

'17 MEDIA KIT

CRM Media

A Division of Information Today, Inc.



CRM magazine | **destinationCRM.com** | **Webcasts** | **Conference**

MEDIA KIT

Demographics
Editorial Calendar
CRM Rates and Specs
Best Practices & Roundtable Schedule
Reprints

ONLINE MEDIA KIT

Site Demographics
Rates & Specs
Digital CRM
Buyer's Guide
Solo Web Events
Custom Research

CONNECT



CRM Magazine



@CRM
@destinationCRM



CRM Magazine

WWW.DESTINATIONCRM.COM

Updated on 10/12/2016

WHO READS CRM MAGAZINE?

➤ According to a recent report by Gartner, the worldwide CRM market grew by 12.3% in the last year, up from \$23.4B in 2014 to \$26.3B in 2015. SaaS propelled the growth with 27% year-over-year gains and the Asia/Pacific market experienced growth of almost 22% in 2015.

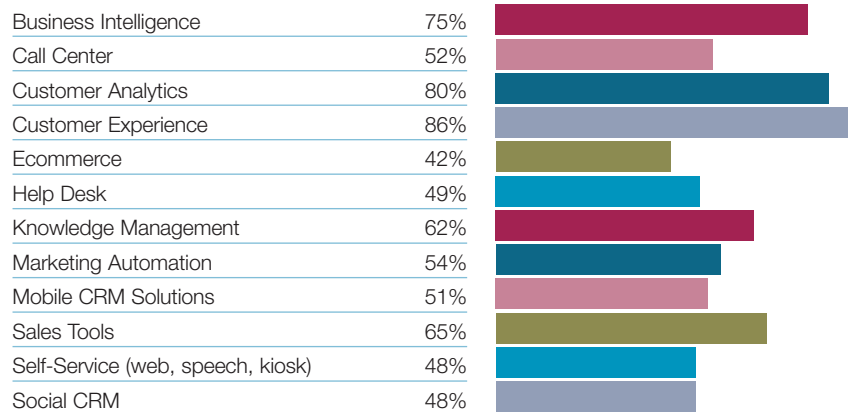
The readers of *CRM* magazine are at the forefront of this marketplace, and 80% of them are advocates for CRM technology in their organizations. Any serious vendor of CRM-related solutions should be tapping into *CRM* magazine's focused audience.

➤ Executive Summary

CRM magazine is the publication of record covering the field of customer relationship management. The magazine—written, edited, and produced by our award-winning staff of journalists and designers—offers executives a unique blend of strategic business information, case studies, and in-depth analysis.

Our editorial and circulation strategy targets five main categories of readers—all important at different stages of a CRM program's lifecycle: executive management, sales, marketing, customer service management, and IT management.

Which of these areas are a **PRIORITY** for your company in the next 12 months?



➤ WHO SUBSCRIBES TO CRM MAGAZINE?

By job level:

C Level	14%
Vice President	8%
Director	19%
Manager	31%
Supervisor	7%
Staff	13%
Technical	10%

By job area:

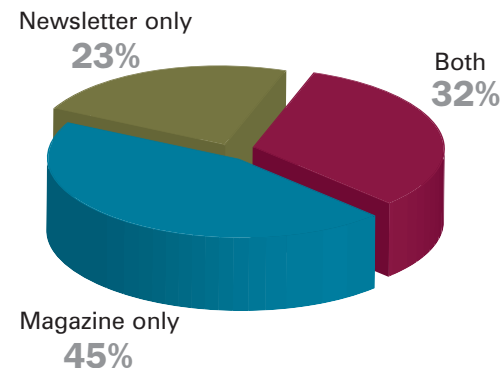
Sales	15%
Marketing	18%
Customer Service	17%
CRM Professional	16%
Corporate	12%
IT/Web/Technical	22%

- **81%** are involved in the decision-making process, and **20%** of our readers cite themselves as their companies' final decision makers for CRM-related products and services.
- **78%** of our readers view themselves as their companies' champions/advocates for CRM implementations.

How our readers view their purchasing role

- **30%** Business decision maker
- **26%** Technical decision maker
- **45%** Both

➤ HOW TO REACH OUR AUDIENCE



Total
Circulation
50,000

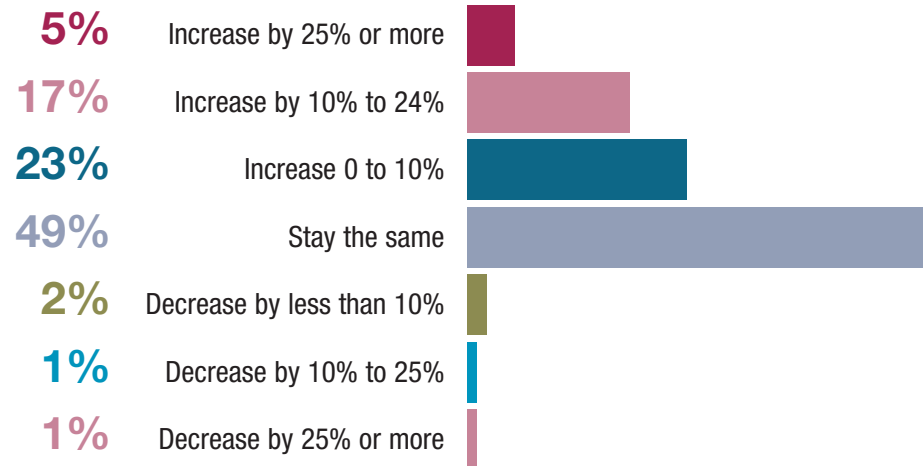
CRM MAGAZINE DATA POINTS

CRM Budgets for 2017



Average CRM budget is more than \$265,000.

