

eChannelNEWS



Julian Lee Publisher eChannelNEWS

**REACH, EDUCATE AND
PROSPECT THE
CHANNEL COMMUNITY**



COMMENT



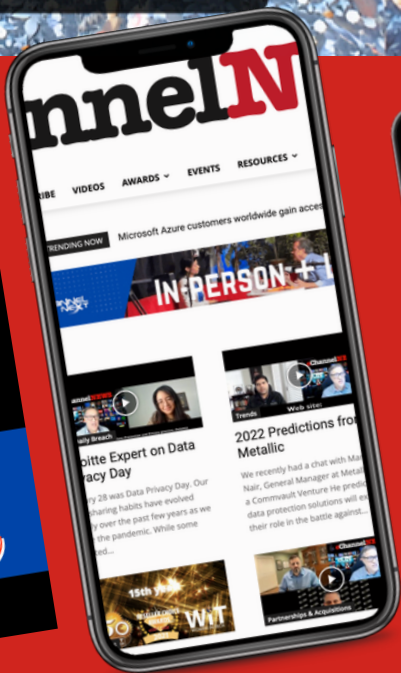
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THE LARGEST AND LONGEST RUNNING CHANNEL NEWS MEDIA IN CANADA

Stay informed with eChannelNEWS 365 days a year with our 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 assist channel partners in growing their business. We are always on top of current trends and channel needs as we regularly conduct research surveys of our community. We are constantly evolving to meet the needs of our subscribers and followers!

Meet us at our annual Awards Gala event featuring the Reseller Choice Awards, 50 Best Managed IT Companies Awards, and WIT (Women In Tech) Awards or any at of our ChannelNEXT events!

We mostly focus on Cybersecurity, Artificial Intelligence, Digital Transformation, and Sustainability. Don't miss out! Subscribe today to receive updates on your device.

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

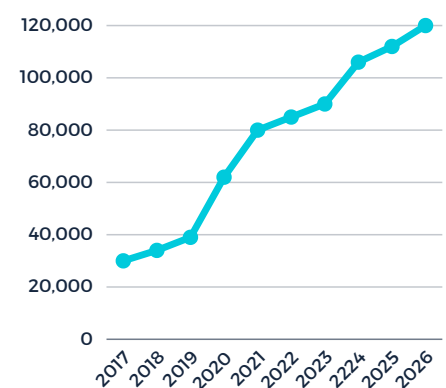
Thank you for supporting eChannelNEWS! Your support helps us to improve our services to the channel community. A vital service to fuel the continued growth of the channel. Helping us helps you amplify your messages louder to reach your channel communication goals!

All prices listed in this media kit are in USD.

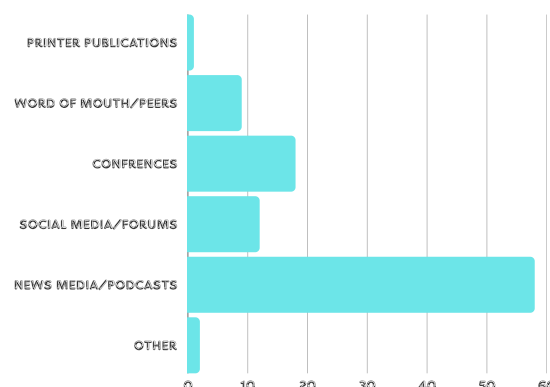
Our community

Our channel community is 115,000+ strong and growing every day. Add to that our growing number of viewers and followers on social media, including LinkedIn. We may not be the biggest, but our community includes the best channel partners. We are 100% pure channel since 24+ years!

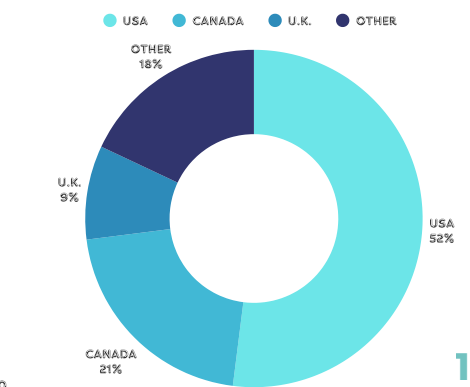
Our community growth



Where MSPs Go To Learn?



