

destinationCRM.com is the leading online news and research center for senior level decision makers in Sales, Marketing, Customer Service, and Information Technology departments. Our content is written by the editors of CRM magazine, the award winning, leading magazine in the field of customer relationship management.

destinationCRM.com's unique site construction integrates our content, Topic Centers, CRM Directory, More News (box), Companies Mentioned (box), and Related Companies (box) functions into every article making it easy for readers to branch down different paths of contextually relevant information. The result is an engaged and responsive visitor who advertisers seek to reach. There are many standard and "unique" sponsorship opportunities incorporated into our online products including banners, text ads, text links, newsletter and bulletin sponsorships, web events, case studies and white papers, digital CRM, and cross promotions with CRM magazine specifically designed for lead generation.

**93%** rate us as authoritative and unbiased

**89%** of our visitors rate destinationCRM.com as an important source of information they can't find anywhere else

**81%** say that is their favorite CRM website

**Daily News** Over fifteen original news items, features, and articles are posted weekly, which drives our traffic and continuous growth. No other online or offline CRM publisher produces as much original content as destinationCRM.com and CRM magazine.

**Viewpoints** is where articles discuss emerging and important trends in CRM.

**CRM Buyer's Guide** is the largest and most comprehensive online listing of CRM companies, products, services, solutions and contact information.

**CRM magazine's eWeekly** is an HTML e-Newsletter produced by the editors of CRM magazine and mailed directly to over 60,000 opt-in subscribers. CRM magazine's eWeekly delivers timely and useful CRM news twice a week.

**The destinationCRM.com Topic Center includes the following industry categories:**

- Sales Automation
- Marketing Automation
- Call Center/ Customer Service
- Analytics
- Channel Management
- Integration
- SMB/Mid-Market CRM
- Enterprise CRM
- Industry News
- Vertical Solutions
- Consumer Packaged Goods
- Education
- Financial Services/Banking
- Government
- Healthcare
- Insurance
- Manufacturing/Automotive
- Non-Profit
- Pharmaceuticals/Chemicals
- Professional Services
- Retail
- Sports/Entertainment
- Technology
- Telecommunications
- Transportation
- Travel/Hospitality



**CRM magazine's eWeekly** email newsletter is written by same the award winning editorial staff who produce CRM magazine, and delivers five original feature articles of online only content.

- **Circulation:** 60,000
- **Frequency:** Monday & Wednesday

**CRM magazine's eWeekly**

Sponsorships are sold on a first come, first served basis. All sponsorships are exclusive.

- 1X - \$4,250 per issue
- 4X - \$3,750 per issue
- 8X - \$3,250 per issue
- 12X - \$3,000 per issue

**EXCLUSIVE CRM eWeekly Sponsorship includes:**

- 75-word text description
- 468x120 pixel web banner (.gif or .jpeg format) - *product photo optional*
- Linking URL
- We track click throughs on all links and banners. Provided at advertiser's request.

The screenshot shows the top portion of an email newsletter. At the top, it says 'CRM eWeekly from the editors of CRM Magazine' with a 'destination CRM' logo. The date is 'Wednesday, October 24, 2007' and it is 'Sponsored by: Lithium'. Below this is a Lithium logo with the tagline 'Successful Communities On-Demand' and a button that says 'Download a FREE whitepaper'. The main headline reads 'Deliver social networking on-demand for your customers'. Below the headline is a short paragraph about social networking on-demand, followed by a 'Table of Contents' section with links for 'Today's Top Stories', 'Viewpoints', 'Quick Links', and 'CRM magazine Articles'.

**CRM Bulletin Email Blast**

- **Circulation:** 60,000
- **Frequency:** Tuesday & Friday

Send your custom HTML email to the subscribers of the **CRM magazine's** email list. You assign the subject line.