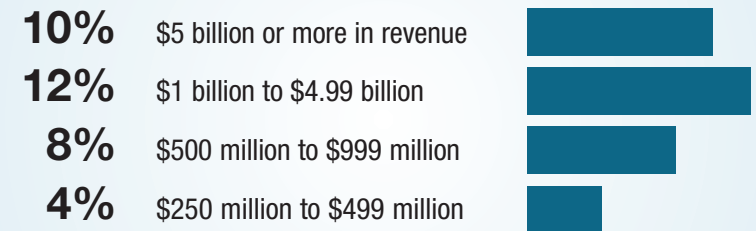
Expected CRM Budget Changes in 2017



Average CRM budget is expected to be up 4.8% from 2016.

Source: Survey Methods, August 2016

Company Size by Sales Revenue



Average sales revenue is more than \$930 million.

Company Size by Number of Employees



Average number of employees is 4,562.

CRM MAGAZINE DATA POINTS

How engaged are CRM magazine readers?

- **84%** report that they are regular or **avid readers** of CRM magazine.
- **58%** read the digital version of the publication.
- **79%** of readers have saved an article for future reference or sent it to a colleague for future discussion.
- **Over 21%** have **initiated a change** in their own company's CRM process after reading CRM magazine.

How important is CRM magazine to our readers?

- **97%** say that CRM is an **important source of information** they can't find anywhere else.
- **95%** cite that it helps them professionally.
- **91%** say that CRM magazine is their **favorite** CRM-related publication.

Contact Center Budgets

- **59%** of our readers' companies have in-house contact centers. More than **22%** will spend more than **\$500,000** on contact center-related products and services. The average company will spend more than **\$255,000** on contact center-related solutions.
- **33%** of readers' companies' in-house contact centers have more than 100 seats.

Sales Force Size

- **15%** of our readers' companies have sales forces in excess of **500** representatives. The average sales force size is **173** people.

Who makes CRM purchasing decisions?


	Final Decision	Involved in Decision	Not Involved
I do	25%	55%	20%
Senior Executive Management	56%	36%	8%
Senior Sales Management	15%	67%	18%
Senior Marketing Management	14%	66%	20%
Senior Customer Service Management	12%	65%	23%
Senior IT Management	20%	63%	17%

How long has our audience been reading CRM magazine?



2017 EDITORIAL CALENDAR

KEY: **Awards Issue**

ISSUE	CLOSE DATES	SALES & ENTERPRISE STRATEGY FEATURES	MARKETING & BUSINESS INTELLIGENCE FEATURES	CUSTOMER SERVICE FEATURES	ADVERTISING SUPPLEMENTS (BEST PRACTICES)
JANUARY	Editorial Close: 10/21 Space Close: 11/1	Outlook 2017	How to Succeed with Mobile Messaging	Customer Service Strategy Q&A	BEST PRACTICES TOPICS <ul style="list-style-type: none"> 2017 Megatrends: CRM Predictions from Top Industry Experts Analytics: Data driven Relationships for Better Customer Experiences WEBCAST ROUNDTABLES <ul style="list-style-type: none"> The State of IVRs in 2017 (<i>Broadcast Date: January 25, 2017</i>)
FEBRUARY	Editorial Close: 11/18 Space Close: 12/5	The Emergence of Sales Platform Technologies	How to Craft a Compelling Story for Your Brand	Leveraging Peer-Review Sites for Customer Service	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Making the Transition from Multichannel to Omnichannel Customer Service The State of IVRs in 2017 WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Customer Engagement Strategies for Building Brands (<i>Broadcast Date: February 8, 2017</i>) Analytics: Data-Driven Relationships for Better Customer Experiences (<i>Broadcast Date: February 22, 2017</i>)
MARCH 	Editorial Close: 12/16 Space Close: 1/3	Common Sales Mistakes and How to Solve Them	Predictive and Prescriptive Analytics	How to Assess Agents' Writing Skills	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Designing an Intelligent Contact Center for Competitive Advantage Marketing Solutions and Automating Processes WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Sales Tools That Help Drive Revenue (<i>Broadcast Date: March 1, 2017</i>) Making the Transition from Multichannel to Omnichannel Customer Service (<i>Broadcast Date: March 8, 2017</i>) Internet of Things Meets CRM (<i>Broadcast Date: March 22, 2017</i>)
CRM Magazine's 20th Anniversary Issue					
APRIL	Editorial Close: 1/20 Space Close: 1/30	CRM Service Awards	CRM Service Awards	CRM Service Awards	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Customer Engagement Strategies for Building Brands Knowledge Management: The Key to Effective Customer Service WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Designing an Intelligent Contact Center for Competitive Advantage (<i>Broadcast Date: April 5, 2017</i>) Marketing Solutions and Automating Processes (<i>Broadcast Date: April 19, 2017</i>)
CRM Evolution Customer Service Experience Conferences & Exhibitions April 24-26, 2017 Washington Marriott Wardman Park					

CRM magazine's monthly PR editorial preview includes deadlines, writers' contact information, and detailed article descriptions. To be added to our Editorial Preview Distribution List, sign up at http://www.destinationcrm.com/About/How_to_Advertise.

Calendar is subject to change.

