



**IT Reseller**  
**NEWS**

TRUSTED ADVISOR FOR PARTNERS

**MEDIA KIT**  
**2016**

# ABOUT



A publication of Accent Info Media LLC., IT Reseller News has been created as an independent and unbiased media platform for the IT partners' ecosystem to update and empower themselves on the futuristic technologies within ICT domain. Accent Info Media is a global IT Media company with presence in three continents including APAC, MEA and North America.

We represent both – vendors and the channel partners - and bring out content which help them grow faster. On one side we cover products, innovations and strategies from the vendors and take a critical view of that and present to the partners; on the other side, we also carry view points of the partners on the vendors' offerings and present that to the vendors and other members in the ecosystems.

Our initiative to address the market involves a dynamic website ([www.itresellernews.com](http://www.itresellernews.com)), quality newsletter, syndicated EDM, technology events, and special technology publications. And all these initiatives are supported by our strong social media and social marketing strategy. We engage Facebook, Twitter, LinkedIn very aggressively to reach out to the target group and micro target groups.

## CONTENT STRATEGY

In our content strategy, we carry all the technologies that influence the business growth of the partners. Therefore we carry all physical products and technologies starting from PCs, printers, scanners, networking products, servers, surveillance, UC to virtual products and solutions like hypervisor, cloud computing, Big Data, analytics, mobility. We cover all software products including ERP, CRM, SCM, operating systems, security solutions, etc. We also cover the consulting and services piece so that the partners keep tab of the opportunities.

So while covering these products and solutions, we take help of various headings and approaches in order to keep the readers in good humour. So the contents are carried in formats like news, interviews, analysis, product reviews, stories, etc.

We take special care in terms of designing and using high-res photographs to attract more and more people and keep them hooked to our website. We take care that all our stories are carried with our own viewpoints backed by our 15-20 years of experience so that the readers get right perspective of the market development.

## OTHER INITIATIVES

Apart from providing quality content through online and offline medium to engage the readers, we also look at organizing technology events so that more and more partners could get direct impression of the technology trends. We also look at evaluating the partners' and vendors' on basis of their performance and felicitate them with awards to make them encouraged and inspired to put up better performance.



# READERSHIP PROFILE

System/Network Integrator/VAR

IT/Business Consultant

Managed Service Provider

ISV/Custom Application Developer

Direct Market Reseller (DMR)

