



**MEDIA
KIT
2016**

IT'S CLOSING TIME...

SMBnation



About Us

We are COMMUNITY!

We are LEADS!

We are CLOSERS!

Our family of digital properties translates into an authentic and bona fide relationship with our IT Pro tribe. We acquire highly qualified leads using a variety of tactics:

- Content
- Digital Marketing and Analytics
- Publications
- Research and Consulting
- Workshops (online and on-site)

We have earned the trust of our community as an independent ombudsman looking “outside in” and monitoring and analyzing relevant technology and business trends.

We are committed to our client’s and partner’s success. Our staff is made up of former technology business owners, industry experts, and authors, ensuring our customers receive relevant advice and assistance to achieve their goals.

Let us help your firm achieve its lead acquisition goals in 2016.



TABLE OF CONTENTS

2 About Us

3 Table of Contents

4 Brand DNA
Insightful
Trusted
Essential

5 Testimonials

6 Website

7 Digital Media Advertising

8 Newsletter

9 Webinars

10 Other Marketing

11 Other Marketing

12 Events & Workshops

13 Digital Media Submission

14 Endless Opportunities

15 BizTechXpert

16 Contact Us

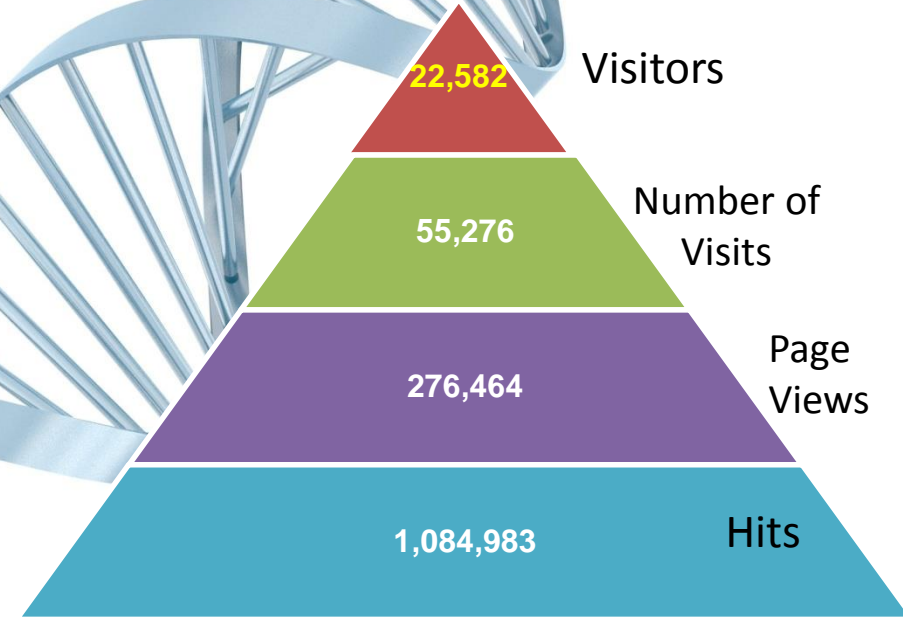
BRAND DNA

Our properties speak to IT Pro decision makers who have the ability to move markets, make quick purchasing decisions, and expend heavy financial dollars through purchasing the following:

- Cloud Services
- Office 365 community
- Business Software
- Business Services
- Managed Services
- Software Solutions
- Notebooks
- Workstations
- Storage Hardware
- Security Products
- PSA, RMM
- SaaS & HaaS Solutions
- Peripherals Printers
- Component Products
- Displays
- Wireless and Mobile Solutions
- Backup and Recovery Solutions
- Power Management Products
- VoIP Solutions
- Operating System
- Server Products
- Networking Hardware

Bona fide Customers
Over 40,000 IT Pros can't be wrong!
(Ask to tour our CRM system)

Reader Affluence 2015 Monthly Averages



NEWSLETTERS

MAILING LIST

13,500 IT Pros

AVERAGE OPEN RATE

13%

DEMOGRAPHICS

79.9% US

20.1% International

SOCIAL MEDIA

Facebook-

2520 Followers

Twitter-

7485 Followers

TESTIMONIALS

The last decade has introduced new choices for marketing specialist and professionals seeking to get their information and materials in front of consultants. In a world of many media options competing for the attention and time of IT Pros, we have remained the clear leader to get your message across.