Continued on next page >>>

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MAY	Editorial Close: 2/17 Space Close: 3/7	How to Maximize Your CRM Investment	Marketing Strategy Q&A	Bots in Customer Service	BEST PRACTICES TOPICS <ul style="list-style-type: none"> The Promise of WebRTC in the Contact Center Customer Journey Mapping to Craft Superior Customer Experiences WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Leveraging Salesforce Service Cloud with AppExchange Solutions (<i>Broadcast Date: May 3, 2017</i>) Knowledge Management: The Key to Effective Customer Service (<i>Broadcast Date: May 17, 2017</i>)
JUNE	Editorial Close: 3/17 Space Close: 4/11	The Benefits of Cognitive Computing	How to Capture and Utilize IoT Info	Promoting Empathy in Customer Service	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Smart Customer Service Engages Customers Sales Tools That Help Drive Revenue WEBCAST ROUNDTABLES <ul style="list-style-type: none"> The Promise of WebRTC in the Contact Center (<i>Broadcast Date: June 7, 2017</i>) Customer Journey Mapping to Craft Superior Customer Experiences (<i>Broadcast Date: June 21, 2017</i>)
JULY	Editorial Close: 4/21 Space Close: 5/9	7 Lies That Are Ruining Our Customer Relationships	Account-Based Marketing Landscape	Latest Trends in Field Service and Support Tech	BEST PRACTICES TOPICS <ul style="list-style-type: none"> View from the Top: Insights from Industry Visionaries/Buyer's Guide Customer Experience Management For Building Customer Loyalty WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Smart Customer Service Engages Customers (<i>Broadcast Date: July 12, 2017</i>) Using Voice of the Customer Strategies Better Customer Insights (<i>Broadcast Date: July 26, 2017</i>)
AUGUST	Editorial Close: 5/19 Space Close: 6/6	Enterprise Strategy Q&A	How to Effectively Use Mobile Pay	Tips to Measure Customer Effort	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Leveraging the Salesforce AppExchange Marketplace Proactive Customer Service Respects Customers WEBCAST ROUNDTABLES <ul style="list-style-type: none"> The Intersection of Ecommerce and CRM (<i>Broadcast Date: August 2 2017</i>) Leveraging Salesforce AppExchange for Sales & Marketing (<i>Broadcast Date: August 16, 2017</i>) Predictive & Prescriptive Analytics (<i>Broadcast Date: August 23, 2017</i>)

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SEPTEMBER	Editorial Close: 6/16 Space Close: 6/27	CRM Market Awards	CRM Market Awards	CRM Market Awards	BEST PRACTICES TOPICS <ul style="list-style-type: none"> • 2017 Contact Center Innovations • The Intersection of Ecommerce and CRM WEBCAST ROUNDTABLES <ul style="list-style-type: none"> • Proactive Customer Service Respects Customers (<i>Broadcast Date: September 13, 2017</i>) • Workforce Optimization for More Productive Employees and Happier Customers (<i>Broadcast Date: September 27, 2017</i>)
OCTOBER	Editorial Close: 7/21 Space Close: 8/8	Improve Close Rates with Email Analytics	How to Protect Against Digital Disruption	How Contact Center Design Affects Support	BEST PRACTICES TOPICS <ul style="list-style-type: none"> • Using Voice of the Customer Strategies for Better Customer Insights • Customers Prefer Self-Service WEBCAST ROUNDTABLES <ul style="list-style-type: none"> • Customer Experience Management For Building Customer Loyalty (<i>Broadcast Date: October 11, 2017</i>) • The Evolution of Contact Centers to Customer Engagement Centers (<i>Broadcast Date: October 25, 2017</i>)
NOVEMBER	Editorial Close: 8/18 Space Close: 9/5	Hottest Predictive Lead Scoring Solutions	Leveraging Augmented Reality for Marketing	Machine Learning and AI for Customer Support	BEST PRACTICES TOPICS <ul style="list-style-type: none"> • The Evolution of Contact Centers to Customer Engagement Centers • Must-Have Sales & Marketing Tools That Deliver Immediate ROI WEBCAST ROUNDTABLES <ul style="list-style-type: none"> • Business Intelligence & Analytic Solutions for Deeper Insights (<i>Broadcast Date: November 1, 2017</i>) • Customers Prefer Self-Service (<i>Broadcast Date: November 15, 2017</i>)
DECEMBER	Editorial Close: 9/15 Space Close: 10/10	Benefits of a Partner Ecosystem	Personalization at Scale	WebRTC in the Contact Center	BEST PRACTICES TOPICS <ul style="list-style-type: none"> • Business Intelligence & Analytic Solutions for Deeper Insights • Workforce Optimization for More Productive Employees and Happier Customers WEBCAST ROUNDTABLES <ul style="list-style-type: none"> • 2017 Contact Center Innovations (<i>Broadcast Date: December 6, 2017</i>) • Must-Have Sales & Marketing Tools That Deliver Immediate ROI (<i>Broadcast Date: December 13, 2017</i>)

CRM magazine's monthly PR editorial preview includes deadlines, writers' contact information, and detailed article descriptions. To be added to our Editorial Preview Distribution List, sign up at http://www.destinationcrm.com/About/How_to_Advertise.

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"I like that the magazine is strictly CRM or CRM-related info. I find the information interesting and it helps me better understand where I can take our CRM solution."

—Director, U.S. CRM Leader, PricewaterhouseCoopers, LLP

2017 EDITORIAL CALENDAR

2017 CRM SERVICE AWARDS*

*Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM) April 2017

- Customer Service Leader Awards • Elite Practitioner Awards
- Customer Service Rising Stars

CRM magazine presents its annual customer service awards.

Customer Service Leader Awards

CRM editors pick the top vendors in several categories based on a combination of weighted criteria, company direction, depth of functionality/services, and reputation for customer satisfaction.

Elite Practitioner Awards

The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from customer service-related CRM initiatives.

Customer Service Rising Stars

This award recognizes emerging or turnaround companies which in the past year have made a significant impression on the industry.

2017 CRM MARKET AWARDS*

*Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM) September 2017

- CRM Market Leader Awards • CRM Influential Leader Awards • CRM Elite Awards

CRM magazine's 2017 CRM Market Awards recognize superior performance in three areas: ROI excellence in customer companies, individual achievement, and vendor leadership.