Managed Hosting Provider

Custom System Builder/White Box

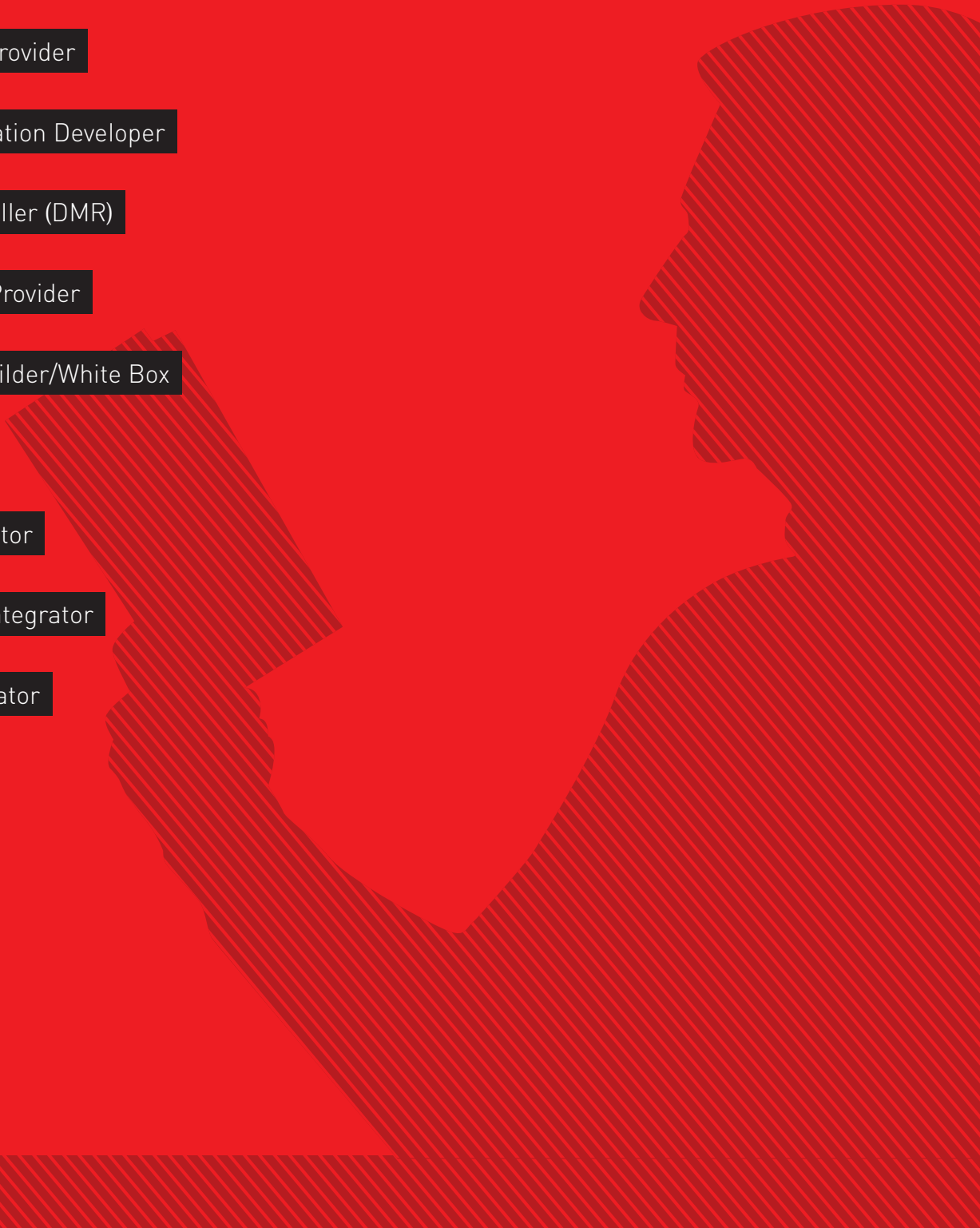
Web Developer

AV Systems Integrator

Communications Integrator

Government Integrator

Service Provider





# IT Reseller NEWS.com

## ONLINE ADVERTISING OPTIONS

	Position	Technical spec	Price	Duration
<b>WEBSITE</b>	Leaderboard	728x86	\$4000	1 month
	Side bar	125x600	\$3000	1 month
	Banner	728x86	\$3000	1 month
	Box	265X168	\$1000	1 month
<b>NEWSLETTER</b>	Leaderboard	728x86	\$5500	1 month
	Skyscraper	160X600	\$5000	1 month
	Banner	728x86	\$4000	1 month
	Box	265X168	\$1000	1 month
	EDM	600x900	\$4000	1 shot

## TECHNOLOGIES WE COVER

We cover the entire length and breadth of the technology that influences the business of the resellers, including:

**PERIPHERALS | ACCESSORIES | PC/NOTEBOOK | SERVERS | DATA CENTRES  
 VIRTUALIZATION | CLOUD COMPUTING | NETWORKING | ENTERPRISE APPLICATIONS  
 ERP | CRM | SCM | ENTERPRISE COMMUNICATIONS | UC | SECURITY | UTM**

AND MUCH MORE...

