



Stock in the Channel

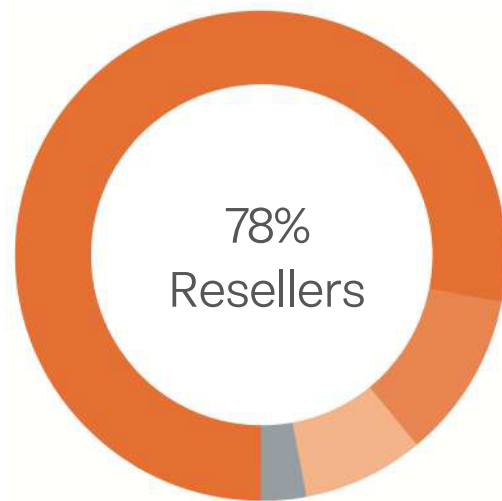
Advertising with Stock In The Channel

Winter 2021

The IT channel is saturated with rapidly changing deals and advertisements that are often put in front of the wrong audience.

But companies that reach Resellers while they're searching for products have a one-of-a-kind sales opportunity.

Stock In The Channel is the UK's largest search engine in the channel.



- MSP / Reseller
- Distributor
- Brand
- Other

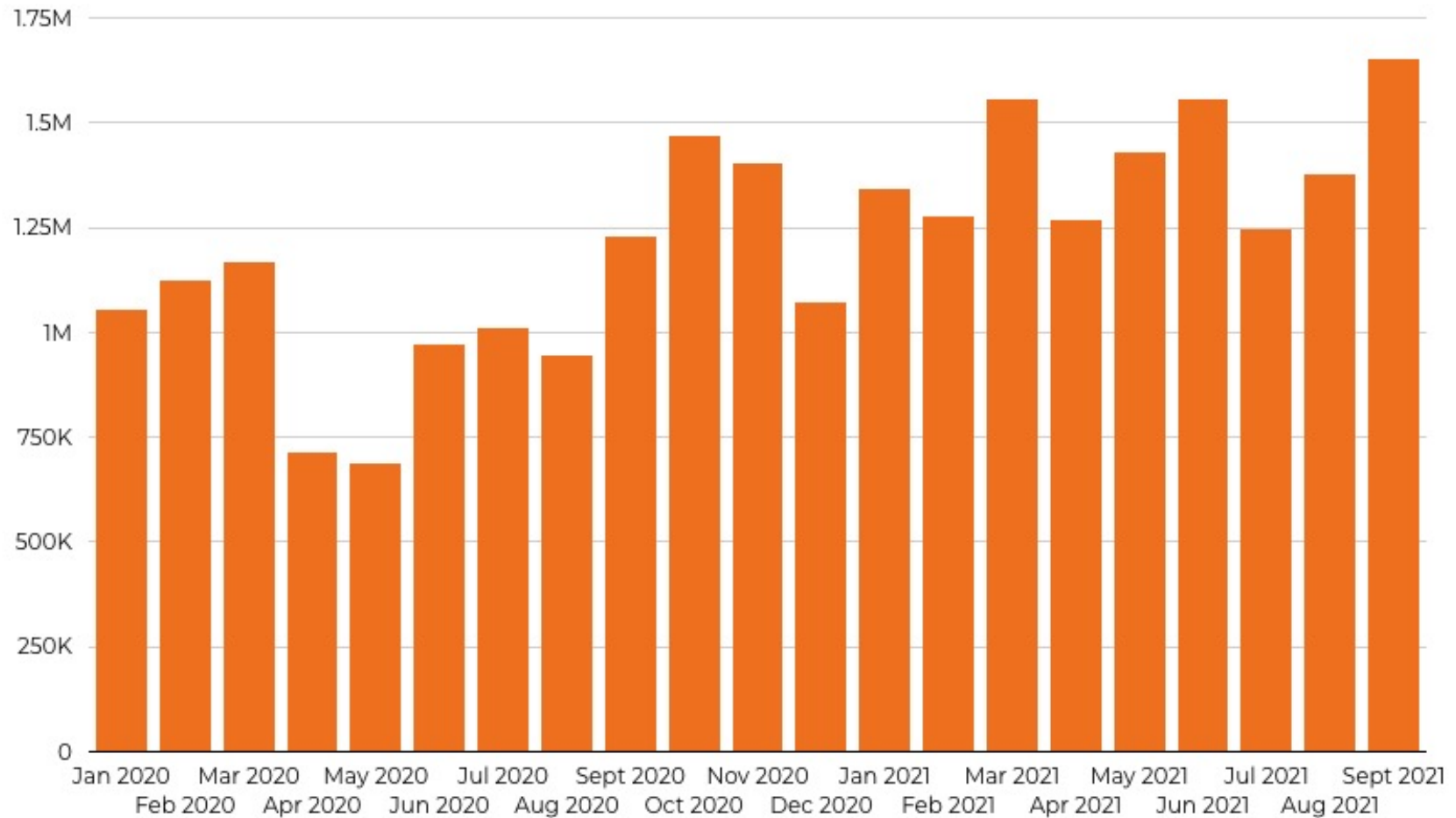


- Purchasing
- Sales Specifier
- Marketing
- Technical
- Other

Advertising with SINCH allows brands and distributors to reach vast numbers of key users and drive unrivalled engagements.

