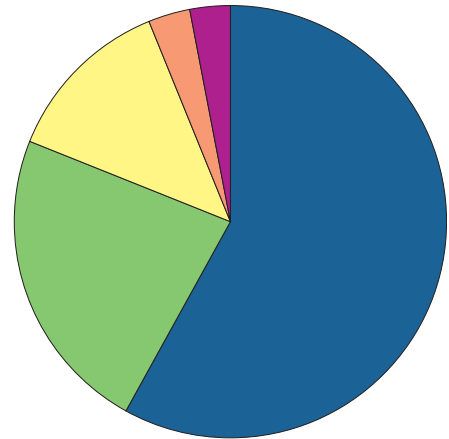


Hiring Systems Integrators? Reach Them Through Everything Channel

Looking to hire quality systems integrators? Everything Channel is the leading provider of news, research, analysis, opinions and expert advice for Solution Providers, VARs and Integrators in the technology industry. Collectively through our print and online properties and our industry events, we reach the widest audience within this market segment.

If you are looking to hire systems professionals that design, develop, build, integrate, manage and advise about complex technological innovations, then the Everything Channel is the place to find them.



| | |
|---|-----|
| Integrators/Vars/Service Providers | 58% |
| IT Consultants/e-Business Consultants | 23% |
| Software Developers/Web Developers/ISVs | 13% |
| Custom System Builders/White Box | 3% |
| Distributors | 3% |

Our Audience

- Systems/Network Integrators
- Value-Added Resellers
- Web Integrators
- Communications/Telephony Integrators
- Custom System Builders
- Telecom VARs
- e-Business Consultants
- Software/Web Developers
- ISVs

Your Recruitment Message (Reach Active & Passive Candidates)



Newsletter Sponsorships & Email List Rentals

330,000 Registered Subscribers each month.



Print Ads

Qualified Circulation of 224,000.
Pass-alongs reach an additional 893,000.



Online Placements

5.4 million unique visitors each year.



PRINT RATES - CRN OR VARBUSINESS

CRN Circulation: Weekly Publication - 117,000 Total Qualified Circulation 3.7 Pass-Along Rate

VARBusiness Circulation: Bi-Weekly Publication - 107,000 Total Qualified Circulation 4.3 Pass-Along Rate

Run of Press

Black & White Rates

| | 1X | 13X | 26X | 39X | 104X |
|------------------|----------|----------|----------|----------|----------|
| Full Page | \$22,700 | \$21,500 | \$20,600 | \$19,900 | \$18,600 |
| 1/2 Page | \$16,400 | \$14,500 | \$14,100 | \$13,800 | \$12,800 |
| 1/3 Page | \$11,500 | \$11,000 | \$10,500 | \$10,200 | \$9,800 |
| 1/4 Page | \$8,500 | \$7,900 | \$7,600 | \$7,300 | \$7,000 |

Four Color Rates

| | | | | | |
|------------------|----------|----------|----------|----------|----------|
| Full Page | \$27,500 | \$26,300 | \$25,400 | \$24,700 | \$23,400 |
| 1/2 Page | \$21,200 | \$19,300 | \$18,900 | \$18,600 | \$17,600 |
| 1/3 Page | \$16,300 | \$15,800 | \$15,300 | \$15,000 | \$14,600 |
| 1/4 Page | \$13,300 | \$12,700 | \$12,400 | \$12,100 | \$11,800 |

Sizes†

| | |
|----------------------------|---------------------|
| Full Page | 7" x 9.75" Live |
| | 7.75" x 10.5" Trim |
| | 8" x 10.75" Bleed |
| 1/2 Page Horizontal | 7" x 4.75" Live |
| | 7.75" x 5.125" Trim |
| 1/2 Page Vertical | 8" x 5.25" Bleed |
| | 3.375" x 9.75" Live |
| 1/3 Page Horizontal | 7" x 3.25" Live |
| 1/3 Page Vertical | 2.125" x 9.75" Live |

Career Opportunities Section

Rates

| | 1X | 7X | 13X | 26x |
|------------------|---------|---------|---------|---------|
| Full Page | \$7,980 | \$7,320 | \$6,660 | \$6,000 |
| 1/2 Page | \$5,254 | \$4,819 | \$4,385 | \$3,950 |
| 1/4 Page | \$3,259 | \$2,989 | \$2,720 | \$2,450 |
| | 1-3X | 4-6X | 7-9X | 10-12X |
| 1/9 Page | \$1,530 | \$1,403 | \$1,277 | \$1,150 |

Sizes†

| | |
|----------------------------|-----------------|
| Full Page | 6.75" x 9" |
| 1/2 Page Horizontal | 6.75" x 4.375" |
| 1/2 Page Vertical | 3.25" x 9" |
| 1/4 Page | 3.25" x 4.375" |
| 1/9 Page | 2.125" x 2.875" |