CRM Market Leader Awards

The top five vendors are recognized in 10 categories based on a combination of weighted criteria, including revenues and revenue growth, market share, reputation for customer satisfaction, company direction, and depth of functionality. The categories include enterprise suite CRM, midmarket suite CRM, small business suite CRM, CRM consultancies, marketing automation, SFA, data quality, business intelligence, open-source CRM, and incentive management.

Elite Practitioner Awards

The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from CRM initiatives.

CRM Influential Leader Awards

Individuals are revealed, who, by their words and actions, have made a significant impact either within their company or on the industry in the past year. CRM magazine may also induct one chosen executive into the CRM Hall of Fame.

WHAT'S IN EVERY ISSUE

FRONT OFFICE:

Letter from CRM magazine
editorial director David Myron.

INSIGHT:

News analysis of the most topical CRM stories.

REALITY CHECK:

Columnists comment on the industry.

CUSTOMER EXPERIENCE:

Customer satisfaction experts voice their views.

REAL ROI:

Sales, marketing, and customer service case studies and success stories showcase recent hard and soft ROI benefits and how they were achieved.

THE TIPPING POINT:

Industry analysts discuss trends and best practices.

PINT OF VIEW:

A lighthearted look at all things CRM.

Regular destinationCRM.com editorial opportunities

EDITORIAL BEATS AND RESPONSIBILITIES

Editorial Director

David Myron

dmyron@infotoday.com

Focus:

- Editorial Direction
- Assigning and Editing Content
- Conference Programming
- Webinar Moderator

Managing Editor

Chris Cronis

ccronis@infotoday.com

Focus:

- Editorial Production
- Copy Editing

Senior News Editor

Leonard Klie

lklie@infotoday.com

Focus:

- Customer Service/Support
- Contact Centers
- Customer Experience Management

Associate Editor

Oren Smilansky

osmilansky@infotoday.com

Focus:

- Sales
- Enterprise Strategies
- Required Reading

FOLLOW US:



CRM Magazine



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CRM Magazine

RATE CARD & AD SPECIFICATIONS

NET RATES		1 Issue	3 Issues	6 Issues	9 Issues	12 Issues
4-color	Full Page	\$6,500	\$6,325	\$6,125	\$5,735	\$5,475
	2/3 Page	\$4,693	\$4,550	\$4,413	\$4,130	\$3,940
	1/2 Page	\$3,518	\$3,415	\$3,308	\$3,098	\$2,958
	1/3 Page	\$2,475	\$2,403	\$2,328	\$2,180	\$2,080
	1/4 Page	\$1,890	\$1,835	\$1,775	\$1,663	\$1,588

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Space Reservations Due	Copy and Materials Due	Mail Date
January 2017	10/28/2016	11/16/2016	2/15/2016
February 2017	12/2/2016	12/15/2016	1/16/2017
March 2017	1/16/2017	1/19/2017	2/15/2017
April 2017	2/3/2017	2/16/2017	3/15/2017
May 2017	3/3/2017	3/17/2017	4/13/2017
June 2017	3/31/2017	4/18/2017	5/15/2017
July 2017 Buyer's Guide	5/5/2017	5/18/2017	6/15/2017
August 2017	6/2/2017	6/16/2017	7/14/2017
September 2017	6/30/2017	7/19/2017	8/15/2017
October 2017	8/4/2017	8/18/2017	9/15/2017
November 2017	9/1/2017	9/18/2017	10/13/2017
December 2017	10/6/2017	10/19/2017	11/15/2017

	Bleed Width	Bleed Height	Nonbleed Width	Nonbleed Height
Full Page	8-1/8"	10-3/4"	7-1/8"	9-3/4"
Full Page (trims to)	7-7/8"	10-1/2"	7-7/8"	10-1/2"
Spread	16-1/4"	10-3/4"	14-1/4"	9-3/4"
Spread (trims to)	15-3/4"	10-1/2"	15-3/4"	10-1/2"
2/3 Page-Vertical	5-1/8"	10-3/4"	4-5/8"	9-3/4"
Half-Page-Vertical	4-1/6"	10-3/4"	3-9/16"	9-3/4"
Half-Page-Island	5-1/8"	7-1/4"	4-5/8"	7"
Half-Page-Horizontal	8-1/8"	5-3/8"	7-1/8"	4-3/4"
Half-Page-Spread	16-1/4"	5-3/8"	14-1/4"	4-3/4"
1/3 Page-Vertical	2-5/8"	10-3/4"	2-1/4"	9-3/4"
1/3 Page-Square	5-1/8"	5-1/8"	4-5/8"	4-5/8"
1/4 Page-Vertical	N/A	N/A	3-9/16"	4-3/4"

AD SIZES

Each magazine is printed web offset, to SWOP standards; perfect bound; and jogs to the foot.

Trimmed page size is 7-7/8"x10-1/2".

Bleed page size is 8-1/8"x10-3/4", which includes 1/8" trim margin on all four sides.

Please keep live matter 3/8" from trim: head, foot, side, and gutter.

Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.

For the latest updated media information, go to www.destinationcrm.com.

Publisher's Requirements

1. All clients must submit a credit application before their first insertion.
2. No cancellations are permitted after the Ad Close Date.
3. All materials must be submitted by the Materials Close Date, or the magazine does not take responsibility for mistakes.
4. Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.

For inquiries, contact: Ad Trafficking Coordinator
(609) 654-6266, ext. 130 • adsubmit@infoday.com

PRODUCTION REQUIREMENTS

➤ www.infotoday.com/advert/CTPAdSpecs.pdf

Please identify material by name of advertiser, publication, and issue date.
High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.

