



We deliver the
SMB Marketplace to you.

TBA WEEKLY ePUBLICATION

The Trusted Business Advisor (TBA) program brings the power of social networking, together with business education, to make Resellers more profitable! This multi-vendor channel advocacy initiative provides:

- VARs with business education and related certification; SaaS delivered marketing, sales and collaboration tools; and qualified leads.
- Vendors with the ability to educate, recruit and enable VARs through multiple touch points and a diverse range of tools.

The program enables Resellers, through the W3 component of TBA, to effortlessly market and sell to SMBs. This ensures that Vendors’ messages are delivered on a regular basis to thousands of Resellers and automatically sent through to the Reseller’s SMB customers and prospects ... with all responses flowing back to the Reseller.

LAUNCH

February 2009

FREQUENCY

Weekly, with ongoing support from the TBA Business Community, Webinars, Research, Blogs, etc.

EDITORIAL

The content is designed to provide Resellers with basic business knowledge that will help them run their business more efficiently, along with setting themselves apart from “box pushers” by enabling them to provide SMBs with IT-centric business solutions. The TBA ePublication provides a platform for: sharing best business practices; highlighting success stories within the industry, creating open forums for discussion of threats, damage control, sharing channel specific research and providing expert opinions about where the market is going and how a Reseller can capitalize on the multitude of new opportunities. Content supports the TBA Business Certification program in these categories:

| BUSINESS | | SERVICES | | BUSINESS ETHICS |
|------------|-----------------------------------|------------------------|-----------------------|----------------------|
| Sales | Customer Service (<i>trust</i>) | Managed Services | Value of Vendors | Software Piracy |
| Marketing | Project Management | HaaS & SaaS | Value of Distributors | Grey Market Products |
| HR | Legal | Software Licensing | Value of VARs | Privacy Rules |
| Finance | Partnerships | Unified Communications | Virtualization | Counterfeit Products |
| Leadership | Ethics/Privacy | Cloud Computing | | Green IT Products |

Additional editorial content will focus on sensitive areas seldom discussed in the Channel: i.e. the overall health of the channel member. A team of doctors, holistic nutritionists, etc. will provide a weekly column and monthly Webinar for Resellers with tips on stress and time management, healthy eating, exercise, etc. that fits into the hectic lifestyle of a Reseller.

CIRCULATION

| AREA | CIRCULATION PER ISSUE | VENDORS | SELLERS | | | | | AGENCIES |
|--------|-----------------------|---------|---------|-------|--------|---------|-------|----------|
| | | | SBs | ISVs | DISTIs | VARs | MSPs | |
| US | 160,000 | 15,000 | 15,000 | 8,000 | 5,000 | 110,000 | 7,000 | 1,500 |
| Canada | 36,000 | 5,000 | 3,000 | 3,000 | 4,000 | 20,000 | 1,000 | 500 |

ADVERTISING RATES (WEEKLY US\$)

| TRUSTED BUSINESS ADVISOR (US EDITION – delivered once per week to 160,000 subscribers) | | | | | | | |
|--|------------------------|-------------------|-----------------------------|----------------------------------|-----------------|---------------------|---------------------------------------|
| Ad Sizes | Leaderboard (728x90px) | Banner (468x60px) | Wide Skyscraper (160x600px) | Wide Demi Skyscraper (160x300px) | Box (160x160px) | Wide Tab (160x40px) | Quick Poll w/ sponsorship (140x120px) |
| Outbound Newsletter | \$3,600 | \$2,400 | \$2,400 | \$1,800 | \$1,200 | \$600 | \$1,800 |
| Web/Story Pages | \$1,800 | \$1,200 | \$1,200 | \$900 | \$600 | \$300 | \$900 |
| TRUSTED BUSINESS ADVISOR (CANADIAN EDITION – delivered once per week to 36,000 subscribers) | | | | | | | |
| Ad Sizes | Leaderboard (728x90px) | Banner (468x60px) | Wide Skyscraper (160x600px) | Wide Demi Skyscraper (160x300px) | Box (160x160px) | Wide Tab (160x40px) | Quick Poll w/ sponsorship (140x120px) |
| Outbound Newsletter | \$1,656 | \$1,104 | \$1,104 | \$828 | \$552 | \$276 | \$828 |
| Web/Story Pages | \$828 | \$552 | \$552 | \$414 | \$276 | \$138 | \$414 |

