Media Kit 2024
#1 CHANNEL NEWS MEDIA

We publish relevant news content for the channel 365 days a year. In addition, we offer live-streamed and in-person conferences, virtual conferences, and a wide range of resources to help channel partners grow their businesses. Our goal is to provide support for creating a bigger, better, stronger, and smarter business. We also conduct polls and research studies to stay up-to-date with current channel trends.

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

Our main areas of focus include cybersecurity, Artificial Intelligence, Digital Transformation, and Sustainability. Subscribing is the best way to fully grasp the value we provide. By subscribing, you'll receive up to three e-newsletter updates per week.

eChannelNEWS is published by TechnoPlanet Productions Inc, which can be found at www.technoplanet.com.

OUR REACH

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.

57% learn from Tech News Media!
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 largest channel communities in the world, with 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

Total current channel community as of January 1, 2023: > 90,000

USA: >44,000; Canada > 29,500; UK > 7,600 and Other >14,000

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 REACH

The distinction between news media and social media has become increasingly blurred. 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.
YOUR 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.

SEE OPTIONS AND RATES ON NEXT PAGE
YOUR VIDEO COMMERCIAL EMBEDDED INTO NEWS INTERVIEWS

Several options are available.

1. Start by embedding your ad into your news interview. Advertise whatever you want including a call-to-action, QR Code etc! Once you purchase the ad spot in your video news interview, no other ads can be inserted.
2. Advertise in as many video interviews as you like. Your ad will run for on year.
3. *Diamond partner is our premium sponsor for a year. Your name gets constantly mentioned by interviewer. Special thanks to our Diamond sponsor “Your NAME” for supporting eChannelNEWS. You also get 3 news interviews with your exclusive ad and you get to embed your 15-second ad in 10 other interviews.

<table>
<thead>
<tr>
<th>Exclusive Ad</th>
<th>In Your Interview</th>
<th>15 Seconds</th>
<th>$495</th>
</tr>
</thead>
<tbody>
<tr>
<td># interviews</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 interviews</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>10 interviews</td>
<td></td>
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<td></td>
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<tr>
<td>20+ interviews</td>
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<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>Diamond Partner</td>
<td>One Year</td>
<td>*Name Mentioned</td>
<td>$14,995</td>
</tr>
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SPONSORED CONTENT

We never charge a fee to report breaking news or interviews.

You may, however, create sponsored content to highlight your business and supplement your news stories.

Learn how this awareness program will help you promote your message on a more consistent and effective basis. 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>Good</th>
<th>Better</th>
<th>Best</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>
**EXCLUSIVE EPISODES**

A limited three part campaign is an effective approach to deliver your message to the channel. 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

**EXCLUSIVE NEWS 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>
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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 or 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!

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint Webinar</td>
<td>$15,000</td>
</tr>
<tr>
<td>Media partner sponsor of your virtual event</td>
<td>$4,900</td>
</tr>
<tr>
<td>On-Site News Media partner sponsor and coverage of your event</td>
<td>$25,000</td>
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</tbody>
</table>
Women in Tech is our contribution to the larger goal of assisting more women to succeed and attracting more diversity 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 100% 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 and diversity 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 and Mastermind Vendor 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 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 17th 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 IN 2024

We have been cooking up something big that has never been done before!

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.