



CRN drives sales by empowering channel partners, distributors and vendors with vital news and technology information they need to take informed decisions, generate demand and grow revenue. For many years the Channel members in India have been turning to CRN every fortnight for immediate, reliable and actionable information.

CRN as a leader in technology sales, serves as a one stop shop for Solution Providers and the hardware and software suppliers that engage with the indirect sales. IT vendors use CRN to gain access to and influence the Channel community, develop strategy, obtain market intelligence

and execute sales, recruitment and Channel development objectives. CRN provides for the wide range of business needs for both Solution Providers and IT suppliers to run their business.

CRN is the number one source for the Channel market, helping businesses run more profitably and effectively. **CRN** provides the answer to strategy and branding, online marketing, market intelligence, lead generation, branded and custom events education and workflow tools targeted to those who buy and sell through the Channel. It's a multi-media coverage which delivers consistent ROI for your Marketing spends.

CRN Advertising Rates (Print)

Frequency	Cost Per Ad	Size w X h (cm)
Full Page (Bleed)	99000	21 x 31.8
Full Page (Non-Bleed)	99000	19 x 29.8
Inside Front Cover	209000	21 x 31.8
Inside Back Cover	176000	21 x 31.8
Back Cover	237000	21 x 31
Double Spread (Bleed)	171000	42 x 31.8
Double Spread (Non Bleed)	171000	40 x 29.8
Half Page (Vertical)	59000	9.5 x 29.8
Half Page (Horizontal)	59000	19 x 14.5
2 Col Vertical	82000	12.5 x 29.8
1 Col Vertical	44000	6 x 29.8
Quarter page	33000	9.2 x 14.8

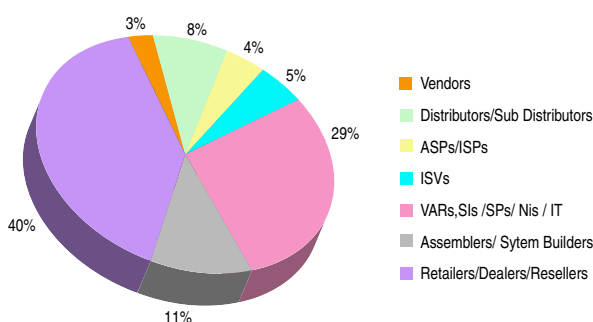
*Note: The rates provided are valid only till 30th June 2009 and are subject to change
*All prices are in INR

Market Place

Classified format	Cost Per Ad	Size w X h (cm)
Full Page	60000	19 x 29.8
Half Page (Vertical)	34000	9.5 x 29.8
Half Page (Horizontal)	34000	19 x 14.5
Quarter page	20000	9.2 x 14.8
1/8th Page	13000	9 x 6.5

*Note: The rates provided are valid only till 30th June 2009 and are subject to change
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Readership Profile



Circulation: 25,000 (Controlled qualified circulation)



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.

marketing messages. It's a platform to recruit, target & motivate new & existing channel partners, access & visibility to a dynamic audience, who can recommend, deploy & sell your products. **crn.in** is the first choice for delivering your marketing messages to the largest audience of channel members on the web.

The site compliments the print edition of **CRN** to provide more brand leverage & exposure for your

ADVERTISING OPPORTUNITIES INCLUDE:

The screenshot shows the CRN website interface with several advertising opportunities marked:

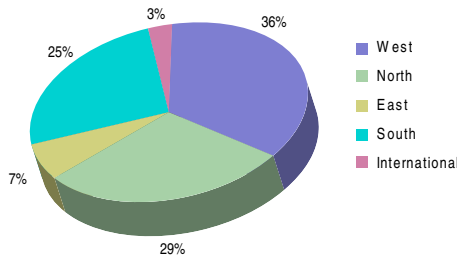
- Top Mega Banner:** A large banner at the top of the page with the text "Cisco Partner Break: How will you escape?".
- Panel Banner Ad:** A small banner ad located in the right-hand panel of the page.
- Island Banner Ad:** A banner ad placed within the main content area, partially overlapping a red box.
- Panel Banner Ads:** A vertical stack of three small banner ads on the left side of the page.
- Center Banner:** A large banner ad positioned in the center of the page, below the main article list.
- Full Scraper Ad:** A vertical banner ad on the right side of the page, featuring the text "BE A LIFESTYLE CATALYST."



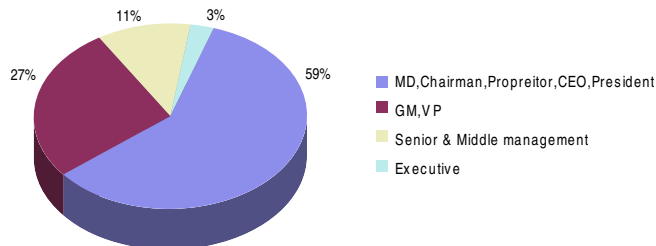
Online Subscription: 27000
 Page views per month: 307000
 Unique Visitors per month: 42000

*Data is for statistics available as on 30th November 2008

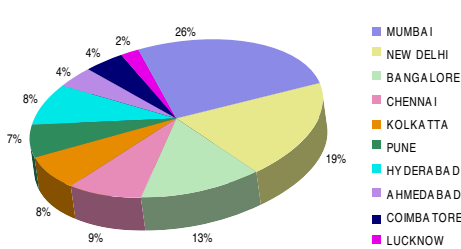
Distribution of Readership in India + International