# ONLINE OPPORTUNITY



**EXPANDABLE SKYSCRAPER**  
160X600 to 400x600  
Price: \$6000

**EXPANDABLE BOX**  
265X168 to 640x480  
Price: \$5000

**SITE CAPTURE**  
640x480  
Duration: 5-Second  
Price: \$7500





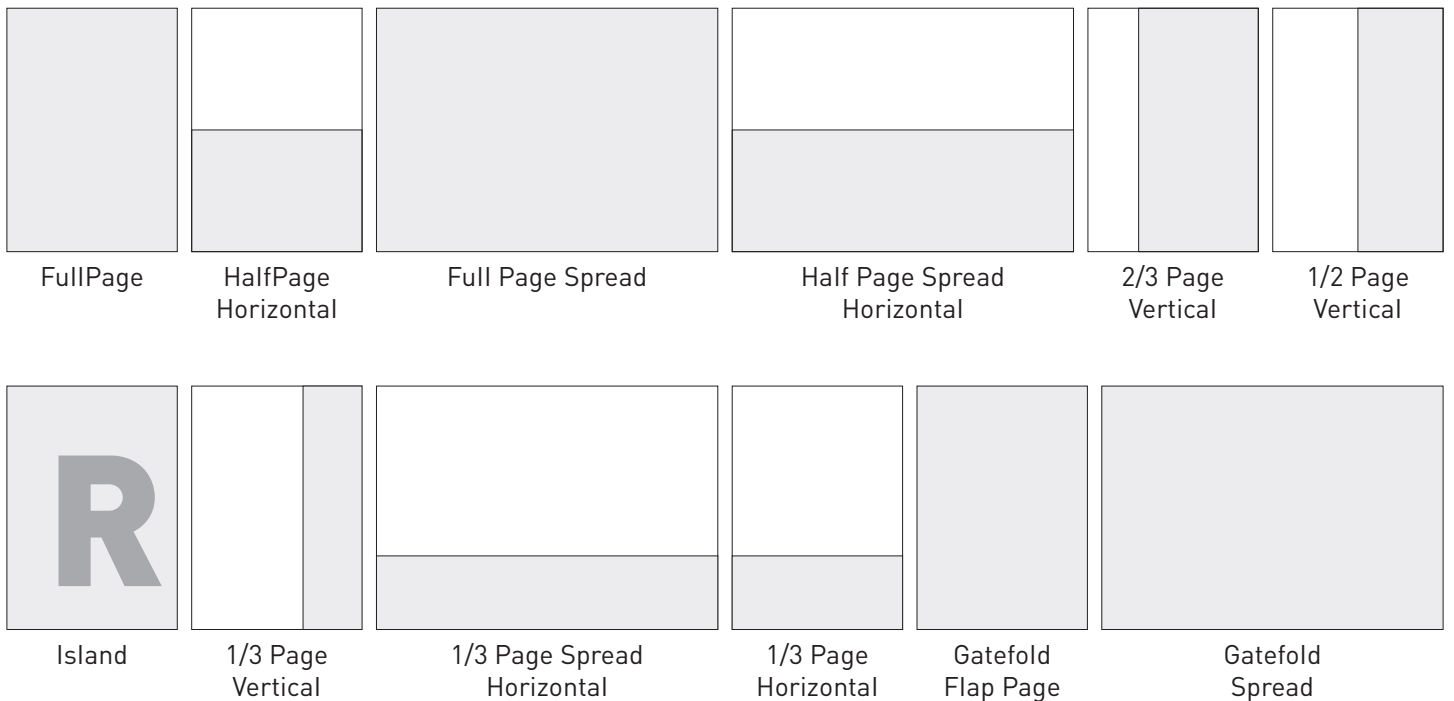
## PRINT MAGAZINE ADVERTISING OPTIONS

DIMENSIONS		NON-BLEED	TRIM	BLEED*
	Spread	14-3/4" X 9-3/4"	15-1/2" X 10-1/2"	15-3/4" X 10-3/4"
	Full Page	7" X 9-3/4"	7-3/4" X 10-1/2"	8" X 10-3/4"
FRACTIONALS	1/2 Horizontal Spread	14-3/4" X 4-3/4"	15-1/2" X 5-1/8"	15-3/4" X 5-1/4"
	1/2 Horizontal	7" X 4-3/4"	7-3/4" X 5-1/8"	8" X 5-1/4"
	1/2 Vertical	3-3/8" X 9-3/4"		
	2/3 Vertical	4-3/8" X 9-3/4"		
	1/3 Horizontal	7" X 3-1/4"		
	1/3 Vertical	2-1/8" X 9-3/4"		
	1/3 Horizontal Spread	14-3/4" X 3-1/4"	15 1/2" X 3-5/8"	15 3/4" X 3-3/4"
	Island	4-7/8" X 7"		
GATEFOLD	Rap	6-3/8" X 9-3/4"	7-1/8" X 10-1/2"	7-3/8" X 10-3/4"
	Spread	13-7/8" X 9-3/4"	14-5/8" X 10-1/2"	14 7/8" X 10-3/4"

## MAKE YOUR OWN PACKAGE

For customized advertising programs that fit in your budget, please contact your ITRN representative or mail at **Hari Mamgain** <hmamgain@accentinfomedia.com>

# PRINT OPPORTUNITY



PRICE	Page Size	1x	3x	6x
	Full 4/c	\$26,162	\$25,441	\$24,102
	3/4 4/c	\$21,630	\$20,909	\$19,982
	1/2 4/c	\$19,467	\$19,158	\$18,128
	1/3 4/c	\$15,759	\$15,450	\$15,038
	1/4 4/c	\$12,772	\$12,463	\$12,154

# CONTACT



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## **EDITORIAL**

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## **MARKETING**

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