- 1X (\$8,000)
- 3X (\$7,500)
- 6X (\$7,000)
- 12X (\$6,500)
- 24X+ (\$6,000)

*De-duplicating against suppression lists, plus \$500*

The screenshot shows an email promotion for the 'CRM Essentials Kit'. It features a header with the text 'Get Your Complimentary CRM Essentials Kit >>' and 'White Paper • Webinar • Demo • Free Trial'. The main body contains a paragraph about cracking the code of CRM, followed by a list of resources: 'CRM Essentials Guide', 'Forrester Webinar', 'Interactive Product Tour', and 'Free 30-Day Trial of Salesforce'. There is a 'Download Your CRM Essentials Kit' button and a quote from William Baird of Forrester. At the bottom, it says '32,300 Customers • 575+ Applications • 14 Languages' and '2007 CRM MARKET LEADER'.

**THE PREMIER SPONSORSHIP OPPORTUNITY**

CRM magazine has an exclusive, unique, and powerful way for you to indelibly align your company with our magazine's brand.

**Leverage Our Brand and Generate Leads**

The exclusive sponsor of digital CRM magazine will enjoy many tangible, lead-generating benefits. But the real value of this partnership is the positive effect it will have on elevating the perception of your company as a leader in the CRM market space.



**Massive Market Exposure**

Specifically, as the exclusive sponsor of digital CRM magazine, your company will receive:

- **Exclusive Email Invitation** – Acknowledgment as the exclusive sponsor in an email invitation we will send to over 60,000 of our magazine and newsletter subscribers promoting the issue.
- **Newsletter Exposure** – The digital CRM will be promoted in every issue of CRM magazine eWeekly newsletter over the entire month (typically eight issues with a circulation of 60,000 per issue; total impressions approximately 690,000.) The sponsor will be recognized with a logo and 75 words under the “spinning icon.”
- **destinationCRM.com Exposure** – Acknowledgement as the sponsor with a hotlink on the run-of-site left hand side tool bar of destinationCRM.com for the entire issue month (150,000) page views.
- **digital CRM Exposure** – A “Sponsored By” button right on the tool bar of the digital magazine’s browser and hot linked logos in the pull down menus.
- **digital CRM Exposure** – Logo and 75-word description in the text box opposite the digital magazine cover within the browser window.

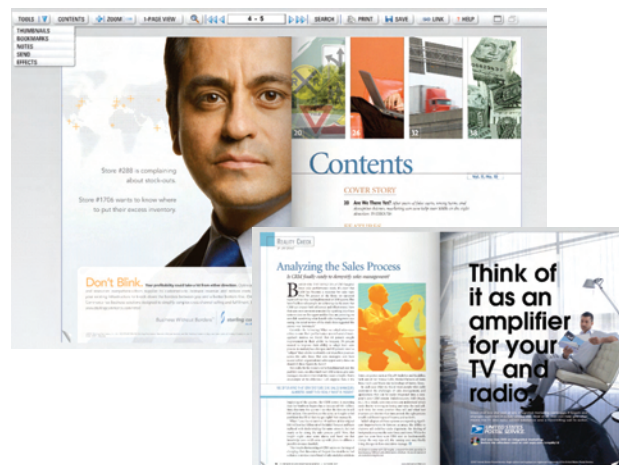
**DIGITAL CRM RATES**

1X	\$5,500 net
3X	\$4,500 net
6X	\$4,000 net
12X	\$3,500 net

All print advertisers can upgrade their print advertising to rich media ads in the digital version. Flash and streaming audio/video are acceptable. Call for current specifications.