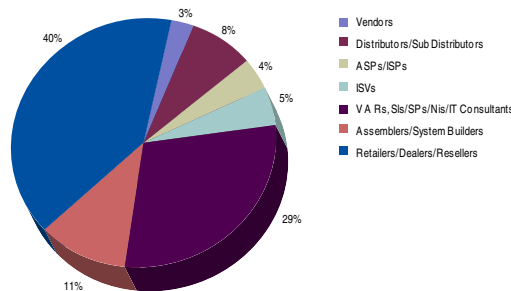
Readership by Job Profile



www.crn.in Readership across Top 10 Cities



Readership Profile



Online

Daily Newsletter Advertising Rates

AD Type	Cost Per Month	Dimensions
Top Mega Banner	210000	468 x 60 pixels
Full Sky Scraper Ad	225000	120 x 600 pixels
Panel Banner Ad	105000	120 x 90 pixels
EDM shot	Cost per shot/person Rs. 3	

*Note: The rates provided are valid only till 30th June 2009 and are subject to change
 *All prices are in INR / per month
 * Taxes as applicable would be charged

CRN Advertising Rates on Website (Online)

Ad Type	Cost Per Month	Dimensions
Top Mega Banner	140000	468 x 60 Pixels
Center Banner	115000	400 x 100 Pixels
Island Banner Ad	95000	300 x 200 Pixels
Panel Banner Ad	70000	120 x 90 Pixels
Full Skyscraper Ad	150000	120 x 600 Pixels

*Note: The rates provided are valid only till 30th June 2009 and are subject to change
 *All prices are in INR / per month
 * Taxes as applicable would be charged



Advertising Specifications for Print

- Actual size of the magazine: **21 cm (width) X 31.8 cm (Height)**
- Avoid sending open files and if you have to then convert all fonts to curves
- Send all softcopy burnt on a CD

Guidelines for Ad Materials

Display ad materials in softcopy will not be accepted. However, in exceptional cases, it might be considered provided the format mentioned above has been adhered to. **PDF (2400 dpi, CMYK)**

Time required for Ads and EDM's:

Banner Ads		EDM	
Panel Ad	1 Day	Designing EDM	1 Day
Leaderboard OR Island ad	1 Day	Approve EDM Design into HTML	1/2 Day
Panel & Leaderboard Ad Set	1.5 Days		
Panel, Leaderboard Ad & Island Ad Set	1.5 Days	For Integration	May Vary

Designing Charges:

1. Banners (Leader Board, Panel, Island Leader) – Rs. 10,000 for HTML
Rs. 12,000 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 – Rs. 20,000

Commercials:

1. Content charges for all online ad properties will be on actuals @ Rs. 4 per word.
2. Online Banner ads will have to be in accordance with the dimensions specified. File size for Top banner, Centre banner and Full Skyscraper Ad should be maximum 21k and for Island banner and Panel banner ad should be maximum 12k.
3. Files can be sent in .jpg/.gif, .swf, clickthrough URL format.
4. All online ad placements will spawn a new browser window when clicked upon.
5. **Changes and Cancellations:** All creative material must be sent 3 business days prior to the launch of the campaign.
6. Ads will not be cancelled once a RO is issued.
7. **Rejecting Creative's:** UBM India Pvt Ltd reserves the right to reject any creative without assigning any reason.
8. **Late Creative's:** UBM India Pvt Ltd will not guarantee the start date for late creative's.
9. All creative's should be sent to nileshm@ubmindia.com
10. This rate card invalidates all earlier quotations for these ad properties.
11. UBM India Pvt Ltd reserves the right to change rates in accordance with our booking terms and conditions.
12. No conditions other than those set forth in this rate card shall be binding upon UBM unless specifically agreed to by UBM in writing.
13. Positioning of advertisements is at the sole discretion of UBM except where a specific position has been agreed to by UBM in writing.
14. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed between the parties in writing. UBM is under no obligation to revise advertising materials not received by the UBM production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
15. UBM assumes no liability for any errors or omissions in key numbers appearing in advertisements.
16. UBM is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM's control.
17. In consideration of UBM's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend UBM against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of UBM's printing, publishing or distributing such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services.
18. In no event shall UBM be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to UBM for the publication or distribution of such materials.
19. UBM reserves the right to hold the advertiser and its agency jointly and severable liable for all monies that are due and payable to UBM.
20. Advertising in UBM's online products and services is subject to the terms of the applicable online insertion order.

For Advertising Opportunities contact:

Mumbai: Mr. Salil Warrior at salilw@ubmindia.com or call +91 22 6769 2400 / + 91 99875 80188

Delhi: Mr. Pankaj Jain at pankajj@ubmindia.com or Call + 91 11 2376 5553 / + 91 98101 72077

Bengaluru: Mr. Anees Ahmed at aneesa@ubmindia.com or Call + 91 80 2225 7230 / + 91 98450 32170

Pune: Mr. Jagdish Khaladkar at jagdishk@vsnl.com or Call + 91 20 2445 1574 / + 91 98230 38315