ADVERTISING RATES (WEEKLY CDN\$)

| TRUSTED BUSINESS ADVISOR (US EDITION – delivered once per week to 160,000 subscribers) | | | | | | | |
|--|------------------------|-------------------|-----------------------------|----------------------------------|-----------------|---------------------|---------------------------------------|
| Ad Sizes | Leaderboard (728x90px) | Banner (468x60px) | Wide Skyscraper (160x600px) | Wide Demi Skyscraper (160x300px) | Box (160x160px) | Wide Tab (160x40px) | Quick Poll w/ sponsorship (140x120px) |
| Outbound Newsletter | \$4,500 | \$3,000 | \$3,000 | \$2,250 | \$1,500 | \$750 | \$2,250 |
| Web/Story Pages | \$2,250 | \$1,500 | \$1,500 | \$1,125 | \$750 | \$375 | \$1,125 |
| TRUSTED BUSINESS ADVISOR (CANADIAN EDITION – delivered once per week to 36,000 subscribers) | | | | | | | |
| Ad Sizes | Leaderboard (728x90px) | Banner (468x60px) | Wide Skyscraper (160x600px) | Wide Demi Skyscraper (160x300px) | Box (160x160px) | Wide Tab (160x40px) | Quick Poll w/ sponsorship (140x120px) |
| Outbound Newsletter | \$2,070 | \$1,380 | \$1,380 | \$1,035 | \$690 | \$345 | \$1,035 |
| Web/Story Pages | \$1,035 | \$690 | \$690 | \$518 | \$345 | \$173 | \$518 |

LEAD GENERATION PROGRAM

A unique and very effective six-week business education and lead generation program targeting TBAs.

| PROGRAM ELEMENTS | APPROXIMATE TOUCH POINTS |
|---|--------------------------|
| • Develop a channel-focused survey (sponsor can place up to 3 questions on the survey). | – |
| • Survey sent out twice to TBA database. | 392,000 |
| • Survey featured with a link for 3 weeks on eChannelLine. | 2,940,000 |
| • Survey featured with a link for 3 weeks on TBA ePublication. | 588,000 |
| • Survey featured with a link for 3 weeks on Integrated mar.com website. | 225,000 |
| • Tabulate and analyze results. Sponsor gets full results of their questions. | – |
| • Blog posted on Channel Business Community with results and analysis of survey and then broadcast to TBA's database. Sponsor receives key to blog that enables them to create original blog threads | 211,000 |
| • Webinar follows up blog where the research and analysis is further discussed. Sponsor can place up to 2 panel members on the Webinar. | 1,500 |
| • The next issue of the TBA ePublication will include an article on the subject matter written by Integrated mar.com's editorial team. Sponsor will be contacted by writer for comments that will be included in editorial. | 196,000 |
| • Webinar and article will be made available on the TBA ePublication's story pages for 3 months for on demand viewing. | 15,000 |
| • Logo and link is present on all program elements. | 15,000 |
| Additional Value Ad: Banner ad on TBA ePublication for 3 weeks | 588,000 |
| Additional Value Ad: HTML eBlast | 196,000 |
| Average Program Touch Points | 5,156,696 |
| NOTE: All contact information from leads generated through the program, including everyone who responds to the Survey, comes to the Blog, registers for the Webinar, reads the article or views the Webinar or Article via the on demand viewing ... will be sent to the Sponsor as part of the program deliverables. Estimated leads: 200. | |

LEAD GENERATION PROGRAM PRICING

| | US\$ | CDN\$ |
|-------------------------|----------|----------|
| US MARKET | \$12,500 | \$15,000 |
| CDN MARKET | \$7,900 | \$9,500 |
| US + CDN MARKETS | \$15,000 | \$18,000 |

The Reseller Health program will have a Lead Generation Program associated with it that will include all of the elements in this Lead Generation Program, including a Webinar on the first Thursday of each Month.



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