Whether you need to build your brand, establish yourself as a thought leader, or make meaningful connections, we are the right choice.

"Startups are challenging, but with the support of leaders like you it gets easier. My interactions with you have helped me gain better insights into building the startup, and get better at identifying the problem that we are trying to solve. I would like to thank you for your support to Viato and the startup ecosystem...your support has helped us in making good progress. Thank You.

-Jagan Nemani-,ofounder & CEO, Viato Inc.

I wanted to thank you all for the efforts on the Fall Conference. The content was the BEST EVER! I have been going to these for years, at least 8 of them, and I got enough out of the first session to justify the expense of the trip, and then more in the following sessions. It was really a great event!

- Joel Trice, Computer Technical Specialists

The conference was definite worth our participation ... there were a lot of Resellers we didn't recognize and who didn't seem to know Trend Micro

- William Kam, Trend Micro

All the MS people are enthusiastic about their past week-end. **They feel really good about the event**, the level of participation/visibility from Microsoft, and the support they received from SMB Nation. So, on behalf of Microsoft... Thank you!

- Francios D., Microsoft

WEBSITE

Today, everyone has a website — and a blog, two Twitter accounts, a Facebook account, and numerous other social media assets. **What does it all mean?** This mean there is a lot of information scattered throughout, making it difficult to find necessary information easily.

Our audience is looking for one place to find exclusive independent information to help them build their business, as well as stay up on the latest technology trends.

On our properties, we are both a creator and a circulator of the best technology content online. We are also analytical in applying data science to lead generation.

From digital features and video to analysis from industry experts, our goal is to provide sponsors the ability to run their creative ad execution alongside our content, in front of a highly qualified audience. And generate **LEADS!**



WEB ADVERTISING VIA 0365NATION.COM

0365Nation.com is the fastest growing property in our family of sites, and is focused on being a trusted adviser for ITPros who are looking to get the most out of the latest Office 365 trends.



WEB ADVERTISING VIA SMBNATION.COM

SMBnation.com is a comprehensive website for Small Business Specialists, providing them with up-to-date information, via the Internet, 365 days per year. SMBnation.com offers advertisers the opportunity to be seen by more than 55,000+ IT Pros & Value Added Resellers Unique Visitors each month.



WEB ADVERTISING VIA TELEPHONATION.COM

Telephonation's sponsor forums allow sponsors to post white papers and resources (drivers, patches), provide product and solutions support and fully engage with The VoIP \Unified Communication consultants, IT Pros, channel partners and enthusiasts. Benefit from the third party, independent nature of Telephonation to appropriately educate community members about your products, services, and solutions.

DIGITAL MEDIA ADVERTISING

DIGITAL MEDIA PRICING 1 MO.

- 1. Top Banner 690x90 \$1,500
- 2. High Rise Banner 220x300 \$1,500
- 3. Standard Banner 220x150 \$1,000
- 4. Blogs \$500
- 5. Partner Spotlight \$2,000

DIGITAL MEDIA PRICING 3 MO. 10%

- 1. Top Banner 690x90 \$1,350
- 2. High Rise Banner 220x300 \$1,350
- 3. Standard Banner 220x150 \$1,000
- 4. Blogs \$900
- 5. Partner Spotlight \$1,800

DIGITAL MEDIA PRICING 6 MO. 50%

- 1. Top Banner 690x90 \$1,275
- 2. High Rise Banner 220x300 \$1,275
- 3. Standard Banner 220x150 \$850
- 4. Blogs \$425
- 5. Partner Spotlight \$1,700

1

TOP BANNER (690X90)

Top Banner Advertisements are displayed on every page of the website. The top banner ad is placed either just above the main side navigation menu or just above the most current content, ensuring maximum exposure to all site visitors.