➤ **We accept the following formats:**

➤ **Press Quality or PDF X-1a PDF files are preferred.**

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300 dpi images only
- Flattened transparencies
- Bleeds and crops included

➤ **We can also accept high-resolution Macintosh format Photoshop TIFF files.**

- Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif).
- For proper sizing of your ad, please refer to the publication's rate card.
- Add 1/4" on all sides for bleed.

➤ **File submission instructions:**

➤ **To upload files via the web (preferred):**

- Using your web browser, log onto <http://files.infotoday.com>.
- Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

➤ **Submission on disc:**

- Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
- Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

➤ **Mail disc to:**

**Ad Trafficking Coordinator
Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055-8750
(800) 300-9868 • (609) 654-6266, ext. 130
adsubmit@infotoday.com**

A proof of the ad accurately representing how the ad should appear when printed **MUST** be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hardcopy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please identify material by name of advertiser and magazine issue.



LEAD-GEN OPPORTUNITIES

➤ CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP AND LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM

Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of *CRM* magazine preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, destinationCRM.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24x7.
- Your individual PDF will be delivered to you for your own marketing efforts.

Enormous distribution, reach, and frequency

- Published in *CRM* magazine (50,000 print & online subscribers)
- 55,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com (150,000 visitors per month)
- Inclusion in all eight *eWeekly* newsletters (75,000 per issue—600,000 total)
- Archived on destinationCRM.com for 1 year
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Receive a custom PDF of the section for your website
- Editorial and production services included—copy editing, layout, and design

Your editorial topics can range from:

- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

Sponsorship rates

- Standard** — 1 page (750 words) \$7,500 net.
- Silver** — 2 pages (1,500 words) \$10,500 net.
- Gold** — 3 pages (2,250 words) \$14,000 net.
- Platinum** — 4 pages (3,000 words) \$16,500 net.

ADVERTISING CONTACTS

Mountain & Pacific

Dennis Sullivan
Advertising Director
(203) 445-9178
dennis@infotoday.com

Eastern & Central

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

➤ SOLO AND ROUNDTABLE WEB EVENTS

THESE ONLINE WEB EVENTS ARE GEARED TO GENERATE LEADS FOR SPONSORS WHILE PROVIDING A VALUABLE RESOURCE FOR OUR READERSHIP ON A NUMBER OF TOPICS.

Format

- One to three sponsors and a moderator from *CRM* magazine
- Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience
- 60 minutes in total length

What You Get

- **Highly Qualified, Actionable Leads:** Generated from preregistration; live-event logon; and registration to the archived event for 90 days, with leads delivered every Monday.
- **Extensive Event Registration:** A program offering multiple marketing touchpoints.
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior *CRM* editor and marketed under the aegis of CRM Media.
- **A Managed Process:** We take care of all of the details—advertising materials, marketing, registration, technology, and, follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 1,100 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

Our Action List

Aggressive online and print advertising campaign including:

- Three HTML email invitations to our 55,000-name database
- A full-page, 4-color, on-demand event advertisement in *CRM* magazine (post-event) and on-site banner advertising on destinationCRM.com
- Three advertisements in *CRM*'s *eWeekly* HTML newsletter with a circulation of 75,000
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and nonattending registrants
- Registration reports, including post-event registrations, for the archived version, delivered every Monday for 90 days
- Complete production and management of the technology
- Event archiving on destinationCRM.com for 90 days for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an a la carte event without any of the headaches

Solo Sponsorship Rate — Call for details

Roundtable Sponsorship Rate — \$8,500

2017 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue	Best Practices Deep Dives		Roundtable Hot Topics Webcasts		
JANUARY Close: 10/28/16 Copy: 11/16/16 Mail: 12/15/16	2017 Megatrends: CRM Predictions from Top Industry Experts	Analytics: Data-Driven Relationships for Better Customer Experiences	The State of IVRs in 2017 <i>Roundtable: January 25, 2017</i>		
FEBRUARY Close: 12/2/16 Copy: 12/15/16 Mail: 1/16/17	Making the Transition from Multichannel to Omnichannel Customer Service	The State of IVRs in 2017	Customer Engagement Strategies for Building Brands <i>Roundtable: February 8, 2017</i>	Analytics: Data-Driven Relationships for Better Customer Experiences <i>Roundtable: February 22, 2017</i>	
MARCH Close: 1/6/17 Copy: 1/19/17 Mail: 2/15/17	Designing an Intelligent Contact Center for Competitive Advantage	Marketing Solutions and Automating Processes	Sales Tools That Help Drive Revenue <i>Roundtable: March 1, 2017</i>	Making the Transition from Multichannel to Omnichannel Customer Service <i>Roundtable: March 8, 2017</i>	Internet of Things Meets CRM <i>Roundtable: March 22, 2017</i>
APRIL Close: 2/3/17 Copy: 2/16/17 Mail: 3/15/17	Customer Engagement Strategies for Building Brands	Knowledge Management: The Key to Effective Customer Service	Designing an Intelligent Contact Center for Competitive Advantage <i>Roundtable: April 5, 2017</i>	Marketing Solutions and Automating Processes <i>Roundtable: April 19, 2017</i>	
MAY Close: 3/3/17 Copy: 3/17/17 Mail: 4/13/17	The Promise of WebRTC in the Contact Center	Customer Journey Mapping to Craft Superior Customer Experiences	Leveraging Salesforce Service Cloud with AppExchange Solutions <i>Roundtable: May 3, 2017</i>	Knowledge Management: The Key to Effective Customer Service <i>Roundtable: May 17, 2017</i>	
JUNE Close: 3/31/17 Copy: 4/18/17 Mail: 5/15/17	Smart Customer Service Engages Customers	Sales Tools That Help Drive Revenue	The Promise of WebRTC in the Contact Center <i>Roundtable: June 7, 2017</i>	Customer Journey Mapping to Craft Superior Customer Experiences <i>Roundtable: June 21, 2017</i>	
JULY Close: 5/5/17 Copy: 5/18/17 Mail: 6/15/17	View from the Top: Insights from Industry Visionaries/ Buyer's Guide	Customer Experience Management For Building Customer Loyalty	Smart Customer Service Engages Customers <i>Roundtable: July 12, 2017</i>	Using Voice of the Customer Strategies Better Customer Insights <i>Roundtable: July 26, 2017</i>	

Schedule is subject to change.