Where our community live?





CHANNEL AWARENESS

It's challenging to consistently get your message published by trusted news outlets, especially amidst the overwhelming amount of content. For over 20 years, we've provided online news to our channel subscribers, building a community of over 115K.

Due to ad blocking software, cybersecurity technologies, AI bots and Agents, measuring actual ROI from any online advertising is no longer transparent. In today's AI-Powered digital landscape, we had to innovate and adopt different approaches to reach our community. Discover how we can help enhance your channel awareness on the following pages!

OUR COMMUNITY ALWAYS GROWING

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

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

Community built organically over three decades

Network constantly maintained through surveys, weekly eNewsletters, e-mailing, assessments and events

We also reach our social network community.

We do not do this alone! Ask about our 12 channel partner board of advisors who help guide our mission.

SOCIAL REACH

The line between news media and social media continues to blur. The majority of our subscribers are from Canada, United States, and United Kingdom. We do, however, continue to increase by the thousands of worldwide fans.

To amplify 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.

Ask about our digital waterfall to boost the amplification of your message!

We're Everywhere



in @echannelnews
x @echannelnews



SUBSCRIBE



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Categories

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Channel/Partner Programs

Companies & People

The Daily Breach

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New Products

Cybersecurity Defense

Ecosystem

Distributor

Coaching

Storage

Solution Providers

TRENDING NOW

vcIO Toolbox: Solving Client Engagement in MSPs



Interview with Kaseya at ChannelNext Central 2024

Interview with Davene Smith, Channel Development Manager at Kaseya. Following their recent news, Kaseya is now offering two more opportunities for MSPs to grow: Kaseya...



Check out our Upcoming Events

Here is a listing of E-Channelnews events coming up: ChannelNext Events 2024 2024 will mark 22 years in doing ChannelNEXT events! Learn about the latest ways to grow...



ChannelNEXT Event Soars to New Heights

Not only was it at full capacity, but the content and peer-to-peer networking were off the charts! Today, when MSPs invest their time, they...



Meet Our News Team and Growing...



Julian Lee



Paolo Del Nibletto



Randal Wark



Nim Nadarajah



Glynis Devine



Marie-Claude
Rouleau



Shane Gibson



Sam Stratigeas



Evgeniy Kharam



Gerlinda Ringe



THE BEST CONSISTENT NEWS MEDIA CHANNEL AWARENESS PROGRAM

Ensuring consistent visibility for your messages within the channel can be quite challenging. Channel partners and their clients are inundated daily with hundreds of communications and sales pitches, many of which end up in junk or spam folders. There's no assurance that sending your message to the correct email address will guarantee delivery to the intended recipient, much less being opened!

For more than 23 years, eChannelNEWS has been a reliable and trusted resource for the channel. This is why messages shared through our platforms gets delivered and resonate well with channel partners.

Our email broadcasts reach inboxes directly because we operate on an opt-in basis and are "safe-listed."

Here's what our Annual Channel Awareness Program offers:

- Publication of one news article (either video or written) each month for a full year
- Premium positioning and feature on eChannelNEWS' website and newsletter
- Inclusion of your story in a minimum of 12 e-newsletters
- Promotion of your story on our social media platforms, including LinkedIn
- Integration of your web links within your story and to your other stories
- Embedding of your call-to-actions within your story
- One 45-minute video podcast with the editor

Total Annual Fee: \$15,900





SPONSORED CONTENT

At eChannelNEWS, we take pride in delivering high-quality news reporting and interviews that are relevant to the channel. However, every day, our editorial team receives numerous news submissions, so unfortunately, we cannot review nor publish all.

To ensure your story gets published when you need it, we offer a limited number of affordable sponsored content placements. This service guarantees on-demand publication for your news content on your time schedule.

