**PROFILE**

We publish news content for the channel 365 days a year. We also do live-streaming and in-person conferences. We provide a variety of resources to help channel partners grow a bigger, better, stronger, and smarter business. We also conduct several polls and research studies to keep up on the current trends of the channel.

Every year, we host a gala for the Reseller Choice Awards, the 50 Best Managed IT Companies Awards and WIT (Women In Tech) Awards.

We have no specific topic monthly editorial calendar like typical news publications but our primary focus is on cybersecurity. Best way to understand its value is to subscribe.

The publisher of eChannlNEWS is TechnoPlanet Productions Inc, which can be found at www.technoplanet.com.

**OUR REACH**

This represents our reach over the past 5 years.

Typically, we generate about 5,000 new channel partners per year. Since the pandemic, our channel community has doubled and continues to increase.

On top of this we have 15,000 followers on social media, including LinkedIn.
GENERATING 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 nearly two decades, we have provided online news to our channel subscribers. We now have one of the largest channel communities in the world, with over 85,000 subscribers.

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. Discover why and how.

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

OUR COMMUNITY

Total current channel community as of January 1, 2022: > 85,000

USA: >41,000; Canada > 29,000; UK > 7,000 and Other >12,000

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 REACH

The distinction between news media and social media has become increasingly hazy. The majority of our subscribers are from Canada, the United States, the United Kingdom, and Australia. We do, however, have thousands of worldwide fans. To socialize our news information, we use a number of networks. We reach tens of thousands more "eye balls" through our social networks.
VIDEO COMMERCIAL EMBEDDED INTO NEWS INTERVIEWS

You provide your 10 to 15 second video commercial or advertisement and we embed directly into news interviews. Sponsor as many interviews as you wish.

<table>
<thead>
<tr>
<th></th>
<th>5 interviews</th>
<th>10 interviews</th>
<th>20+ interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 seconds</td>
<td>$495 each</td>
<td>$445 each</td>
<td>$395 each</td>
</tr>
<tr>
<td>15 seconds</td>
<td>$595 each</td>
<td>$545 each</td>
<td>$495 each</td>
</tr>
<tr>
<td>Event Video Sponsor</td>
<td>Call</td>
<td>Call</td>
<td>Call</td>
</tr>
</tbody>
</table>

Insert your video ad

Click for EXAMPLE
We never charge a fee to report breaking news or interviews. We may, however, provide appropriate sponsored material to highlight your business and supplement your news stories.

Learn how our awareness program will help you promote your message on a more consistent basis. Consider it similar to a traditional newswire service, but tailored specifically to the IT Channel community. Instead of traditional press releases, you can now create more newsworthy material (including video) to help amplify the message and keep you at the top of the channel's mind.

Each post is automatically placed into at least one of our two weekly e-newsletter broadcasts, which we send to all opt-in subscribers. Approximately one-third of our readers open our e-newsletters on a regular basis. It's delivered to their device and tracked for open, clicks, and shares. Consistently delivering your message to your target audience at least once every month generates positive outcomes!

NOTE: Hundreds of journalists from the tech news media check our e-magazine to discover new solutions to cover!

For adequate coverage, we recommend 6X to 12X posts each year.

Choose the level of intensity of awareness that you want. You submit your news piece that meets our editorial standards, and we publish it for you.

### CHANNEL AWARENESS RATES

<table>
<thead>
<tr>
<th>Description</th>
<th>Level 1</th>
<th>Level 11</th>
<th>Level 111</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Articles</td>
<td>1 per year</td>
<td>6 per year</td>
<td>12 per year</td>
</tr>
<tr>
<td>Annual Rate</td>
<td>$890</td>
<td>$3,900</td>
<td>$6,000</td>
</tr>
<tr>
<td>Add Social Media Sharing</td>
<td>$300 each</td>
<td>$250 each</td>
<td>$200 each</td>
</tr>
</tbody>
</table>
**LIMITED EPISODES**

A limited three to six-part campaign is an effective approach to deliver your narrative to the channel. Six articles appear to be the most effective. We collaborate with you to design the framework.

We produce and write each episode (both video and podcast) to portray your story in an honest and effective manner. We assist you in presenting your argument to the channel with legitimate editorial value.

You can combine this with some successful call-to-actions such as attending a webinar, meeting, or obtaining a white paper.

The rate is $3,000 each episode.