**Readers are engaged with the format:**

- **70%** have a positive impression of the format
- **81%** say its easy to read
- **72%** say it's a convenient way to get job related information
- **42%** say they would prefer to receive the magazine in digital format only
- **27%** say the digital format is a more helpful source of information than a print magazine
- **36%** say the digital format is a more helpful source of information as compared to a website



**ONSITE ADVERTISING**

<b>Ad Size</b>	<b>Location (ROS)</b>	<b>Minimum 50,000</b>	<b>Minimum 100,000</b>
468 X 60	top position	\$45 CPM	\$35 CPM
728 X 90	top position	\$85 CPM	\$75 CPM
120 X 600	right or left side	\$85 CPM	\$75 CPM
336 X 280	within articles	\$95 CPM	\$85 CPM
text ads	within articles	\$95 CPM	\$85 CPM

Topic Center targeting, plus 10% premium; Road Block, plus 25% premium

**Home Page Featured Content Postings —**

*(white papers, case studies, research reports)*

1-2 months	\$3,000
3-5 months	\$2,500
6+ months	\$2,000

- 1 month Home Page Exposure (150,000 impressions)
- 8 editions of eNewsletter exposure (480,000 impressions)

**Online Buyer's Guide Premium Listing**

*(integrated with all online content)*

Online only	\$2,000/year
With print listing	\$2,900

**Marketplace Text Ads**

*(bottom of every page of destinationCRM.com; 175,000 page views)*

1-2 months	\$2,000/month
3+ months	\$1,500/month

**Event Listings**

*(trade shows, conferences, user groups)*

\$500 per event  
\$3,000 per year, unlimited

- Events Page (25,000 impressions per month)
- Promoted 8 editions of eNewsletter per month (480,000 monthly impressions)

**EMAIL SPONSORSHIP ADVERTISING**

**CRM magazine's eWeekly Newsletter Sponsorships(60K)**

1 issue (exclusive)	\$4,250 ea
4 issues (exclusive)	\$3,750 ea
8 issues (exclusive)	\$3,250 ea
12 issues (exclusive)	\$3,000 ea

**Digital CRM Sponsorships(690K impressions)**

*(exclusive month long lead generation)*

1X issue (exclusive)	\$5,500
4X issues (exclusive)	\$4,500
8X issues (exclusive)	\$4,000
12X issues (exclusive)	\$3,500

**CRM E-mail Bulletins(60K)**

	<b>Half List</b>	<b>Full List</b>
1X	\$4,800	\$8,000
4X	\$4,500	\$7,500
8X	\$4,200	\$7,000
12X	\$3,900	\$6,500
24X	\$3,600	\$6,000

*Suppression list plus \$500*

Cancellation of all online advertising prior to 30 days notice will result in 50% charge.

**ADVERTISING CONTACTS**

**Mountain & Pacific**

Dennis Sullivan  
Advertising Director  
800-248-8466, x538  
dennis@destinationCRM.com

**Eastern & Central**

Adrienne Snyder  
Advertising Director  
201-327-2773  
Adrienne@destinationCRM.com

Bob Fernekees, Group Publisher  
212-251-0608, x106  
bfernekees@destinationCRM.com

## Other Online Creative Specifications and Instructions

### Newsletters

Includes 468x120 GIF or JPEG banner (No HTML; 75 words of text and linking URL.

### White Paper Postings

Include Title of white paper, GIF or JPEG logo, 3 paragraph synopsis and linking URL. If we are hosting we need a PDF of the white paper.

### Online Premium Buyers Guide Listing

Email 88x31 pixel logo to your sales representative. You fill out online, self-service, web form and make sure to keep the password. Add three links and descriptions to your listing.

### ROS Marketplace Text Ads

Include 50 words of text including subject line and linking URL.

### In-Article Text Ads

Include 35 words of text and linking URL.

### Event Listings

Include event name, dates, location, hotel or specific location, city and state, phone, website/URL, body of text(300 words maximum), and any other contact information you want published.

### Email Bulletins

Include a complete HTML email document with embedded URL links and the subject line.

