



ARN

'06

INFORMED » SUCCESSFUL » INNOVATIVE



MEDIA KIT

MAKING THE CHANNEL SUCCESSFUL SINCE 1991

Why ARN?

ARN provides the reseller community with the vital news, information and analysis they require to grow their business successfully. As the premier provider of information to the Australian IT channel for more than 14 years, ARN strives to be both an advocate and voice of the channel community. It is for this reason that resellers trust and therefore turn to ARN first.

ARN's dedicated team of 7 local journalists provide content and information specifically for the Australian IT channel in order to provide the most relevant and up-to-date information to our readers. ARN is the established forum for the channel community and has developed a strong and loyal readership. ARN has earned its leadership position as the number one IT channel opinion-maker and thought-leader. ARN is received and read regularly by more channel professionals than any other IT publication in Australia. In GfK's August independent study of senior channel professionals 77% chose ARN as their #1 source to improve their channel business success.

As the voice of the IT channel, ARN is constantly evolving alongside this dynamic market. **More than ever before ARN is investing across its full range of products to provide readers with the information they require to be successful in business.** These innovative product lines also provide valued marketing partners access to both the audience and editorial environment second to none in the channel market.

Only ARN offers its partners access to the core of the channel via a rich mix of truly integrated media via print, online, email newsletters, events, custom publishing, roundtables, research, lead generation programs, zone developments and more.

What differentiates ARN?

#1 in Circulation:

ARN is the highest circulating channel publication delivering more channel professionals than any other audited channel publication (11,012 Sep-05 CAB Audit)

#1 in Quality:

ARN's greatest asset is the readers we reach. The emphasis is on the quality of reader and the qualification of channel companies. The charter is to reach the most senior person (MD, CEO, Chairman, Director) in EVERY reseller and channel organisation in Australia.

#1 in Editorial Quality:

With 7 local journalists no other channel publication can match up to the calibre of local coverage of the IT channel in Australia. This provides advertising partners with the most relevant editorial environment in which to deliver their message.

#1 in Frequency:

Only ARN invests in a weekly frequency in order to deliver the most timely in-depth news and analysis to our readers. Advertising partners can be assured that ARN's readers not only receive but actually read the publication regularly due to the timely nature of its delivery.

ARN circulation figures

ARN's Circulation is CAB audited and over the past 6 audit periods ARN has grown 10%. This stable and developing readership figure proves ARN's commitment to its audience and their loyal following. As the channel is a dynamic in its population, ARN tracks new and replacement companies to ensure we reach every reseller and its decision makers.

CAB Audit History

<u>Mar-03</u>	<u>10,256</u>
<u>Sep-03</u>	<u>10,279</u>
<u>Mar-04</u>	<u>10,484</u>
<u>Sep-04</u>	<u>10,911</u>
<u>Mar-05</u>	<u>11,131</u>
<u>Oct-05</u>	<u>11,012</u>

The right market. The right audience. The most effective buy.

Integrated media opportunities

Sponsored events

Companies can partner with ARN at exclusive events targeting the IT channel. As premier sponsors of these events companies can brand themselves with ARN alongside independent and valuable information created to benefit their channel partners. Events offer face-to-face contact with your customers, lead generation for ongoing sales, educational opportunities and big picture thought leadership positioning.

Partner with ARN for

- Research-based breakfasts or lunches
- Technology reviews to include market analysis
- Seminars / full day or half day
- Roundtables discussions combined with editorial write ups

Custom publishing

ARN offers a full service option for companies that want to reach the channel via publishing options. Custom publishing means marketers can comprehensively deliver information about their company, about their technologies or about their product areas within the authority of an editorial environment. Custom publishing fulfils branding and awareness objectives, but can also deliver specific marketing messages and solutions in a credible and effective way. It's the comprehensive way to position your company with authority.

Benefits to Custom Publishing:

- Promote key channel initiatives to Australia's IT industry.
- Present business opportunities and partnership options to channel partners.
- Inform customers about technology and service solutions.
- Educate customers on technology updates and product announcements.
- Demonstrate user profiles and success stories.
- Position thought leadership for your company.
- Develop strategic marketing collateral for your partners.

Custom online

ARN Zones

Focused content from ARN and a leading technology provider, Zones combine a mix of ARN and partner content and will have a standout design as part of the ARN web site. The goal of Zones is to present the sponsor's important case studies, white papers and other content pieces in front of the ARN audience thereby creating an environment for the sponsor to be a leader in their category.

Zone Content

- ARN news content relevant to the topics and themes of the Zone
- Partner/Sponsor content: Sponsors provide:

Case studies — links within the Zone link to case study reports

White papers — white paper downloads offering data capture opportunities

Product downloads/demos — download product demonstrations within the Zone

Sponsor in the News — is a collection of your most recent press releases

Online Polls — run polls enabling you to gain a better understanding of your prospects.

Sponsorship Details

- Exclusive ownership of all advertising spots in your Zone
- Lead generation programs can be built into Zones
- Receive contact information* for potential customers that download your White Paper and Case Studies
- Promotion of your Zone to a targeted audience via Web site and email promotion.
- Create 5 customized registration questions capturing specific targeted information.

ARN Distributor Supplement — Online Edition

The searchable online ARN Distributor Directory allows channel professionals to locate products by product category, distributor and vendor. Users of the guide are able to link to a distributors exclusive section on ARNnet and directly through to the distributors website.

In addition to company profile information distributors can also list all upcoming events.

Search of the distributors guide will be available from all ARN Web pages. Listing includes your logo.