PRINT RATES - GOVERNMENTVAR

GovernmentVAR Circulation: Monthly Publication - 71,000* Total Qualified Circulation 5.3 Pass-Along Rate**

Four Color Rates

| | 1X | 7X | 13X | 26x |
|------------------|---------|---------|---------|---------|
| Full Page | \$7,980 | \$7,320 | \$6,660 | \$6,000 |
| 1/2 Page | \$5,254 | \$4,819 | \$4,385 | \$3,950 |
| 1/3 Page | \$4,356 | \$3,996 | \$3,635 | \$3,275 |

Sizes†

| | |
|----------------------------|---------------------|
| Full Page | 7" x 9.75" Live |
| | 7.75" x 10.5" Trim |
| | 8" x 10.75" Bleed |
| 1/2 Page Horizontal | 7" x 4.75" Live |
| | 7.75" x 5.125" Trim |
| 1/2 Page Vertical | 8" x 5.25" Bleed |
| | 3.375" x 9.75" Live |
| 1/3 Page Horizontal | 7" x 3.25" Live |
| 1/3 Page Vertical | 2.125" x 9.75" Live |

* Publisher's own data

** Projected based on Publisher's own data, Jan. 2007

† Sizes subject to change

ONLINE RATES & TRAFFIC

| Traffic (Monthly) | | | Rates | |
|--------------------|---------|------------|--|------------------|
| | Uniques | Page Views | | |
| CRN | 305,000 | 730,000 | Text Link: | \$15 CPM |
| VARBusiness | 96,000 | 330,000 | Title: | \$40 CPM |
| ChannelWeb | 50,000 | 112,000 | Leaderboard Banner: | \$170 CPM |
| | | | Skyscraper Banner: | \$110 CPM |
| | | | Bottom Leaderboard Banner: | \$70 CPM |
| | | | IMU (BoomBox): | \$170 CPM |
| | | | Dogear Peelback: | \$9,500 per Week |
| | | | Job Postings/Resume Database Access | Call for Rates |

For ad specifications, please visit: <http://www.ubmtechnology.com/adinfo>

ADDITIONAL PRODUCTS

Job Postings on TechCareers and the Beyond Network - Post your open positions on the only job board that delivers both active and passive technology candidates. TechCareers puts your postings in front of top talent through partnerships with targeted websites, print publications and events. Additionally, your positions will be broadcast to all relevant sites within the Beyond.com Network, a network composed of thousands of niche career communities.

Email List Rentals - With a database of millions of opt-in registered users of all levels of experience, geographic areas and industry niches, we can help you reach hundreds of thousands of targeted candidates.

Resume Database Access - Our database consists of over 1.1 million technology candidates. Source candidates based on your specific requirements.

Featured Job Listing Bundles - Enhance your ability to reach passive candidates. We take your job and blast it through our network of newsletters, reaching hundreds or thousands of engineering, IT and software professionals each and every day, depending on the job's target. In addition, we feature that same job on relevant partner websites.

Newsletter Sponsorship - Daily and weekly sponsorship options are available.

Career Center Sponsorship - Prominent online display advertising options for sponsorship of Everything Channel's career center as well as TechCareers.com.

Recruiting Events - Connect directly with top professionals who meet your most difficult staffing requirements. We host career pavilions at many of the top rated technology events in the United States.

TERMS & CONDITIONS

1. New accounts must prepay and file a credit application prior to first insertion. Accounts with approved credit must pay within 30 days of invoice date.
2. Changes and/or corrections must be presented in writing by space closing date to the advertising department. A charge may be made for any alterations required in advertising material.

Rate Card Provisions

1. All orders are subject to acceptance by Everything Channel at its headquarters in Manhasset, NY.
2. No conditions other than those set forth in this rate card shall be binding upon Everything Channel unless specifically agreed to by Everything Channel in writing.
3. Positioning of advertisements is at the sole discretion of Everything Channel except where a specific position has been agreed to by Everything Channel in writing.
4. Cancellations or changes to advertising by the advertiser or its agency may not be made after the closing date for the publication or product. Everything Channel is under no obligation to revise advertising materials not received by the Everything Channel production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. Everything Channel assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. Everything Channel is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond Everything Channel's control.
7. In consideration of Everything Channel's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend Everything Channel against any and all claims, losses, liabilities, damages and expenses (including attorney's fees) arising out of Everything Channel's printing, publishing, or distributing, such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services.
8. In no event shall Everything Channel be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to Everything Channel for the publication or distribution of such materials.
9. Everything Channel reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to Everything Channel.
10. Advertising in Everything Channel's online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.