



CRN.in

The destination for breaking news in the channel

Media Kit - 2007



Want access to breaking channel and technology news, reviews, and analysis for the IT channel fraternity?

crn.in is the destination to all your information needs.

www.crn.in is the top online destination for up-to-the minute, authoritative content about all facets of the channel. Channel readers go to CRN.in for news, opinions, tools, research, and community interaction that help them run their businesses more successfully.

CRN.in is the first choice for delivering your marketing messages to the largest audience of channel members on the web. CRN.in is all new and offers even greater branding, messaging and sponsorship opportunities around its broad-appeal coverage of people, events, products, and news of the channel.

Advertising opportunities include:

Top Mega Banner



Island Banner Ad

Panel Banner Ads

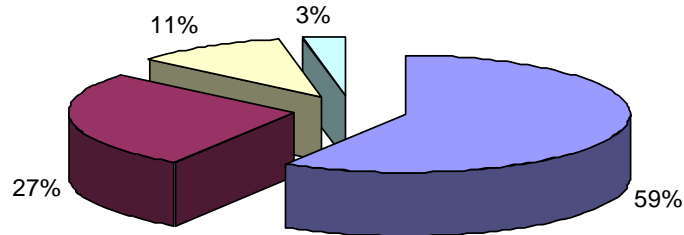
Panel Banner Ad

Full Sky Scrapper Ad

Center Banner

Online Subscription: 27000
Page views per month: 225000
Unique Visitors per month: 31500
 [Data is for statistics available as on 30th September 2007]

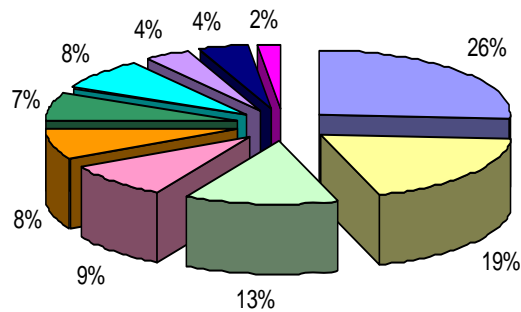
Readership by Job Profile



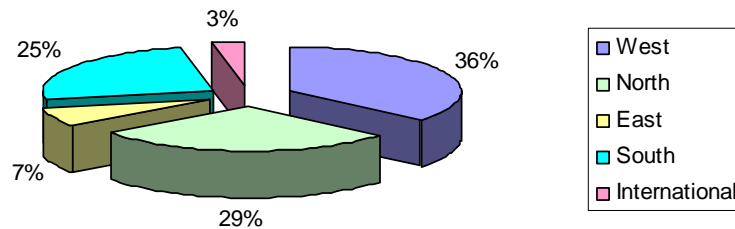
■ MD, Chairman, Proprietor, CEO, President ■ GM, VP ■ Senior & Middle management ■ Executive.

www.crn.in Readership across Top 10 Cities

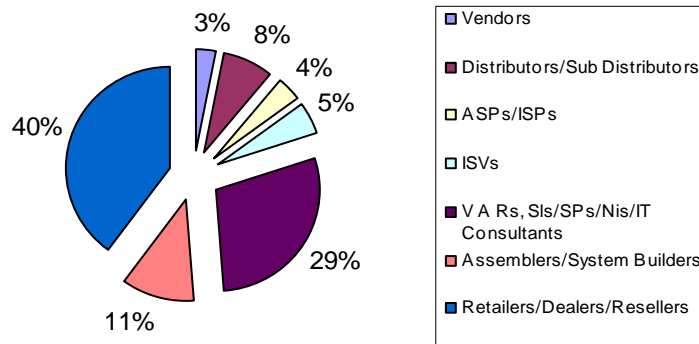
- MUMBAI
- NEW DELHI
- BANGALORE
- CHENNAI
- KOLKATTA
- PUNE
- HYDERABAD
- AHMEDABAD
- COIMBATORE
- LUCKNOW



Distribution of Readership in India + International



Readership Profile



Website Advertising Rates

[Note: The rates provided are valid only till 31st March 2008 and are subject to change]