Continued on next page >>

2017 BEST PRACTICES & ROUNDTABLE **SCHEDULE** *(cont.)*

Issue	Best Practices Deep Dives		Roundtable Hot Topics Webcasts		
AUGUST Close: 6/2/17 Copy: 6/16/17 Mail: 7/14/17	Leveraging the Salesforce AppExchange Marketplace	Proactive Customer Service Respects Customers	<i>The Intersection of Ecommerce and CRM</i> <i>Roundtable: 8/2</i>	<i>Leveraging Salesforce AppExchange for Sales & Marketing</i> <i>Roundtable: 8/16</i>	<i>Predictive & Prescriptive Analytics</i> <i>Roundtable: 8/23</i>
SEPTEMBER Close: 6/30/17 Copy: 7/19/17 Mail: 8/15/17	2017 Contact Center Innovations	The Intersection of Ecommerce and CRM	<i>Proactive Customer Service Respects Customers</i> <i>Roundtable: 9/13</i>	<i>Workforce Optimization for More Productive Employees and Happier Customers</i> <i>Roundtable: 9/27</i>	
OCTOBER Close: 8/4/17 Copy: 8/18/17 Mail: 9/15/2017	Using Voice of the Customer Strategies for Better Customer Insights	Customers Prefer Self-Service	<i>Customer Experience Management For Building Customer Loyalty</i> <i>Roundtable: 10/11</i>	<i>The Evolution of Contact Centers to Customer Engagement Centers</i> <i>Roundtable: 10/25</i>	
NOVEMBER Close: 9/1/17 Copy: 9/18/17 Mail: 10/13/17	The Evolution of Contact Centers to Customer Engagement Centers	Must have Sales & Marketing Tools That Deliver Immediate ROI	<i>Business Intelligence & Analytic Solutions for Deeper Insights</i> <i>Roundtable: 11/1</i>	<i>Customers Prefer Self-Service</i> <i>Roundtable: 11/15</i>	
DECEMBER Close: 10/6/17 Copy: 10/19/17 Mail: 11/15/17	Business Intelligence & Analytic Solutions for Deeper Insights	Workforce Optimization for More Productive Employees and Happier Customers	<i>2017 Contact Center Innovations</i> <i>Roundtable: 12/6</i>	<i>Must have Sales & Marketing Tools That Deliver Immediate ROI</i> <i>Roundtable: 12/13</i>	

Schedule is subject to change.

“Love the webinar schedule, very relevant topics!”

—Customer Experience Manager, Patterson Companies

2017 BEST PRACTICES DEEP DIVES

➤ **JANUARY 2017** Reservations Due: 10/28/16 • Content Due: 11/16/16

2017 Megatrends:

CRM Predictions from Top Industry Experts

Join us in this perennial favorite of *CRM* magazine's readers and give us your predictions of what technologies and solutions will jump to the forefront this year. Our readers are anxious to get a preview of what they should be looking for in 2017 and the trends that will offer long term competitive advantage.

Analytics: Data-Driven Relationships for Better Customer Experiences

An enormous amount of data is being generated for every customer, cohort, transaction, click and interaction but it's very difficult to recognize patterns and take intelligent actions that improve customer experiences. This Best Practices topic will focus on how organizations can use analytics to improve experiences of customers.

Roundtable Date: February 22, 2017, at 2:00 p.m.

➤ **FEBRUARY 2017** Reservations Due: 12/2/16 • Content Due: 12/15/16

Making the Transition from Multichannel to Omnichannel Customer Service

The challenges of moving to a true omnichannel customer service model can be daunting. In this Best Practices installment we will ask industry experts to delineate what they view as the major obstacles inhibiting smooth omnichannel transitions and make recommendations to meet these challenges.

Roundtable Date: March 8, 2017, at 2:00 p.m.

The State of IVRs in 2017

Interactive Voice Response (IVR) systems have been the back bone of contact centers and self-service solutions for decades. Natural language processing, personalization, voice recognition, ACD software, CRM integration and Visual IVR have advanced this channel far beyond the frustrating days of endless menus. This Best Practices Guide will focus on the state of IVRs in 2017 and their place in the contact center and self-service ecosystem.

Roundtable Date: January 25, 2017, at 2:00 p.m.

➤ **MARCH 2017** Reservations Due: 1/6/17 • Content Due: 1/19/17

Designing an Intelligent Contact Center for Competitive Advantage

According to information presented by the American Customer Satisfaction Index, customer satisfaction is a leading indicator of financial performance. For a contact center, focusing on the customer experience and ways to continually improve loyalty and revenue spells the difference between an intelligent contact center operation and an average one. Unfortunately many companies and their contact centers just don't take advantage of intelligent technologies now on the market. In this Best Practice installment, you will learn from leaders what you need to succeed.

Roundtable Date: April 5, 2017, at 2:00 p.m.

Marketing Solutions and Automating Processes

Advances in marketing technologies and the automation of processes have been on a huge upswing in the past several years for good reason. Generating, qualifying, and nurturing leads can be accomplished through sets of business processes that bring exact science to the art of marketing, and help quantify the impact of different variables. This Best Practices instalment will review marketing solution options and their real life success stories.

Roundtable Date: April 19, 2017, at 2:00 p.m.