### Submission Instructions

Submit banner creative to:

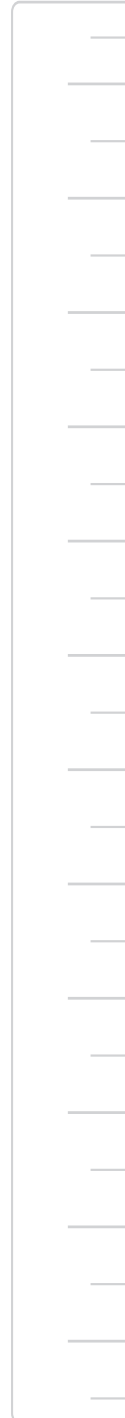
**dennis@destinationcrm.com**

Submit Newsletter and email bulletin creative to:

**masterblaster@infotoday.com**

(Always cc your sales representative)

**destinationCRM.com** requires ALL online creative to be submitted 5 business days prior to launch to enable proper testing and approvals.



The [destinationCRM.com](http://destinationCRM.com) site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick (DART) DFP5 third-party ad serving technology.

### All banners must conform to the following specifications:

- Maximum file size is 39k and is the same for either static, animated, or Rich Media Creative. File size cannot exceed 39k! 4 looping frames on animation GIFs.
- All ads are served up through DoubleClick (DART) DFP5.
- We accept the following creative units: (GIF, JPEG, Flash, Rich Media, HTML).
- Flash: linking URL must be embedded in the .swf file and be sure all Flash files have this actionscript code: on (release) {getURL (\_level0.clickTag,"\_blank");}
- All Flash banners MUST provide backup GIF banner and URL for GIF.
- We also accept the following rich media platforms: Eyeblander, Pointroll (Add \$6 cpm for all Eyeblander creative).
- Make sure to send a linking URL for all creative.

## CRM magazine's BUYERS GUIDE and Online Premium Partnership

Two ways to promote your company in  
Print and Online all year long!

- 80,000 CRM magazine circulation
- Marketed in all 94 eWeeklies
- 20,000 average online page views (12 months)
- Printed in the July issue of CRM magazine in a special section
- Your listing is totally integrated throughout all content within destinationCRM.com
- Lead generation: THREE LINKS to your white papers, case studies, or landing pages that you control 24X7
- All print advertisers automatically become Premium Partners on destinationCRM.com for one full year.
- Act now and have your online status increased to Premium Partner immediately

**Deadline for print listings (July issue) is  
May 15, 2008**

### Steps to Success

1. Check to see if your company is currently listed in destinationCRM.com's database of FREE listings.
2. If it is not listed, ADD it to our database, or EDIT it if it was created prior to 9/1/06.
3. Call your representative to upgrade your FREE listing to a Premium Listing in print and online for just \$2,900 net.
4. Begin your Premium Partnership with the # 1 CRM publication and Web site.

# Advertise in the 2008 CRM Buyers Guide and Generate Leads All Year Long.

Choose from any of these topic centers:

- Sales Force Automation ■ Marketing Automation ■ Customer Service/Call Center ■ Analytics ■ Vertical CRM ■ Channel Management
- Integration ■ SMB/Mid Market CRM ■ Enterprise CRM

## PRINT/ONLINE Listing

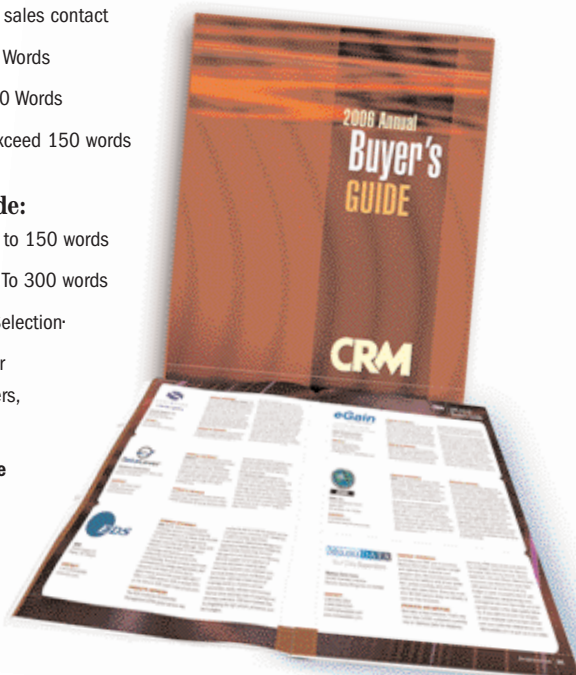
1/3 page horizontal company profile in CRM magazine's Special BUYERS GUIDE section) Includes:

