



We deliver the
SMB Marketplace to you.

Overview

Unlike traditional publishers, Integrated mar.com started in 1980 as a channel marketing company and added publishing to its rate card in 1993. Our marketing roots provide us with a unique view of publishing whereby we define our role as in the IT&T ecosystem to be the builders of the infrastructure and to provide content that facilitates communication within the communities we serve.

Everyday, we talk with these communities to find out what the builders, sellers and business users of technology want. Then we work with them to develop integrated marketing communications solutions that further support these communities. Our strength is delivering the 10 to 500-seat SMB market that purchases most of their products through the channel (*VARs, System Integrators, Resellers, System Builders, etc.*).

If you are a Hardware Manufacturer, Software Developer, ISV, Service Provider, MSP, or any other part of the ecosystem that is targeting the SMB marketplace, Integrated mar.com's publishing and channel marketing solutions are ideal for you.

Our expertise is helping you reach, engage, enable and collaborate with the channel members that sell to the SMBs as well as assisting you in getting your messages directly to the SMBs.

eChannelLine

[eChannelLine USA](#)
[eChannelLine Canada](#)

North America's leading IT Channel ePublication. Every day we deliver to 196,000 builders and sellers of IT&T products and solutions a synopsis of the daily industry news they need to know.

- eChannelLine USA – 160,000 daily subscribers
- eChannelLine Canada – 36,000 daily subscribers

ConnectIT

[ConnectIT USA](#)
[ConnectIT Canada](#)

North America's only channel advocacy SMB ePublication. Every day we provide advice to 290,000 builders, sellers and end users of IT&T products and services on how they can better run their business, with a strong emphasis on technology solutions.

- ConnectIT USA – 245,000 daily subscribers
- ConnectIT Canada – 45,000 daily subscribers

Channel Advisor

[Channel Advisor](#)

This monthly ePublication provides the builders of IT&T products and solutions with tips on channel marketing.

- Channel Advisor – 196,000 subscribers

eReports

[Report on SMB Marketplace](#)
[Report on System Builders](#)
[Report on Storage & Security](#)

A series of monthly, multi-vendor, editorial-based reports are sent out to the eChannelLine database. Each report targets a specific IT&T category. Where applicable, an end-user version is also produced and sent to the ConnectIT database. Some of these ePublications include – Report on SMB Marketplace, Report on System Builders and Report on Storage & Security.

- eReports (*Channel Only*) – 196,000 subscribers
- eReports (*End User Only*) – 290,000 subscribers

Advertising Rates (at a glance)

	Leaderboard (728x90)	Peelback (up to 800x600)	Banner (468x60)	Box (160x160)	Wide Tab (160x40)	Wide Demi Skyscraper (160x300)	Wide Skyscraper (160x600)	Large Rectangle / Keyword Search (up to 336x280)
eChannelLine USA (delivered daily to 160,000 subscribers) \$US (weekly)								
Outbound Newsletter	\$12,000	–	\$8,000	\$4,000	\$2,000	\$6,000	\$8,000	–
Web / Story Pages	\$4,500	\$6,000	\$2,000	\$2,000	\$1,500	\$2,500	\$4,500	\$4,500 / \$2,000
eChannelLine Canada (delivered daily to 36,000 subscribers) \$CAN (weekly)								
Outbound Newsletter	\$6,900	–	\$4,600	\$2,300	\$1,150	\$3,450	\$4,600	–
Web / Story Pages	\$3,375	\$4,500	\$1,500	\$1,500	\$1,125	\$1,875	\$3,375	\$3,375 / \$1,500
ConnectIT USA (delivered daily to 245,000 subscribers) \$US (weekly)								
Outbound Newsletter	\$12,000	–	\$8,000	\$4,000	\$2,000	\$6,000	\$8,000	–
Web / Story Pages	\$4,500	\$6,000	\$2,000	\$2,000	\$1,500	\$2,500	\$4,500	\$4,500 / \$2,000
ConnectIT Canada (delivered daily to 45,000 subscribers) \$CAN (weekly)								
Outbound Newsletter	\$6,900	–	\$4,600	\$2,300	\$1,150	\$3,450	\$4,600	–
Web / Story Pages	\$3,375	\$4,500	\$1,500	\$1,500	\$1,125	\$1,875	\$3,375	\$3,375 / \$1,500
Channel Advisor (delivered monthly to 196,000 subscribers) \$US (monthly)								
Outbound Newsletter	\$3,000	–	\$2,000	\$1,000	\$500	\$1,500	\$2,000	–
Web / Story Pages	\$4,500	\$6,000	\$2,000	\$2,000	\$1,500	\$2,500	\$4,500	\$4,500 / \$2,000
eReports (Report on SMB Marketplace, Report on System Builders – delivered monthly to 160,000 subscribers) \$US (monthly)								
Outbound Newsletter	\$3,000	–	\$2,000	\$1,000	\$500	\$1,500	\$2,000	–
Web / Story Pages	\$4,500	\$6,000	\$2,000	\$2,000	\$1,500	\$2,500	\$4,500	\$4,500 / \$2,000
eReports (Report on Storage & Security – Charnel Version delivered to 196,000 subs. / End-user version delivered to 290,000 subs.) \$US (monthly)								
Outbound Newsletter	\$4,380	–	\$2,920	\$1,460	\$730	\$2,190	\$2,920	–
Web / Story Pages	\$4,500	\$6,000	\$2,000	\$2,000	\$1,500	\$2,500	\$4,500	\$4,500 / \$2,000

