



## Marketing Opportunities

**Stock in the Channel** maintain a position of brand & distributor independence all marketing and advertising opportunities are available in equal measure to all brands and distribution partners. These are values which are respected by our users who are resellers of IT, Telecoms, Office and EOS products.

Stock in the Channel receives in excess of 32,000 free-text searches a day & generates over a million page views a month.

### SEARCH STATISTICS

#### by Business Type

- Reseller 85%
- Distributor 2%
- Manufacturer 2%
- Other 11%

#### By Job Role (if known)

- Sales 68%
- Purchasers 21%
- Director/owner 8%
- Other 3%



### THE RIGHT TARGET MARKET

- 85% of users are resellers.
- Choose specific categories to target resellers looking for your products.



### THE RIGHT TIME

- Reach resellers as they are actively looking for the products that you supply.
- Direct click-through means you immediately get your message across.



### THE RIGHT PRICE

- Very cost effective compared to other options and our reach is massive from the largest resellers to the smallest, they all visit our site.
- Advertiser competition drives up rates so you decide how much to pay.

## TARGETING



Only resellers are interested in regularly looking at this site. They come either to create quotes for their customers (mainly account managers) or buyers looking to source the items. Subscribers use the site every day although there are a large number of infrequent reseller users who visit for hard to find items. There are 18,000+ resellers registered from pretty much all the resellers of hardware in the UK. We also have a strong contingent of online retailers that use the site to work out the best way to source the items that have been ordered from their web site and the EOS market has become very strong for us over the last few years as our service lends itself very well to comparing prices from a multitude of distributors stocking the same item.

### Stock Channel Ltd

1-6 Yarmouth Place : Phone: 0333 772 0003  
Mayfair, London W1j 7BU : VAT Number: 988 8884 11  
sales@stockinthechannel.com : Company Number: 07083121



## Costs of advertising

### PRICING & CREDITS

Credits are used to place advertising on Stock in the Channel and these can be purchased in blocks either online using a debit / credit card or by emailing a purchase order number and indicate how many credits you wish to purchase to:

[advertising@stockinthechannel.com](mailto:advertising@stockinthechannel.com)

Credits never go out of date and we encourage advertisers to purchase in blocks of 10 to get the best rate.

We don't bill per 1000 impressions but do display this on our site for comparison purposes.

Each ad runs for 30 days and the number of impressions that category receives determines the cost per 1000 illustrated.

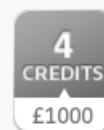
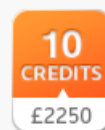
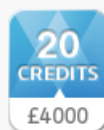
If several ads are in place on a single category the share of impressions your ad will receive is a percentage of the total credits assigned to that category equal to the share of total credits assigned.

### CREDITS ARE PURCHASED IN BLOCKS ONLINE OR BY EMAILED PURCHASE ORDER

#### PRICING

Spend £2,000 and get your own account manager who will maximise your advertising effectiveness – [Contact Us](#)

#### Credit Package



Credit Package	Quantity	Total Credits	
4 Credit @ £1,000.00	1 ▼	4	£1,000.00

### DECIDE WHAT SHARE OF THE IMPRESSIONS YOU WISH TO RECEIVE

	Category	Traffic (hits/month)	Number of Advertisers / Credits	Cost per 1000 ⓘ
<input type="radio"/>	laser toner & cartridges	84,592	3 / 4 <a href="#">Show List</a>	£5.91
<input type="radio"/>	notebooks	55,124	2 / 3 <a href="#">Show List</a>	£7.26

In the above example 2 adverts are already in place on the Top category. If you place an ad with 1 credit, both you and the existing advertisers will then receive 1/3 of the available impressions. If you place 2 credits on this category you will receive 1/2.

### SELECT THE DURATION AND CREDIT ASSIGNMENT FOR YOUR CAMPAIGN

Duration	1 months ▼
Credits Per Month	1 ⓘ
Starting Date	2014-07-01 5

A minimum of one credit per month must be assigned to your ad. If you are the only advertiser on a given category you will receive 100% of the impressions even with just 1 credit assigned. If another advertiser comes along and selects the same category you can always come back and assign additional credits to increase your share.



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## Generating a campaign

### WHERE TO ADVERTISE

#### Targeting a category

Free text search is the primary method used by clients to locate products on our site.

The first product in a search result triggers the category ad that Stock in the Channel will display.

This allows you to display a category specific ad that is relevant to the product the client is searching for at that very moment.

#### Run of site

With literally hundreds of product categories within Stock in the Channel, many do not have specific ads in place.

This method of advertising fills the gaps and will display your ad whenever no category specific ad is in place.

This method will generate a greater number of views and is great for general awareness pieces but is less contextual.

# 1

### TARGETING

#### ☐ Select Top 40 Category

Select one of the top traffic categories

#### ☐ Run Of Site

*\*This is the lowest cost advertising option and will display your ad on all categories that don't have a category specific campaign running – Current cost per thousand: £4.41*

Select if your ad is to be positioned as a Targeted campaign or Run Of Site.