The associated cost to be included in the print version is \$300 and to receive this additional exposure online the cost is \$500.

Custom online

Download programs

Lead Generation

Turn information seekers into qualified leads. ARN can provide lead generation capabilities via ARNnet. Promotion of featured content — which could include white papers, custom published specials, product information, audio or video casts — will be provided across the ARNnet website and in emails. These promotional graphics and text links will drive people to a sign up page to access the promoted content where they are then asked to register their details.

Based on these responses, the appropriate leads will be provided to the client. After filling out the registration form, readers will then have access to the content provided by the sponsor.

Features list

ISSUE DATE	PRODUCT FEATURE	ARN HOME	BOOKING DEADLINE	MATERIAL DEADLINE
January 18, 2006	Networking		4 January 2006	11 January 2006
January 25	Notebooks		11 January	18 January
February 1	Storage		18 January	25 January
February 8	Printers		25 January	1 February
February 15	Wireless		1 February	8 February
February 22	Security	ARN HOME	8 February	15 February
March 1	UPS/Power Management		15 February	22 February
March 8	Mobile Computing		22 February	1 March
March 15	Monitors		1 March	8 March
March 22	Software		8 March	15 March
March 29	Notebooks		15 March	22 March
April 5	Networking		22 March	29 March
April 12	Security		29 March	5 April
April 19	Printers		5 April	12 April
April 26	Document Management	ARN HOME	12 April	19 April
May 3	Storage		19 April	26 April
May 10	Mobile Computing		26 April	3 May
May 17	Components		3 May	10 May
May 24	Projectors		10 May	17 May
May 31	Networking		17 May	24 May
June 7	UPS/Power Management		24 May	31 May
June 14	Security		31 May	7 June
June 21	Storage		7 June	14 June
June 28	Servers	ARN HOME	14 June	21 June
July 5	Mobile Computing		21 June	28 June
July 12	Wireless		28 June	5 July
July 19	Monitors		5 July	12 July
July 26	Security		12 July	19 July
August 2	Notebooks		19 July	26 July
August 9	Storage		26 July	2 August
August 16	Software/Data Management		2 August	9 August
August 23	UPS/Power Management		9 August	16 August
August 30	Components	ARN HOME	16 August	23 August
September 6	Printers		23 August	30 August
September 13	Projectors		30 August	6 September
September 20	Wireless		6 September	13 September
September 27	Servers		13 September	20 September
October 4	Storage		20 September	27 September
October 11	Security		27 September	4 October
October 18	Document Management		4 October 2006	11 October
October 25	Networking	ARN HOME	11 October	18 October
November 1	Printers		18 October	25 October
November 8	Wireless		25 October	1 November
November 15	Document Management		1 November	8 November
November 22	Software		8 November	15 November
November 29	Storage		15 November	22 November
December 6	Security		22 November	29 November
December 13	Networking		29 November	6 December
December 20	End of year product roundup		6 December	13 December

Print specifications

Advertising Contracts

Rates for contracts are calculated on frequency. Schedules are to be used within a 12-month period. Contracts can be given rate protection for a period of 12 months from the date of contract. A surcharge based on frequency will apply to unfulfilled contracts.

Material

Australian Reseller News only accepts advertising material sent as a PDF 1.3 (Acrobat 4) file distilled to IDG specifications (IDG's distiller settings can be emailed on request). The PDF file must be generated by Adobe Acrobat Distiller not directly by an application or PDF writer. Postscript type 1 or type 2 fonts only to be used. All images used in producing the PDF must be CMYK not RGB. PDFs must be press optimised not print optimised.

IDG accepts ads through QuickCut

A colour iris or chemical proof must be supplied.

All Double Page Spread Ads should be supplied as separate Left and Right Hand Pages.

Documents must be set to the correct size and in the case of a full page must include 5mm bleed on all sides. PDF files cannot be altered in any way by IDG, all changes must be done by the client prior to dispatching. IDG cannot be held responsible for the reproduction of adverts if the original material used was of a low resolution or if RGB colours.

All CDs must be clearly marked and should be accompanied by material instructions. IDG cannot be held responsible for the storage of unmarked CDs. IDG will store clearly marked CDs for 3 months.

Online specifications

Please ensure URLs are correct before sending this also includes redirects for third party serving. All links and redirects should allow for the viewer to click back to the original site. Any tags found to not adhere to this will not be placed on any IDG website.

ALT Text

Please provide alternate text to be displayed in the image's absence. Alternate text should be a short informative description of the banner, no more than 50 characters or less of alt text.

Rich Media Banner Specifications

The following specifications apply to all ads served by IDG Communications or via a third party.

Notes for all Rich Media Banners

1. 15k maximum (HTML plus images)

Maximum File Size upon User Click: Upon user click, an additional 15k can be loaded from DoubleClick servers or an additional 85k can be loaded from 3rd-party servers.

2. Please verify:

Banner ads must be exactly 468 pixels wide by 60 pixels high

Button ads must be exactly 125 pixels wide by 125 pixels high

Boombox ads must be exactly 300 pixels wide by 250 pixels high

3. Creative outside these perimeters need consultation with your Account Manager and IDG's in-house technical department.

4. All elements should be contained within the ad unit, including all javascript.

5. No nested tables within the ad unit.

6. More than one form can be used, but forms cannot be nested.

7. Do not send code with <html>, <head>, <title> or <body> tags.

8. Client must supply **animated .gif** for non Flash enabled browsers.

9. All images must be locally referenced.

10. Please include a target =_top (preferred) or target =_blank at tribute