2

HIGH-RISE BANNER (220X300)

High Rise Banners are displayed on the right hand side of the website. These banners have priority placement near the most recent blog posts.

3

STANDARD BANNER (220X150)

Standard banners are displayed on the right hand side of every page of the website. The medium rectangles are made to be stackable to give you maximum exposure to all site visitors.

4

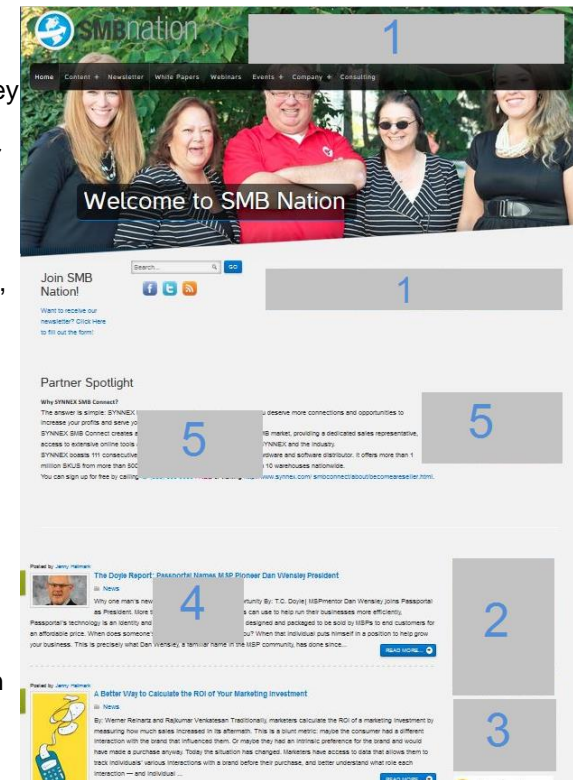
BLOGS

Blogs are no longer just online personal journals - they are now key business tools. Blogs allow you to engage in a conversation with your customers while improving your website's search engine rank. Supply SMB Nation with a 300 to 500 word blog a 150 by 150 image, and a URL to link it to.

5

PARTNER SPOTLIGHT

The partner spotlight is a short-run ad that sits at the very top of the content area of the home page and is comprised of two parts. Part one is 250X250 rich media, e.g., 2-3 minute video, and part two is a 200-300 word advertorial. This ad is the first item visitors will see and is intended to draw instant attention and interest. Ideal for product launches, important company news, and to speak directly to the community.



2015 EMAIL NEWSLETTER SCHEDULE

DIGITAL MEDIA PRICING

1 MO.

1. 220 x 150 \$500 per issue
2. 300 Word Advertorial \$900 per issue
3. Partner Spotlight \$1,000 per issue
4. 220 x 300 \$1,000 per issue

DIGITAL MEDIA PRICING

3 MO.

1. 220 x 150 \$450 per issue
2. 300 Word Advertorial \$750 per issue
3. Partner Spotlight \$900 per issue
4. 220 x 300 \$900 per issue

DIGITAL MEDIA PRICING

6 MO.

1. 220 x 150 \$425 per issue
2. 300 Word Advertorial \$675 per issue
3. Partner Spotlight \$850 per issue
4. 220 x 300 \$850 per issue

Our Partner Community newsletter is an effective and powerful way to reach thousands of highly qualified IT Professionals buyers and influencers. These individuals look to us for up-to-the-minute news and resources to help them keep pace with evolving technology issues and products. Our ability to provide trusted, credible information keeps IT Professionals reading and your products and services at their fingertips. The Partner Community newsletter is published weekly, and is distributed to our 13,500+ opt-in email list; “no spam”.



WEBINARS

Webinars are one of the most powerful, proven and cost-effective ways to quickly drive leads into the hands of your sales force. Dollar for dollar, there's no better alternative to fill your sales pipeline, qualify prospects and accelerate your sales cycle. We provide a complete, 60 minute custom branded webinar that includes event management, extensive promotion (e-mail, web ad, social media), pre-webinar briefing, and full webinar report.