# 2

Select the duration of your Campaign & credits assigned.

Duration	<input type="text" value="1 months"/>
Credits Per Month	<input type="text" value="1"/>
Starting Date	<input type="text" value="2014-07-01"/>

# 3

Upload your artwork and set the destination URL for click-through traffic Campaign title is not displayed but allows you to track each individual campaign.

### Image Advert

**Banner (horizontal) - Placed at the top of the page -** [View](#)

*\*Dimensions: 728 x 90 or 600 x 80. Cost per 1000 = £3.97 currently*

**Skyscraper (vertical) - Placed on the right hand side -** [View](#)

*\*Dimensions: 120 x 600 or 160 x 600. Cost per 1000 = £0.66 currently*

#### Destination URL

e.g: <http://www.stockinthechannel.com/>

#### Title

#### Image

*\*file size should not exceed 125kb - dimensions should not exceed 728 x 90 pixels for a banner, Standard web image formats(.jpg, .gif, .png) are accepted. NB: Flash ads are not currently supported*

[Upload Image](#)

[Choose file](#)

No file chosen

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## Tracking your campaigns

### MODERATION

When you create a new advert, before it goes live on our site it first needs to pass through moderation. We may call you if we feel the ad is assigned to the wrong category is inappropriate or contains an error.

### STATS & CLICK RATES

Online advertising click rates vary dramatically but if you achieve over 0.2% of impressions converted to Clicks you are doing very well. A more realistic expectation is 0.1% of impressions.

Compared to traditional forms of advertising such as trade press, Stock in the Channel offers impressive return on investment.

It's also important to remember that people don't always click but they do see read and take in its content.

The more interesting and creative the banner the more clicks you are likely to receive. We also recommend changing the design from one campaign to the next so that users don't think they are looking at the same ad they read the day, week or month before.

To view your active Campaigns simply access the Advertising menu from the 'My Account' Page of your Stock in the Channel account.

### Advertising

- ▶ 3 available credits
- ▶ 1 adverts running
- ▶ 1 adverts rejected
- ▶ 33 adverts expired
- ▶ [Create New Advert](#)
- ▶ [Manage Adverts](#)
- ▶ [Purchase Credits](#)

From this screen you can see an overview of all of your campaigns past and present in a table displaying:

- TARGET CATEGORY
- CREDITS CURRENTLY ASSIGNED
- CURREN CATEGORY TRAFFIC %
- LIFETIME IMPRESSIONS
- LIFETIME CLICKS ON GIVEN CATEGORY

### YOUR ADVERTISING

Target	Credits Assigned	Traffic %	Impressions	Clicks
Run Of Site	1 / 19	5.26 %	2508993	2916
notebooks	0 / 3	0.00 %	12722	21
servers	0 / 0	0.00 %	14020	20
PC flat panels	0 / 2	0.00 %	42988	81
laser/LED printers	0 / 5	0.00 %	26440	38
network switches	0 / 0	0.00 %	23658	26
multifunctionals	0 / 2	0.00 %	33185	21
laser toner & cartridges	0 / 4	0.00 %	61364	72
ink cartridges	0 / 3	0.00 %	23799	23
printer drums	0 / 0	0.00 %	5526	1
data projectors	0 / 0	0.00 %	11511	40
uninterruptible power supplies (UPSs)	0 / 0	0.00 %	3213	6

And beneath the overview a detailed breakdown by campaign where you can also see the Start date, credit assignment and duration of both live and expired campaigns.

### RUNNING

#### IMUK Football Elite



URL [www.microsites.ingrammicro.co.uk](http://www.microsites.ingrammicro.co.uk)  
Placement Run Of Site  
Your credits assigned 1  
Total category credits 19 [View](#)  
Category traffic 5.26 %  
Views / Clicks 46940 / 47  
Start date: 06/05/2014  
Duration 3 months

[Edit](#)

### EXPIRED

#### For all your AV requirements AV @ Ingram Micro



URL [www.av.ingrammicro.co.uk](http://www.av.ingrammicro.co.uk)  
Placement Run Of Site  
Your credits assigned 0  
Credits Per Month 1  
Total category credits 19 [View](#)  
Category traffic 0.00 %  
Views / Clicks 310321 / 237  
Start date: 09/04/2012  
Duration 2 months

[Edit](#)

### EXPIRED

#### AV@IM



URL [www.av.ingrammicro.co.uk](http://www.av.ingrammicro.co.uk)  
Placement Run Of Site  
Your credits assigned 0  
Credits Per Month 1  
Total category credits 19 [View](#)  
Category traffic 0.00 %  
Views / Clicks 779570 / 600  
Start date: 22/06/2012  
Duration 5 months

[Edit](#)

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## Further details and tips

### HELP GETTING STARTED

#### Why do it alone?

Over 900 ads from 52 different advertisers have been displayed on Stock in the Channel since this module was added.

Most brands are aware of Stock in the Channel and are prepared to support Distributor activity on the site via marketing funds. Vendors and Distributors with a specific campaign in mind are welcome to contact us and provide details of your upcoming promotions and product releases. We can then produce a custom campaign plan detailing the recommended categories and positions for your banners and indicating the amount of traffic you are likely to receive.

