$300/SIGN-UP</td>
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<tr>
<td>PAY PER LEAD</td>
<td>20% FIRST ORDER</td>
<td>$500/LEAD</td>
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<tr>
<td>CUSTOMIZE</td>
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</table>
Women in Tech is our contribution to the bigger mission to help more women to succeed as well as attract more females to enter the Tech Industry. If you are a female and would like to tell your story to the World, then request an interview at editor@e-channelnews.com This is free!

Please check out the various content, reports and interviews with female leaders to best understand why and what we are doing to help women accelerate their success in IT. See https://e-channelnews.com/category/women-in-tech/

Businesses looking to be more inclusive of women in their company should ask us how we can help build a road map to achieve this goal and start a female peer group program to sustain the efforts.

Advertising and special sponsorship opportunities are available in this category. Please contact us for more information!
ARE YOU A CHANNEL LEADER?

Channel Chiefs, Channel Managers, Channel Experts, VP of Channel and all related titles of channel leaders are all welcome to tell their story on https://e-channelnews.com/category/channel-leaders/. Share your wisdom and insights with the channel business community. Learn from other channel leaders.

Every February, you are welcome to attend our annual **Channel Manager Summit** to network with your peers and learn the latest trends in channel development. Typically we have a panel of Channel Partners to give you their insights and feedback as to what vendors should be doing to improve their partnerships. We also have industry leading researchers to deliver their data and predictions in the tech market. We also do peer-groups to help channel leaders explore some of their pain points and get some insights on how to improve. We also talk about channel partner automation. More at http://channelnext.ca
Now in its 15th year, it is the country's largest channel survey and awards recognition for vendors and distributors. 100% voted on by the channel partners. Nominees with the most votes win their category!

**Voting starts November 1st and ends around January 15th of each year.**

Simply invite your partners to VOTE for you. We hand out awards in over 60 categories with over 500 vendors and distributors nominated. Thousands of votes are casted! You want to see your name on this list!

More [www.choiceawards.ca](http://www.choiceawards.ca)


**2021 Reseller Choice Awards Gala will be on February 3, 2022 in Toronto.** See [www.channelnext.ca](http://www.channelnext.ca)
LET’S TALK

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

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