- 4-Color 88 x 31 GIF or JPEG Logo for online, 4-color 2" x 3" EPS logo for print
- Complete contact information: address, phone/fax, URL, sales contact
- Company statement - 50 Words
- Products & services - 100 Words
- Total word count not to exceed 150 words

### Online Listing Include:

- Company statement - up to 150 words
- Products & services - up To 300 words
- Unlimited Topic Centers Selection
- Editable Live Links to your Case Studies, White Papers, or special landing pages

**Total cost for this package  
is \$2,900 net**



Go to our online self-service Buyers Guide input form to add or update your company's listing.

- ➕ To ADD a listing: <http://www.destinationcrm.com/directory/addlisting>
- ✍ To EDIT a listing: <http://www.destinationCRM.com/directory/editlisting>

MULTIPLE TOUCH POINTS • COMPLETE MARKETING PROGRAM • LEVERAGED BRAND EQUITY  
HIGH QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP POSITION

## CRM Web Events

### WHAT ARE CRM MEDIA WEB EVENTS?

- Our Web Events are complete turn-key live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- Web Events are one-hour topic and sponsor-specific sessions broadcast live on the Web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, surveys and question & answer sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

### WHAT YOU GET

- High qualified, actionable leads – from pre-registration, live event log-on, and post-event registration and log-on to the archived event.
- Extensive event registration program with multiple marketing touch points.
- Sponsor Exclusivity – Enjoy 100% attentive and exclusive mind-share in these single sponsored events.
- Brand Leverage – Use the strength of our CRM Brand - Moderated by a senior CRM editor and marketed under the CRM brand.
- A managed process – We take care of all of the details: Marketing, Registration, Technology, Follow Up.
- Web Events - CRM magazine has produced over 500 successful streaming Web Events since 1998. CRM Media is the most experienced webcast producer in publishing today. Our clients includes virtually every major CRM/Knowledge Management vendor.
- The highest quality Web Events – there is a difference, and your brand benefits or suffers from its presentation.
- PodCast's available for Webcast Sponsors

### WE TAKE CARE OF ALL THE DETAILS

CRM Media will produce, market, and broadcast your one-hour audio and/or video Web Event.

### Our Action List

#### Includes

Aggressive online and print advertising campaign including:

- HTML e-mail invitation to our 60,000 name database of your best customers and prospects
- A full-page, 4-color ad in CRM magazine prior to the event
- Banner advertising on destinationCRM.com
- 3 advertisements in CRM's eWeekly HTML newsletter with a 60,000 circulation
- A reminder e-mail to all registrants prior to the event
- Phone call reminder to all registrants
- Collaboration with other Information Today media properties where applicable
- Complete registration of attendees with sponsors' customized qualifying questions
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event thank you email with links to archive for both attendees and non-attending registrants
- Optional post-event survey of registration list
- Access to all registrations, including post-event registration for the archived version
- Searchable on destinationCRM.com for extended lead generation

Complete production and management of the technology.

Event archiving and online posting on the destinationCRM.com for anytime, on-demand viewing.

One affordable price, a fraction of the cost of an a la carte event without any of the headaches.

#### CRM Web Events division

Visit [www.destinationCRM.com/webevents](http://www.destinationCRM.com/webevents) to view one of our many archived events.

Please contact:

**Dennis Sullivan** (Mountain and Pacific)  
800-248-8466, x538, [dennis@destinationCRM.com](mailto:dennis@destinationCRM.com)

**Adrienne Snyder** (Eastern and Central)  
201-327-2773, [Adrienne@destinationCRM.com](mailto:Adrienne@destinationCRM.com)