Your content will also be featured in one of our weekly e-newsletter broadcasts, reaching all our opt-in subscribers. You can further enhance your visibility by sharing it on LinkedIn and other social media platforms.

Content supplied by you will be labelled “Sponsored Content” and subject to our approval to meet editorial standards.

News Interview content that we produce will NOT be labeled “Sponsored Content” because we are generating the content and will ensure it meets our editorial requirements.

eChannelNEWS is frequently visited by hundreds of other journalists in the tech news sector so it’s also a news release distribution platform.

Budget: \$1,295 + \$500 for sharing on LinkedIn and X

BOOST CONTENT AMPLIFICATION

Check out our digital waterfall content amplifier program on page 10. We can boost the reach for any interview or campaign for an additional \$4,900





HOME PAGE BANNER ADVERTISING

Assessing the ROI from banner ads on any website can be challenging, especially with the prevalence of pop-up blockers and AI Agents. Clicks and views are only part of the overall picture. However, when it comes to promoting events, launching products, or showcasing special offers, banners can generate significant awareness and enhance the overall impact! The main outcome is exposure.

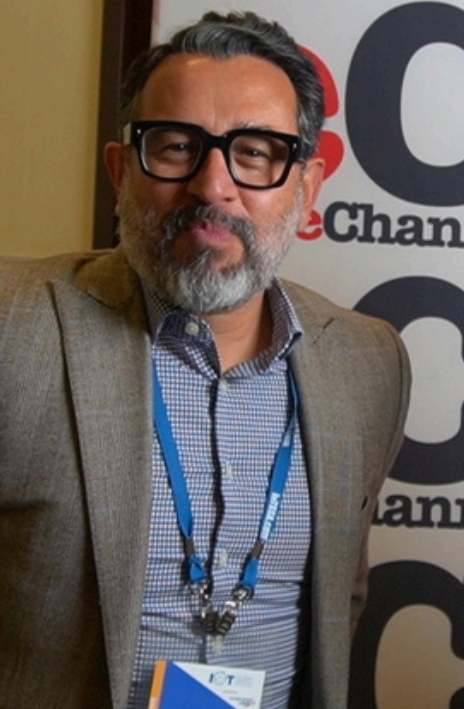
We have made our banner advertising simple and affordable! A one-week banner ad on www.e-channelnews.com in any category, including placement in two e-newsletters, is only \$1,500 flat fee. This provides you with affordable and effective branding exposure both on the website and through the newsletters sent to our entire audience!

We can also e-mail your message exclusively to our community. See eMail broadcasts prices below.*

EXCLUSIVE NEWS CATEGORY BANNER AD SPONSOR

Looking to make your business and products the center of attention on eChannelNEWS? Explore these three options for exclusive brand visibility in your preferred news category! Imagine your company banner dominating the Cybersecurity News Category for six months. But that's not all! We will also produce news articles highlighting your brand and published in the category throughout the active campaign period.

Banner Ad duration in any category	1 Month	6 Months	12 Months
Includes News Articles in category	1	6	12
Rate/month	\$2,900	\$2,483	\$1,908
Total	\$2,900	\$14,900	\$22,900
*Exclusive eMail Broadcasts	\$4,500 Per Flight	Per Country	Includes Target Filtering



SPONSOR VIDEO INTERVIEWS AND PODCASTS

Become an official sponsor of eChannelNEWS for video interviews and podcasts published over a period of 1 to 52 weeks. Your company name will be featured as “Brought to you by Your Company Name” on the intro and outro screens of every regular video interview released during your sponsorship duration. Additionally, we will include a 10-second video ad/interview and a shout-out in each session, which will remain embedded for one year.

Furthermore, you will receive a banner ad displayed during your sponsorship week(s), along with a number of news interviews determined by the length of your sponsorship.

Inquire about becoming our exclusive sponsor for an entire year!