**HOME PAGE BANNER**

Measuring the return on investment (ROI) from banner advertising is tricky, especially with pop-up ad blockers. The number of clicks and views tells only part of the picture. Banner advertising appears to be most effective when used to promote a specific activity, such as an event, new product launch, or special offer.

We charge a weekly flat amount for a rotating banner ad on our main page that ALSO appears in at least two weekly e-newsletters.

$1,500 per week or $2,500 per month flat rate

**NEWS INTERVIEW ADVERTISER**

**News Interview Advertisement Sponsor:** Embed one 30-second commercial (video or image) within any video news interview.

$1,800 exclusive ad per interview. Your ad will be active for one year.
**EXCLUSIVE CATEGORY SPONSOR**

If you would like to generate awareness for your company and products within any specific news category, then explore these 3 options.

<table>
<thead>
<tr>
<th>Description</th>
<th>1 Month</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Articles</td>
<td>1</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Banner ads</td>
<td>1 month</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Rate</td>
<td>$2,900</td>
<td>$14,900</td>
<td>$22,900</td>
</tr>
</tbody>
</table>

**NEWS MEDIA PARTNER**

You can do a joint event with us or we can be the news media sponsor for your private event. Ask about what’s included.

<table>
<thead>
<tr>
<th>Description</th>
<th>1 per year</th>
<th>2 per year</th>
<th>3 per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint Webinar</td>
<td>$15,000</td>
<td>$13,900 each</td>
<td>$12,900 each</td>
</tr>
<tr>
<td>Media sponsor of your virtual event</td>
<td>$4,900</td>
<td>$4,500 each</td>
<td>$3,900 each</td>
</tr>
<tr>
<td>On-Site News Media sponsor and coverage of your event</td>
<td>$25,000</td>
<td>$23,000 each</td>
<td>$21,000 each</td>
</tr>
</tbody>
</table>
Women in Tech is our contribution to the larger aim of assisting more women to succeed and attracting more ladies to the technology industry. If you are a female and would want to share your story with the rest of the world, please contact editor@e-channelnews.com. This is completely free!

Please review the various content, reports, and interviews with female executives to better understand why and what we are doing to help women succeed in IT. See https://e-channelnews.com/category/women-in-technology/.

Businesses who want to be more inclusive of women in their organization can ask us how we can assist them reach this goal and launch a female peer group programme to sustain the efforts.

This category offers advertising and special sponsorship options. Please contact us if you require any other information!
CHANNEL MANAGER SUMMIT - IN MASTERMIND PEER-GROUPS

Channel Chiefs, Ecosystem Managers, Channel Managers, Channel Experts, and other channel leaders are welcome to attend this Mastermind Peer-Group Summit.

In the morning, you will get some deep insights into the latest trends in the channel development from experts and channel partners.

Then, we have a great lunch.

In the afternoon, everyone is placed into a peer-group to explore some of their specific challenges and through a special Mastermind collaboration, gain valuable feedback on how to overcome. It’s about sharing your knowledge and insights with your peers while learning from each other.

This is a unique event whereby 25% is high-value content delivered by channel experts and partners and 75% is a Mastermind peer-group collaboration experience.

Then, we wrap this up with a social networking over a few drinks.
CHANNEL AWARDS

Now in its 16th year! This is the largest channel survey in the country, and it recognizes vendors and distributors. Only channel partners get to vote. The nominees with the most votes win their category!

Voting begins on November 1st and ends around January 15th of each year.

Verify that you are nominated and ask your partners to VOTE for you. We give out awards in over 60 categories, with over 500 vendors and distributors nominated. Thousands of votes get casted each year! You want your company's name to appear on this list!

More: https://www.resellerchoiceawards.com

Be a sponsor: https://technoplanet.com/downloads/
For upcoming award 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:
https://e-channelnews.com/subscribe/
COMING SOON ON THE ROAD ACROSS THE USA AND CANADA

We will be bringing eChannelNEWS on the road in a unique mobile news studio vehicle.

We will do live news interviews at several channel events across North America, as well as in the offices of vendors, distributors, and channel partners.

Have us drop into your event to drive awareness pre-event and post event news media coverage.

Simply become a sponsor of this exciting quest to raise top-tier channel awareness across the United States and Canada for the entire year. You will be astounded at how much attention we will bring to your company!

This could be the most exciting and powerful approach to efficiently harness news media and social media exposure to develop your recognition and thought-leadership in the channel throughout the year.

Ready to do something different, fresh, and interesting to stand out from the herd.

Contact us to receive the entire prospectus and to have any questions answered.