Advertising Rates & Specifications

[eChannelLine USA](#)
[eChannelLine Canada](#)
[ConnectIT USA](#)
[ConnectIT Canada](#)

Specifications*

Ad Type / Dimensions (in pixels)	Newsletter Positions Available	Story / Web Page Positions Available	Newsletter File Format	Web / Story Page File Format	Maximum File Size
Leaderboard (728x90)	1	1	Animated gif, jpeg	Animated gif, jpeg, swf	30KB
Peelback (up to 800x600)	–	1	–	swf	30KB
Banner (468x60)	4	2	Animated gif, jpeg	Animated gif, jpeg, swf	25KB
Box (160x160)	Contact Sales Rep	Contact Sales Rep	Animated gif, jpeg	Animated gif, jpeg, swf	20KB
Wide Tab (160x40)	Contact Sales Rep	Contact Sales Rep	Animated gif, jpeg	Animated gif, jpeg, swf	10KB
Wide Demi Skyscraper (160x300)	Contact Sales Rep	Contact Sales Rep	Animated gif, jpeg	Animated gif, jpeg, swf	25KB
Quick Poll & Sponsor Box (140x120)	1	–	Animated gif, jpeg	–	20KB
Wide Skyscraper (160x600)	1	1	Animated gif, jpeg	Animated gif, jpeg, swf	30KB
Large Rectangle / Keyword Search (up to 336x280)	–	1	–	Animated gif, jpeg, swf	30KB

*Materials are due three business days prior to scheduled run date. For material delivery instructions, please contact your Account Representative.

Custom Publishing

Complimenting Integrated mar.com's core publishing vehicles, the company develops custom publications and products on an on-demand basis. These various publishing products target both the US and Canadian high-tech and telecommunications market with a channel and/or end-user focus. Some of these customized vehicles are described below.

eFocused Reports

[eFocused Reports](#)

These customized, single-vendor reports are exceptionally strong educational tools, and are ideal for explaining the benefits of your technology and the solutions that it provides; as well as providing technology road maps and explaining related opportunities for channel members and/or end users.

HTML Mailers

[HTML Mailers](#)

HTML Mailers are advertisements delivered to eChannelLine's and/or ConnectIT's databases, and are an effective way to promote a simple message, i.e. launch a new product, announce promotions or price reductions, sell-off excess inventory, invite audience to an event, etc.

Dialog Marketing™

This communication method, proprietary to Integrated mar.com Corporation, uses electronic technology as a means of enabling two-way dialog between parties. Issues of interest to specific groups can be discussed, similar to a chat room where ongoing discussion is facilitated and encouraged. It creates a highly effective, cost-efficient means of building relationships via an ongoing, interactive (*2-way*), electronic dialog between a Vendor and its audiences. Without using an abundance of staff time, your company is able to communicate with its customers and/or partners in a manner whereby each recipient feels as if they are receiving close personal attention. This vehicle is an excellent tool for both the collection and distribution of information relating to your company's products.

ChannelLine Report Card

[ChannelLine Report Card](#)

A tremendous vehicle for Vendors that have experienced a great deal of change over a short period of time, i.e. acquisitions, roll-out of a new product line, new partner program, etc. This provides the channel with a synopsis of where the host company has been, as well as outlining future plans and goals.

Keyword Search

Keyword Search allows for the 'purchase' of certain key words. When those words appear in an editorial-type story, the click-through will take reader to Vendors key product or service. All words offer exclusivity for a period of contracted time.