Ad Type	Dimensions	Required Files	File Size/ Frame Length	Cost/per month (in US \$)
Top Mega Banner	468x60 Pixels	.jpg/.gif/.swf, clickthrough URL	21k max	3,700
Center Banner	400x100 Pixels	.jpg/.gif/.swf, clickthrough URL	21k max	3,050
Island Banner Ad	300x200 Pixels	.jpg/.gif/.swf, clickthrough URL	12k max	2,500
Panel Banner Ad	120x90 Pixels	.jpg/.gif/.swf, clickthrough URL	12k max	1,850
Full Skyscraper Ad	120x600 Pixels	.jpg/.gif/.swf, clickthrough URL	21k max	3,950

Daily Newsletter Advertising Rates

[Note: The rates provided are valid only till 31st March 2008 and are subject to change]

AD Type	Size	Cost /per month (in US\$)
Top Mega Banner	468x60 pixels	5,550
Center Banner	400 x 100 pixels	4,650
Full Sky Scraper Ad	120 x 600 pixels	5,950
Panel Banner Ad	120 x 90 pixels	2,800
EDM shot	Cost per shot/person US \$ 0.2	

Terms and Conditions:

Time required for putting ads online

1 Banner Ads:

Panel Ad: 1 Day

Leaderboard OR Island ad: 1 Day

Panel & Leaderboard Ad Set: 1.5 Days

Panel, Leaderboard Ad & Island Ad Set: 1.5 Days

2 EDM:

Designing EDM: 1 Day

Once the design is approved by client - HTMLizing EDM: Half Day

Then this EDM is handed over to the tech team for integration. The time required for integration may vary and can be given by tech team only.

Designing Charges:

1. Banners (Leader Board, Panel, Island Leader) – US \$ 300 for HTML
US \$ 350 for Flash
BANNER POLICY: Banners will have to be in accordance with the sizes specified. All ad placements will spawn a new browser window when clicked upon.
2. EDMs – US \$ 550

Commercials:

1. Content charges for all ad properties will be on actuals @ US \$ 0.2 per word.
2. Banners will have to be in accordance with the sizes specified. All ad placements will spawn a new browser window when clicked upon.
3. Changes and Cancellations. All creative material must be sent 3 business days prior to the launch of the campaign.
4. Ads will not be cancelled once a RO is placed.
5. Rejecting Creative: UBM India Pvt Ltd reserves the right to reject any creative without assigning any reason.
6. Late Creatives: UBM India Pvt Ltd will not guarantee the start date for late creatives.
7. All creative should be sent to jagrutik@ubmindia.com / NileshM@ubmindia.com
8. This rate card invalidates all earlier quotations for these ad properties.
9. UBMIndia Pvt Ltd reserves the right to change rates in accordance with our booking terms and conditions.



CMP

United Business Media

To Advertise Contact:

West	North	South
<p>Mr. Salil Warior - Regional Sales Manager, West Technology Group, CMP India</p> <p>UBM India Pvt.Ltd, Sagar Tech Plaza, A -119, 1st Floor, Andheri Kurla Road, Saki Naka Junction, Andheri East, Mumbai - 400072, India.</p> <p>Phone Number: +91 22 67692400 Fax Number: +91 22 67692426</p> <p>Cell Phone: +91 9821458018</p> <p>Email: salilw@ubmindia.com</p>	<p>Mr. Pankaj Jain - Sales Director, North Technology Group, CMP India</p> <p>UBM India Pvt. Ltd, UBM India Private Limited 1604-1605, 16th Floor, Narain Manzil, 23, Barakhamba Road, Connaught Place New Delhi – 110001, India.</p> <p>Phone Number: +91-11-23765551 Direct Line: +91-11-23765553 Fax Number: +91-11-23765552</p> <p>Cell Phone: +91 9810172077</p> <p>Email: pankajj@ubmindia.com</p>	<p>Mr. Anees Ahmed - Sales Director, South Technology Group, CMP India</p> <p>UBM India Pvt.Ltd, Executive chambers, 18/6 Cunningham Road Bangalore - 560052, India.</p> <p>Phone Number: +91-080-22257230 Fax number: +91-080-22280742</p> <p>Cell Phone: +919845032170</p> <p>Email: aneesa@ubmindia.com</p>
<p>Website:</p> <p>www.crn.in • www.cmp.com • www.ubmindia.com</p>		

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