Key Features and Benefits:

- One Flat rate for the webinar
- Guarantee a minimum of 100 leads per webinar
- Co-host the event with Harry Brelsford or Patrick Houston and a member of your company
- Customized Rich Lead / Attendee Reporting
- Event Management
- Recording and Replay of the webinar rights
- Optional: Lead scoring starting at \$1.50 per record.

WEBINAR

Up to a 60 minute presentation, hosted by Harry Brelsford or Patrick Houston, with guests from the clients company. The webinar also includes a complete and extensive promotion, pre-webinar briefing and two (2) dedicated emails sent to all 13,500+ opt in IT Pros. After the webinar you will also receive the complete registration lead list for the webinar.

Price: \$ 4,000

35 LUNCH AND LEARN WEBINAR

What you Get: Up to a 60 minute presentation, hosted by Harry Brelsford or Patrick Houston, with guests from the clients company. The webinar also includes a complete and extensive promotion, pre-webinar briefing and two dedicated emails sent to all 13,500 + opt in IT Pros. The first 100 qualified people to register in the USA receive a pizza. Attendees are required to live in Domino's or Pizza Hut delivery area. If not in delivery area- the attendee will receive an Amazon gift card. After the webinar you will also receive the complete registration lead list for the webinar.

Price: \$ 6,000

Custom Media Services

Unique. Bold. Customized.

Sometimes only a tailored approach will suite your promotional needs. At SMB Nation, we pride ourselves on focusing squarely on meeting your needs, whether it be in-print, digital, online, or at events, we have products that we can customize to meet your personal needs.

Here are some of the items that we would love to work with you on, to craft a marketing and advertising message that will pop.

If you do not see something on this list or have other ideas, we would love to hear them.

Ask Us About More "Custom Content" Options!

RESEARCH CENTER

We will host and promote your existing research white papers on our properties.

Starting at \$2,500/month.

INTERACTIVE SOCIAL MEDIA CAMPAIGN

We connect live our members through many social media vehicles including Facebook, LinkedIn, Twitter and guest blogs.

Contact your sales representative today to find out how we can help you leverage this 21st century marketing phenomenon.

CUSTOM WHITE PAPERS

Professional custom white papers created, written and produced by well-known writers and promoted on SMB Nation.

Starting at \$10,000.

DIRECT MAIL

Effectively target over 40,000 IT Pros with a Direct Mail campaign. A Direct Mail piece will make a lasting impression with your existing customers, create awareness for new customers and reinforce your marketing efforts.

RATES: Rates will vary - please check with your business development representative about individual pricing.

Custom Media Services

Unique. Bold. Customized.

CONSULTING

Engage our strategic consulting services. MBA-backed and focused on solving problems.

PREDICTIVE ANALYTICS

We love math! Let's discuss how our predictive lead scoring services help you close more deals!

CONTESTS

We provide turn-key contest management to supplement your efforts to acquire leads and qualify partners. This is accomplished by serving in a project management capacity to execute the entire contest from concept to the awarding of a grand prize. For example – we can design and implement a multi-tiered “contest” that recruit interested participants and further filters the audience down to the most highly-qualified leads.

MINI BOOKS

Mini books make valued giveaways, gift-with-purchase and customer loyalty gifts. Whether in print or as an e-book, our team of editorial and marketing experts can help you develop the right promotion from conception and design to timely delivery. We're flexible and we're experts at putting complex topics into plain English.

Want your customers to quickly 'get' your product or service? Your customized publication can draw from our existing content or be developed independently for your needs. Our Custom Publishing Program has the flexibility to create any size (trim and page count) to meet specific pricing and packaging requirements.

WORKSHOPS

Our workshops provide sponsors with a way to increase brand awareness, preference and partner satisfaction while introducing sponsors to NEW partners in the IT Pro community.

Simple turnkey solutions help sponsors achieve their lead acquisition goals by directly reaching the powerful \$56.9 billion dollar IT Pro market.

As a sponsor, you will receive a customized program enabling you to scale up or down depending on your company's marketing objectives and budget.

Focus Groups: We are skilled at delivering turnkey focus groups for your research. This typically is delivered using the workshop format.

