

# CRNCanada.ca

## The online advantage

Solution Providers prefer to utilize SP-specific media to gather relevant information for their businesses. They rely heavily on print and the web for the best of both medium, with over 70% turning to one or the other when looking to expand their business opportunities. This is where your advertising message will be best received, by a targeted, focussed audience.

# 2006

# Advertising/Sponsorship Details

## BANNERS

Banners appear above the content on every page, a premium position to display your branding or sales incentive message.



## SKYSCRAPERS

Skyscrapers run on the Right-hand side of the page-adjacent to content. Allow messages and graphics to be viewable as user scrolls down the page while reading.



## HOMEPAGE TILES

Bundled on Home pages of CRN.com, VARBusiness.com and Channel WEB.com. These are sold as Sole Sponsorships for 30-days, static/fixed positions, above or below the skyscraper.



## BIG BOX

Run on all news pages throughout each site Ads are positioned in the center of news articles, viewable as readers scroll down. Sold as 1-month sponsorships run of network impressions.



Ad Size	Dimensions	CPM (US Gross)	File size
Banner	468x60 pixels	\$55	12k max
Skyscraper	125x600 pixels	\$60	15k max
Homepage Tiles	125x125 pixels	\$45	10k max
Big Box	300x250 pixels	\$65	15k max

File types: GIF, JPEG, \*HTML, DHTML, Javascript.

## Newsletter

Buy a newsletter schedule to complement your print or online advertising, or start advertising with newsletters alone to affordably jump-start your business.

### Description

### Frequency

### Circulation

### US Gross

#### CRN Newsweekly

CRN Newsweekly is a twice-weekly round up of breaking technology and channel news for the IT solution providers, value added resellers and executives. Clearly the channel's VITAL resource for information.

Monday &  
Thursday

10,400

\$1,270

#### E Channel News.com

Delivered three times per week to 15,000+ Canadian Channel members. It is the easiest and lowest cost way to stay in touch with resellers. Keep your resellers updated on your latest products, announcements, promotions and news.

Monday,  
Wednesday  
& Friday

15,000

\$1,580

#### E-mmercials

We integrate images, video, sound and text to build your e-mmercials. These high-impact commercials can help you deliver your message instantly to your target market.

On availability

10,400

15,000

\$530 CPM

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