Continued on next page >>

2017 BEST PRACTICES DEEP DIVES *(cont.)*

➤ **APRIL 2017** *Reservations Due: 2/3/17 • Content Due: 2/16/17*

Customer Engagement Strategies for Building Brands

Customer engagement takes things a step further in the relationship with your customers. Done right it encourages customers to interact with your products and brands, and even become vocal proponents of your products. A strong customer engagement strategy fosters brand growth through exceptional end-to-end customer experience. Do you have a prescription for our readers to use to build their brands through customer engagement strategies?

Roundtable Date: February 8, 2017, at 2:00 p.m.

Knowledge Management: The Key to Effective Customer Service

Finding the right information quickly and easily is key to effective customer service whether users are calling a contact center or using a self-service channel. Just delivering the information is difficult enough but keeping it current, concise, and correct is even a greater challenge. This Best Practices installment will look at the role of Knowledge Management as a crucial factor enabling effective customer service.

Roundtable Date: May 17, 2017, at 2:00 p.m.

➤ **MAY 2017** *Reservations Due: 3/3/17 • Content Due: 3/17/17*

The Promise of WebRTC in the Contact Center

One of the newer technologies which shows enormous promise for contact centers is Web Real Time Communication (WebRTC). The potential benefits for both browser-based and in-app WebRTC in a customer service environment could take customer communications and interactions to a whole new level. This Best Practices section will ask participants to outline the ways WebRTC is transforming communications in the contact center and how the technology will advance customer service in the future.

Roundtable Date: June 7, 2017, at 2:00 p.m.

Customer Journey Mapping to Craft Superior Customer Experiences

Guiding customers through their journey from prospects, to purchase, to customer care, to upsell or resell requires smooth and satisfying transitions through the various stages in the customer lifecycle. Certainly there are many opportunities to derail the process but there are just as many chances to get it right and form stronger bonds of loyalty from the customer's perspective. This month's guide will focus on how our readers can map their own customer's journeys to deliver great experiences that keep them coming back.

Roundtable Date: June 21, 2017, at 2:00 p.m.

➤ **JUNE 2017** *Reservations Due: 3/31/17 • Content Due: 4/18/17*

Smart Customer Service Engages Customers

In this Best Practices Series, the focus is on the "smart" aspects of delivering customer service such as moving beyond Q-based routing, personalizing customer interactions, removing data silos between channels, increasing first-call resolution, reducing average handling times, and more. Many customer service solutions are fundamental, but the ones outlined here are some of the smartest. This section will also be marketed on our sister site SmartCustomerService.com.

Roundtable Date: July 12, 2017, at 2:00 p.m.

Sales Tools That Help Drive Revenue

There are many day-to-day tools that can help good sales people make the transition to become top performers, helping them be better prepared for sales calls, better target sales ready leads, and make better use of their limited selling time. According to CSO Insights, that have implemented sales enablement have seen major gains: 51% improvement in revenue per rep, 29% margin increases, and decreases in sales rep ramp up time and overall sales cycle length. This Best Practices Guide will survey the technologies that are available to help sales people significantly improve their performance and help them become better revenue generators.

Roundtable Date: March 1, 2017, at 2:00 p.m.

Continued on next page >>

2017 BEST PRACTICES DEEP DIVES *(cont.)*

➤ JULY 2017 *Reservations Due: 5/5/17 • Content Due: 5/18/17*

View from the Top: Insights from Industry Visionaries

What is your road map for the success of your clients? What makes your company stand out? Take this opportunity to speak directly to our readers and present your vision of how you can help the achieve success. As a bonus, your company will also receive a 12 month online listing in our Buyer's Guide on destinationCRM.com.

Buyers Guide

See the separate description of all the features and benefits our print and online directory has to offer your company.

Customer Experience Management for Building Customer Loyalty

Delivering exceptional customer experiences is better than the best marketing you could ever accomplish. Why? Because it's the difference between a promise and an action. Enhancing customer experiences is a long-term pursuit, not a short term transaction. Companies that truly want to build a solid foundation of customer loyalty must embrace a customer centric philosophy through focused Customer Experience Management principles.

Roundtable Date: October 11, 2017, at 2:00 p.m.

➤ AUGUST 2017 *Reservations Due: 6/2/17 • Content Due: 6/16/17*

Leveraging the Salesforce AppExchange Marketplace

Salesforce's worldwide market share is edging close to 20% and growing at over 21% according to Gartner's estimates for 2015 released in early 2016. A major part of their success is the point solutions developed by their partners and released through their AppExchange Marketplace. If you are an AppExchange partner and would like to take your story directly to our readers, you should participate in this annual guide to AppExchange solutions.

Leveraging Salesforce Service Cloud with AppExchange Solutions Roundtable Date: May 3, 2017, at 2:00 p.m.

Leveraging Salesforce AppExchange for Sales & Marketing Roundtable Date: August 16, 2017, at 2:00 p.m.

Proactive Customer Service Respects Customers

Reaching out and offering assistance before help is requested is act of respect. Companies that value their customers will be proactive in the communications when they have information which will directly benefit their customers. Choosing the preferred channel, voice, SMS, email or chat is part of the equation but providing up-to-date notifications, and anticipating support issues before they become a problem is essential to building strong relationships that respect customers at a very basic level. Join us in this month's Best Practices instalment and give us your perspective on how to deliver proactive customer service.

Roundtable Date: September 13, 2017, at 2:00 p.m.

➤ SEPTEMBER 2017 *Reservations Due: 6/30/17 • Content Due: 7/19/17*

2017 Contact Center Innovations

As innovations evolve in scope and sophistication, it's essential to keep current with what has changed and what recent advancements can take your service levels even higher. In this installment, our readers will look for the latest trends and innovations in the contact center in 2017. Don't miss this opportunity to engage, educate and inform these prospects right at the time when they are making decisions and investments in their contact centers.