CUSTOM WORKSHOPS/SEMINARS

We are able to work with you on a custom, one or two-day seminar and workshop around the world.



0365/Windows 10 Roadshow

Location: 18 USA and Canada cities

Date: January 2016- July 2016

Size: 75 people each city



Winter "IT" 2017

Location: Microsoft Headquarters, Redmond WA

Date: February 25th -27th, 2017

Size: 300



DIGITAL MEDIA SUBMISSION

WEB

Please follow the below guidelines for submitting your advertising materials for the web properties:

- Please supply only web ready file.
- All web images should be at 100% and 72 DPI
- Please supply one of the following .jpg, .gif, .swf, or .png
- If you would like to send an animated advertisement, we ask that you provide it in .gif or .swf format
- Please send all items to Jenny Hallmark (Jenniferh@smbnation.com)

SUBMISSION

Our Digital Media utilizes a digital workflow and requires all ad materials be submitted in digital format. Supplied materials that do not comply with the following specifications will be rejected or corrected and the advertiser will be billed for required production.

Please send all items to Jenniferh@smbnation.com

NEWSLETTER

Please note that all newsletter advertorials will be posted as a 50 word teaser and will be linked off to a dedicated article on one of our web properties.

CONTACT

Production Contact:
Jenny Hallmark
206.201.2943 ext 102
Jenniferh@smbnation.com

WE KNOW HOW TO LISTEN!

Thank you for your interest in partnering with us. After all, who knows your product better than you do? If you have creative ideas about how to leverage our brands, our marketing department is willing and open to customize and scale a strategy designed to meet your specific needs.



telephonation.com
SMB VoIP Community Portal

Announcing BizTechXperts.com

- **Hyper-qualified leads.** Generated by 'smart' Q&A engine.
- **Media 'marketplace.'** Connects advice givers to advice seekers.
- **Advanced platform.** AI sends Qs only to most relevantly qualified experts. Collects data.
- **Targeted.** Your own expert network aimed at topics of your definition.
- **Low overhead.** Experts receive/send answers from their inbox.
- **Turn-key.** You give us names of your experts. We do the rest.
- **Content-driven.** Attract attention through deep big media expertise.

The screenshot displays the BizTechXperts.com website. At the top, the logo "biztechxperts" is visible on the left, and "ABOUT | CONTACT" is on the right. The main header features a large image of a smiling man in a light blue shirt, with the text "TECH BUYING ADVICE FOR BUSINESS" overlaid. Below this is a search bar with the placeholder text "Product category, product or company..." and a "SEARCH" button. The navigation menu includes three icons: a magnifying glass for "FIND PRODUCTS" (with subtext "Read reviews & articles, too."), a question mark for "ASK AN EXPERT" (with subtext "Get one-on-one advice, FREE!"), and a person icon for "FIND AN IT CONSULTANT" (with subtext "Search by product or category.").

The main content area is divided into three columns:

- FIND PRODUCTS:** Includes a "KICKSTART YOUR RESEARCH" section with a search bar and a "SEARCH" button. It also features "RECENT LISTINGS" such as "DRUMUP - Content and Social Media Marketing Social Media Management", "STATVOO - Website Analytics Tool Website Analytics", and "SALESSEEK - CRM Business Process Management, CRM".
- RECENT ARTICLES:** Lists articles like "Q&A: Why EVERY Small Business Needs a Website and Now!", "Introducing BizTechXperts - Showcase Your Smarts, Win...", and "Get a Complimentary Pass into Office 365 Conference Near...".

The bottom section is titled "ASK AN EXPERT" and includes "GET INDIVIDUALIZED ADVICE" with the text "We have dozens of independent experts, verified, identified, and registered by specialty. And by the way, it's FREE." Below this is a three-step process: "1 ASK A QUESTION", "2 EXPERTS GET YOUR QUESTION", and "3 GET ANSWERS VIA EMAIL". To the right, there is a "TRY IT NOW, ASK FOR ADVICE" section with a text input field and an "ASK NOW" button.

Contacts



SMBnation



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