Number of Weeks Sponsored	1	4	8	12
Number of Interviews	1	2	3	4
Banner ad Weeks	1	4	8	12
Per week	\$8,000	\$28,800	\$54,400	\$76,800



[in @echannelnews](#)

[x @echannelnews](#)





NEWS MEDIA PARTNER FOR YOUR EVENT

Bring a leading news media brand to generate more attention to your event and broadcast your message to 10X+ audience.

As a news media partner for your event, you will get pre, during and post news coverage and awareness. **It's a huge multiplier of the number people who will view your event's message.**

We'll tap into the eChannelNEWS community, newsletters, and social media to amplify your message to 115K+ channel partners.

Our post event news coverage keeps the buzz going long after your event is over.

Description	Price
Virtual News Media partner of your virtual or in-person event where we promote and support your event.	\$7,900 Ask for details
On-Site Audio: News Media partner with audio only (podcast) interviews and general news coverage of your in-person event as well as pre and post event promotions.	\$14,900 Plus Travel and accommodation
Joint Live Webinar where we do everything including promotion, hosting, recording and post event publishing.	\$19,900 Ask for details
On-Site Video: News Media partner, we bring the crew to do video interviews and coverage of your in-person event as well as pre and post event promotions. Travel and accommodation for 3 people/video crew are NOT included.	\$27,900 Plus Travel and accommodation



NEWS INTERVIEW AND EVENT BOOST

Amplify your news interview or event message beyond the attendees!

1. LONG FORM CONTENT CREATION

1. Create a 10-15 min news interview or event message to tell your story and value proposition.
2. We can do this virtually pre-event, during an event or post event.

2. SHORT FORM CONTENT PRODUCTION

1. Break the content into about 10 short-form segments tailored for each social network.
2. Design a variety of thumbnails, quotes, and graphics.
3. Optimize for all SEOs including AI SEOs
4. Integrate your call-to-actions.

3. SOCIAL MEDIA STRATEGY AND SCHEDULE

1. Produce the social media publishing plan.
2. e-ChannelNEWS posts long-form content on news site and LinkedIn. Client posts short-forms on their social
3. Track results and adjust content as needed based on performance.

4. ECHANNELNEWS PUBLISHING

1. Publish long-form content on our news website for 2 years and share in newsletters
2. Share long form and select short-form pieces on LinkedIn and social media networks of eCN.
3. Integrate your call-to-actions.

BUDGET: \$4,900

**EXHIBITING AT A CHANNELNEXT
EVENT? GET A 20% DISCOUNT!**

THE DIGITAL WATERFALL

AMPLIFY YOUR MESSAGE 10X

We begin by examining your objectives and value proposition, followed by pinpointing the most effective questions to ask your team in order to narrate your story compellingly. Next, we create high-quality long-form content that encapsulates your company and its value proposition. This content serves as the central hub, embedded with all your calls to action. Subsequently, we deconstruct the long-form content into a variety of micro-sized, easily digestible pieces, creating “droplets” for a “Digital Waterfall” of content sharing. This strategy will effectively and consistently reach and educate potential buyers across all social media platforms, AI-driven search engines, and our news outlet, www.e-channelnews.com.

Examples of Short-Form Content:

- Chapter Videos (2-3 minutes) for platforms like YouTube.
- Blog Posts from video transcripts.
- LinkedIn posts with variations to prevent duplication.
- Micro Videos (30-60 seconds) for social media.
- Shareable Quote Graphics.
- Engaging Sound Bites or Stats.
- LinkedIn Carousel with insights.
- LinkedIn Video clips.
- News articles.

Key Outcomes:

- Continually leverage highly impactful multi-media content optimized for ALL platforms to drive awareness and engagement over a long period of time.
- No SEO advertising budget required, saving the majority of typical SEO advertising costs.
- Establish a broad and consistent digital presence and awareness.
- Maintain buyer engagement throughout their journey.
- Repurpose content for multiple digital marketing activities, including at the partner level.
- Improve ranking in AI search engines.
- Select content is published on eChannelNEWS, reaching over 115,000 in their channel community.

