

# NEW DIGITAL CRM SPONSORSHIP

➤ Digital CRM magazine’s responsive design looks great on any device because it allows text, graphics, photos, or video to flow according to the device. Fonts automatically resize on small screens and resize again on larger devices.

## New Sponsor Opportunities

Our audience’s reading experience just got much better, and so have the options for our advertisers and sponsors. You’ll be able to add interactive webpages from your site to:

- capture leads
- launch surveys
- view videos, demos, white papers

## Featuring – Landing Page (LP) Sponsor Insertions

Just insert a landing page directly into the issue and take our readers to your registration form, video, or any other of your custom or pre-built landing pages.

## Landing Page Insertion Rate

- 1X — \$450 per insertion
- 3X — \$400 per insertion
- 6X — \$350 per insertion
- 9X — \$300 per insertion
- 12X — \$250 per insertion

## Action Item

Just give us the link of the landing page you’d like to insert, and that’s it.

**72%** of our readers prefer getting CRM magazine or getting both the print and digital versions.

Get creative, add video, audio, web forms, or surveys. You can even stream content directly into the digital magazine. Make the most of the digital format.

## Featuring — Premium Issue Sponsorship

### A Complete Marketing Program

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

- **Exclusive Email Invitation** – Acknowledgment as the Premium issue sponsor in an email invitation we will send to more than 16,000 of our magazine and newsletter subscribers promoting the issue
- **Newsletter Exposure** – Digital CRM will be promoted in every issue of CRM magazine’s eWeekly newsletter for the entire month (eight issues with a circulation of 97,000 per issue). The sponsor will be recognized with a logo and up to 75 words under the issue cover.
- **destinationCRM.com** – Homepage exposure (150,000 page views)
- **Digital CRM Exposure** – A Landing Page insertion after the table of contents
- **Posts to All of CRM’s Social Networks** – Twitter, Facebook, LinkedIn, Google+

### Premium Issue Sponsorship

- 1X — \$1,200 per insertion
- 3X — \$1,100 per insertion
- 6X — \$1,000 per insertion
- 9X — \$900 per insertion
- 12X — \$750 per insertion

**“Great source of consolidated information on CRM systems and trends.”**

—Director Product Operation Management, ACT, Inc.