Surveys

After conducting focus groups, developing survey instruments, administering the survey and analyzing the results, mar.com will then use the resulting data to assist with creating articles, seminars, webinars, white papers, etc.

White Papers

The basic package includes – housing your white paper, creating an overview (*abstract*) of your white paper and then promoting this abstract through two HTML blasts to the eChannelLine database and posting a brief description on our story pages for 30 days. Recipients will be encouraged to provide contact information that will allow them to download your white paper at no charge. You are provided the contact information and recipients who download your white paper are automatically sent a thank you from you and information on how to contact you. If they provide contact information but do not download the white paper, they will receive an email encouraging them to download. Add-ons to this program include – research, interviews and writing of the white paper, developing end-user versions and advertising the white papers on our ePublications and/or story pages.

Webinars

The basic package includes – creating an overview (*abstract*) of the Webinar and then promoting this abstract through two HTML blasts to the eChannelLine database and then running a banner ad on the outbound page of eChannelLine promoting the Webinar for two weeks. Package also includes one editor to co-host the Webinar and all logistics for setting up and managing the Webinar, including signing up participants, sending reminders and sending thank-you notes after the Webinar on your behalf. You will receive all contact information collected from people who sign up for the Webinar along with a list of who attended.

Quick Poll & Sponsor Box

A well-crafted one-question poll to elicit information and provide a branding opportunity, with a Sponsor Box ad position linking to a landing page. Appearing on an Outbound Newsletter of ConnectIT, eChannelLine USA and/or Canada, this provides dominant positioning for a sponsor.

Database Rentals

Integrated mar.com will deliver your message to our databases, with a 'from' line by you or mar.com. This provides the easiest, fastest and most effective vehicle to deliver your own material to a clean, targeted database.

Custom Publishing Rates

HTML Mailers		List Price (\$ US)
Production	Channel Version	\$1,750
	End-User Version	\$750
Distribution	eChannelLine USA or ConnectIT USA Databases	\$5,600
	eChannelLine Canada or ConnectIT Canada Databases	\$3,200
eFocused Reports		
Production	Channel Version	\$4,500
	End-User Version	\$2,000
Distribution	eChannelLine USA or ConnectIT USA Databases	\$5,600
	eChannelLine Canada or ConnectIT Canada Databases	\$3,200
Advertorials		
Proven to be a powerful and very cost-effective tool for communicating specific information to targeted audiences. Advertorials combine the best of both worlds – the control and impact of advertising, and the depth and breadth of public relations. They appear in the sixth article position of our electronic publications.		
Outbound Newsletter	eChannelLine USA or ConnectIT USA Databases	\$5,000
	eChannelLine Canada or ConnectIT Canada Databases	\$4,000
	USA & Canada (<i>eChannelLine or ConnectIT</i>)	\$6,000
	eReports (<i>Channel Advisor, Reports on SMB Marketplace / Storage & Security / System Builders</i>)	
	USA only	\$5,000
	Canada only	\$4,000
	USA & Canada	\$6,000
Keyword Search Advertising		
Advertisers purchase three 'key words'. Advertiser's submitted ads appear in-line within Web / Story Pages near an advertiser's 'key words' for one week.		
Web / Story Pages	eChannelLine USA or ConnectIT USA	\$2,000
	eChannelLine Canada or ConnectIT Canada	\$1,200
White Papers or Webinars		
eChannelLine USA Database		\$15,500
eChannelLine Canada Database		\$8,000
eChannelLine USA & eChannelLine Canada Databases		\$19,750
Quick Poll & Sponsor Box		
Outbound Newsletter	eChannelLine USA or ConnectIT USA Databases	\$6,000
	eChannelLine Canada or ConnectIT Canada Databases	\$2,760
	Channel Advisor / eReports (<i>Reports on SMB Marketplace / System Builders</i>)	
	USA only	\$1,500
	Canada only	\$690
ChannelLine Report Card		
Writing & Production		\$3,600
Distribution	eChannelLine USA Database (<i>160,000 subscribers</i>)	\$5,600
	eChannelLine Canada Database (<i>36,000 subscribers</i>)	\$3,200
Database Rentals		
eChannelLine USA or ConnectIT USA Databases		\$7,000
eChannelLine Canada or ConnectIT Canada Databases		\$4,000

[HTML Mailers](#)
[eFocused Reports](#)
[ChannelLine Report Card](#)