Our advertising platform is growing fast

Total page views per month



Why advertise with Stock In The Channel?

The Right Place

- Over 45,000 daily searches made by Resellers, VARs and MSPs.
- Average session duration of 13 minutes provides consistent, clear exposure to your brand. Stock In The Channel is the voice of the channel, trusted by brands and distributors.

The Right Time

- All SINCH site visitors intend to purchase or check stock and prices.
- Site-wide promotions or category-specific banners that guarantee special offers, blitz days and product launches are put in front of decision-making customers and influencers.

The Right Audience

- Hyper-targeted to the Reseller market who are actively looking to purchase. Used by the largest Resellers through to niche SMBs.
- Buyers and specifiers who will put your products into the hands of corporate end-users.

Campaign Package

Fully customised execution.

Combine advertising options and targeted placements for maximum impact.

Managed by SINCH team.

Perfect for:

Integrated campaigns
Product launches
Budgets over £5,000
Longer-term promotions

Price:

Price On Application

Deal Package

One day of exclusive, site-wide wallpapers.

Plus

Two 30-day banner placements (Leaderboard and/or Skyscrapers).

Perfect for:

New advertisers
Special offers
Promoting services Blitz
Days

Price:

£1,500

Credit Packages

Buy sets of credits.

Use the SINCH self-serve online portal.

Affordable solution to reaching large audiences.

Perfect for:

Ad hoc promotions
Self-serve campaigns
Special offers Smaller businesses

Price:

4 Credits = £1,200
10 Credits = £2,750
20 Credits = £5,000



Advertise with Stock in the Channel

Leaderboard

Handheld Device Accessories - 605 result(s) found

Hide Unavailable Distributors



Brands

- Zebra (284)
- Datalogic (85)
- Honeywell (59)
- Intermec (40)
- IDAPT (13)

Expand All

Categories

Handheld Device Accessories

Sort Best match Page Size 10

Distributor Stock Price

Baskets



Zebra SG-TC5X-EXO1-01 handheld device accessory Case Black
 SKU: SG-TC5X-EXO1-01
 Category: [Handheld Device Accessories](#)
 Sell Price: £44.03
 Account price: £40.36

More info Add To Basket

Ingram Micro

1000

£36.69



Zebra SAC-MC33-20SCHG-01 handheld device accessory Battery charger set Black
 SKU: SAC-MC33-20SCHG-01
 Category: [Handheld Device Accessories](#)
 Sell Price: £835.11

More info Add To Basket

Ingram Micro

6

£759.19



Zebra KT-TC51-ETH1-01 handheld device accessory Black
 SKU: KT-TC51-ETH1-01

Untitled

Richard Mills (GCI)

- 1 Apple iMac 54.6 cm (21.5") 4096 x 2304 pixels 8th gen Intel® Core™ i5 8 GB DDR4-SDRAM 1000 GB Fusion Drive Silver All-in-One PC

View

Create

Channel Pro News

Skyscraper

Wallpaper

Wallpaper

Wallpaper

Exclusive advertising opportunity. Changes daily, runs site-wide.

Achieves 55,000 -75,000 impressions per day.

Wallpaper booking comes with free 30-day

Leaderboard and Skyscraper.

Leaderboard

Banner displayed for 30-day duration.

Target specific product categories and/or choose 'run of site' to

maximise impressions.

Skyscraper

Right-hand column ads.

Displayed for 30-day duration.

Target specific product categories and/or 'run of site'.

Frequently Asked Questions

How far in advance do we need to book?

If your package includes a Wallpaper, advertising should be booked at least 30 days in advance and a PO number is required to fully reserve your date.

Leaderboards and Skyscrapers can be implemented within 24 hours.

Should we connect advertising on SINCH to other marketing activity?

Depending on the purpose and scope of your marketing plans, advertising on SINCH can act as a critical addition to reach customers at the middle and bottom of the funnel.

What are the best days to advertise?

Monday-Wednesday has the highest number of impressions. Friday slots include Saturday and Sunday for free, where the site usage mostly comes from SMBs.

What sort of ROI can we expect from advertising?

We provide a free, personalised proposal for Campaign Packages that illustrate expected impressions. Any activity that includes Wallpapers will receive a campaign wrap report. Self-serve advertisers using Credits can view live results, available on the online portal.

Can we change advert creative during a campaign?

Leaderboards and Skyscrapers can be changed at any point using the self-serve portal. It is possible to change Wallpapers each day if agreed in advance, landing page destinations can also be changed. However, once category page-targeting is set this cannot be changed during a campaign.

Stock In The Channel is trusted by over 20,000 Resellers, MSPs and VARs



1,000,000+
Monthly Searches



55,000+
Active Users



500+
Distributors
Listed



Stock in the Channel

Thank You

We hope you have enjoyed finding out about advertising opportunities with Stock In The Channel, please contact us to discuss your concept or book an advertising slot.

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