**SEE ADDITIONAL DETAILS AND
PRICES ON THE NEXT PAGE.**

1. LONG FORM CONTENT CREATION

1. Conduct research and formulate the interview questions.
2. Perform a dry run with the client.
3. Produce, review, and edit a 60-minute long-form piece.

2. SHORT FORM CONTENT PRODUCTION

1. Break the content into short-form segments tailored for each social network.
2. Design a variety of thumbnails, quotes, and graphics.
3. Optimize for all SEOs including AI SEOs
4. Integrate your call-to-actions.

3. SOCIAL MEDIA STRATEGY AND SCHEDULE

1. Produce the social media publishing plan.
2. Decide whether the client will post or if we will handle the postings on social networks.
3. Track results and adjust content as needed based on performance.

ECHANNELNEWS PUBLISHING (INCLUDED)

1. Publish long-form content on our news website for 2 years and share in newsletters
2. Share long form and select short-form pieces on LinkedIn and social media networks of eCN.
3. Integrate your call-to-actions.

1

Create and edit a 60-minute, news-quality interview video that shares your story authentically for news and marketing. Long-form and selected short-form content will be featured on eChannelnews for one year, included in at least three newsletters, and shared on social media platforms like LinkedIn.

\$20,000

2

We produce around 30 pieces of short-form content from long-form material, including graphics optimized for social media and AI search engines. Add \$3,000 per revision, if required.

\$10,000

3

We will manage your social media posting needs during the 90-day campaign, monitor results, and adjust content as needed to enhance effectiveness, providing you with detailed performance and action plan reports.

\$5,000 - \$8,000



WOMEN IN TECH

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

Our WiT mission is to support more women in achieving greater success and to attract more diversity to the technology industry.

If want to tell your story , we'd love to hear from you. Reach out to us at editor@e-channelnews.com and take advantage of our 100% free offer to do a new interview about your journey and inspire others to follow!

Check out our [WiT News section](#)!

Want more? Ask about our women-only empowerment peer-groups, coaching and retreats.





CHANNEL AWARDS

It's the Largest Channel Survey in Canada to recognize the Best Vendors, Distributors, Women in Tech and Best Managed Cannel Partners.

For 20 years, our annual channel survey has recognized the top vendors, distributors channel partners and leading women in the tech industry across the nation.

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

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

[Visit the Website to learn More](#)

[Download sponsorship kit!](#)

If the Canadian channel is important to you, this is where you want to be and be seen! For upcoming award gala dates: See [ChannelNEXT](#).

CONTACT US

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





TRANSFORM YOUR SUCCESS, CAREER, AND COMPANY IN THE CHANNEL

Join an exclusive VIP peer group designed specifically for channel leaders—whether you are a channel chief, manager, or representative. You'll be matched with others in your specific area.

Engage in a Vendor Mastermind Peer Group. Led by channel expert Julian Lee, these groups offer unique access to his wealth of knowledge, resources, and professional network. Delve into the complexities of the channel world, with insights from top industry analysts, ecosystem builders, sales, marketing, and leading MSPs.

It's like joining a prestigious VIP club that convenes regularly, both in-person at special retreats as well as virtually, to address challenges and accelerate your success in the channel.

Engage in discussions on all challenges, share insights, collaborate, and gain wisdom from your peers and experts. Remember, what is discussed in the group always remain confidential.

Julian hosts a limited number of peer groups each year. Each candidate will undergo an interview process to discuss expectations, requirements, and commitments with Julian, ensuring a mutual fit. All members must receive pre-approval.

With three decades of experience leading TechnoPlanet, Julian Lee possesses an unparalleled understanding of the channel community at every level including today's AI-powered channel ecosystems. He is dedicated to uplifting the global channel community. Follow him on LinkedIn for regular insights or delve into his history at TechnoPlanet.

Let's connect to see if the \$50,000 investment in this annual career accelerator program aligns with your goals! Outcome? You will surpass your goals in more ways than you imagined.

CONTACT US TO BEGIN THE PROCESS!