Our self serve system is very user friendly and you will soon get used to it.

Until then why not let us talk you through the process the first time round. We are here to help and answer any questions you may have.

- To watch a short video that demonstrates the user interface please [click here](#).

- If multiple ads are assigned to the same category (including "Run of Site") at the same time, the views/impressions are shared – relative to the number of credits assigned to each ad.
- Banner ads are more popular than Skyscrapers, this is worth noting for "Run of Site" where more than one campaign is usually running.
- You could be better off with a Skyscraper as you will likely receive a greater volume of views, having not had to share the impressions with other advertisers.
- At any given time we usually have between 12-20 Run of Site campaigns live, so your ad will not be shown all the time.
- Best click through levels are generated when the ad is interesting.
- Click through often starts out higher and reduce as the ad has been live for longer. This is because the same users are viewing the ad again so are less likely to click the second or third time they see your ad.
- Once your ad is live you can update the design and change the path for the click through as often as you like. This helps keep the ad interesting and encourages repeat clicks from the same users.
- Once your ad is live you cannot change the category it is assigned to.
- All new ads and any amendments to existing ads will go into moderation for us to check the suitability before turning them live on our system.
- For amendments to existing campaigns - The existing ad will continue to be displayed until the amendment is released from moderation.
- Stock in the Channel's advertising module is totally self-serve, however we are here to help and advise on the best placement for your campaign so please feel free to ask if you have questions or need any guidance.

### CONTACT BRENDON FOR FURTHER DETAILS

Direct Line:  
020 3053 9523  
Email:  
[brendon@stockinthechannel.com](mailto:brendon@stockinthechannel.com)

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## New!

## High Impact 'Wallpaper' option

### IDEAL FOR:

- Brand awareness
- New Product Launches
- Event promotions
- Limited time / Special offers
- Promoting non-physical products & services

Only a single Wallpaper Campaign will be live on the site each day, with expected impressions of 65,000 per day.

This form of advertising is non category specific and will be displayed on most public pages of the Stock in the Channel site.

Priced at 5 credits per day your cost is £1,250 depending on the volume of credits purchased.

### For when you really want to get noticed

Impossible to miss and guaranteed to generate strong click through traffic.

The Wallpaper option (sometimes referred to as 'site takeover') is unaffected by add-blocker software running on client browsers. Your message will be seen by **everyone** that logs in to Stock in the Channel.

With between 60-75,000 impressions a day (and growing) this new high impact advertising offers an unparalleled opportunity to promote your services and products to our extensive reseller user base.

Wallpaper advertising costs 5 credits per day and needs to be booked and setup at least 1 week in advance. Until the self-service module has been developed you will need to contact the Stock in the Channel Sales Team to reserve your required dates and submit artwork and URL links.

### Dimensions & File types

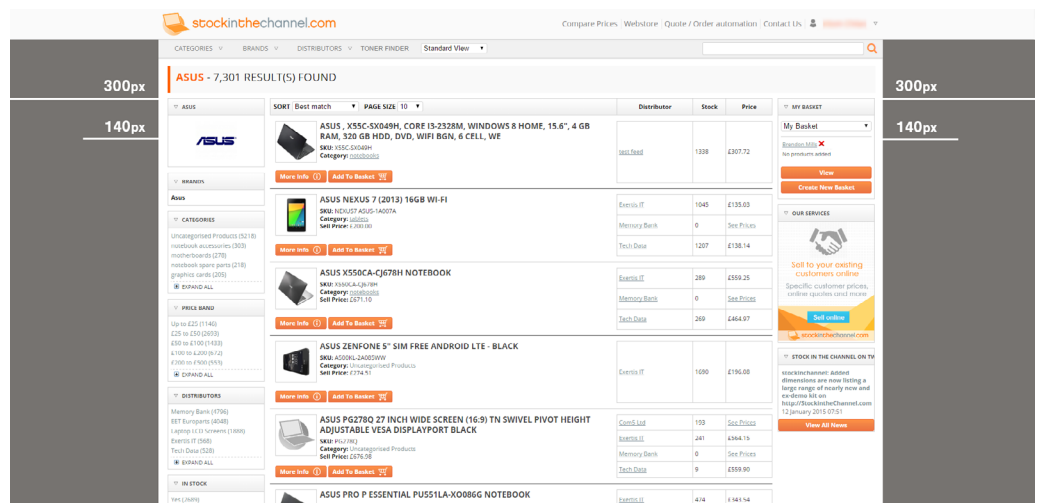
Wallpaper consists of 2 banners 300px wide by 900px tall.

Because of the various screen sizes used, you should ensure that any text remains within the innermost 140 pixels of each image (refer to below image).

Supported file formats are .jpg and .png only.

These can be mirror images or separate images with a different text but they will both need to link to a single (publically accessible) web page.

You can also provide a background colour (HEX colour code) so that we can set the background to match this colour to seamlessly accommodate users with 'super wide' screen sizes.



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