Roundtable Date: December 6, 2017, at 2:00 p.m.

The Intersection of Ecommerce and CRM

CRM provides an enormous amount of valuable data insights to online customers and provides the ability to segment offers for a more personalized approach. Tracking behavior, buying patterns, analyzing digital marketing efforts is all possible with an Ecommerce CRM integration. This month's Best Practices instalment will focus on the benefits of integrating your online store with a CRM platform.

Roundtable Date: August 2, 2017, at 2:00 p.m.

Continued on next page >>

2017 BEST PRACTICES DEEP DIVES *(cont.)*

➤ **OCTOBER 2017** Reservations Due: 8/4/17 • Content Due: 8/18/17

Using Voice of the Customer Strategies for Better Customer Insights

Top-performing businesses pay close attention to what their customers feel about their experiences with a product, brand or business, and Voice of the Customer (VoC) programs deliver those crucial insights. Customer sentiments affect everyone: customer service, marketing, product development, and the C-suite. In this Best Practices Guide, we will offer guidance on how companies can use VoC to stay on track or make course corrections in delivering great customer experiences.

Roundtable Date: July 26, 2017, at 2:00 p.m.

Customers Prefer Self-Service

With 67 percent of customers choosing self-service as their preferred channel for finding answers, you better deliver. The good news is that providing exceptional self-service options is also good for the bottom line. This Guide will offer our readers different self-service options and the business case for investing in self-service solutions.

Roundtable Date: November 15, 2017, at 2:00 p.m.

➤ **NOVEMBER 2017** Reservations Due: 9/1/17 • Content Due: 9/18/17

The Evolution of Contact Centers to Customer Engagement Centers

A Customer Engagement Center (CEC) encompasses the technologies, applications, people and processes to interact with customers, across channels, while retaining the customers' context, to provide consistent and efficient customer service. At the heart of a CEC is an omnichannel framework that allows customers to switch channels freely without having to start the process from the beginning. Clearly, the next phase of customer support will rely on Customer Engagement Centers to fulfill the promise of omnichannel support. This month's installment will focus on how organizations can make the evolution from Contact Centers to Customer Engagement Centers.

Roundtable Date: October 25, 2017, at 2:00 p.m.

Must-Have Sales & Marketing Tools That Deliver Immediate ROI

Building a salesforce starts with hiring the right people with the right drive and instincts. But gaining a competitive edge often relies on providing the tools that optimize the chances for positive outcomes. Technology and services that offer sales people deeper account insights, better leads, more compelling presentations, and actually help close business are what sales people need to be effective. This special section will focus on the sales & marketing tools that can generate quick results.

Roundtable Date: December 13, 2017, at 2:00 p.m.

➤ **DECEMBER 2017** Reservations Due: 10/6/17 • Content Due: 10/19/17

Business Intelligence & Analytic Solutions for Deeper Insights

The big trend in Business Intelligence and Analytics Solutions these days is the ease of use by line-of-business personnel with less emphasis on IT support. This means that these decision support solutions can be accessed by the very people making the decisions and who can get much closer insights into what the data is reflecting. In this month's Best Practices section, we'll focus on the available options and benefits for these easier to use solutions.

Roundtable Date: November 1, 2017, at 2:00 p.m.

Workforce Optimization for More Productive Employees and Happier Customers

Workforce optimization (WFO) solutions encompass many different technologies and applications that really cut to the essence of great customer service even though they are inward focused. Call recording, quality monitoring workforce management, coaching and eLearning, performance management even surveys and speech analytics fall under the WFO umbrella. From the call center to the back-office, WFO is a crucial component to any customer-focused enterprise. In this Best Practices installment, we'll take a look at WFO solutions and how they enable contact centers to run efficiently.

Roundtable Date: September 27, 2017, at 2:00 p.m.

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1,000	\$285	\$485	\$800	\$1,450
2,000	\$450	\$700	\$1,200	\$1,700
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3,000	\$650	\$900	\$1,590	\$2,600
5,000	\$890	\$1,315	\$1,975	\$3,300
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2,000	\$1,400	\$1,695	\$2,650	\$4,000
2,500	\$1,550	\$1,850	\$2,850	\$4,150
3,000	\$1,650	\$2,000	\$3,000	\$4,300
5,000	\$1,995	\$2,450	\$3,800	\$4,950
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SITE OVERVIEW

- **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** helps drive targeted and quality lead generation by offering readers an enormous amount of original, unbiased, third-party editorial content that is complemented by sponsored content—not replaced by it.
- **Daily News** – More than 15 original news items, features, and articles are posted weekly, driving our traffic and continuous growth. No other online or offline CRM publisher produces as much original content as **destinationCRM.com** and *CRM* magazine.
- **Viewpoints** – The articles discuss emerging and important trends in CRM.
- **CRM Buyer's Guide** – This is the largest and most comprehensive online listing of CRM companies, products, services, solutions, and contact information.
- **CRM magazine's eWeekly** – An HTML electronic newsletter produced by the editors of *CRM* magazine and mailed directly to more than 75,000 opt-in subscribers, *eWeekly* delivers timely and useful CRM news twice a week.
- **CRM magazine's Cloud Dashboard Newsletters** – Focused newsletters report on the latest trends and news produced by the editors of *CRM* magazine. Circulation 60,000.

- **CRM-Sponsored Solo Web Events and Roundtables** – Complete custom, turnkey Web Events and our topic-specific Roundtables.
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TOPIC CENTERS	
■ Analytics	■ Integration
■ Big Data	■ Marketing Automation
■ Channel Management	■ Mobile
■ Cloud-Based CRM	■ Sales Automation
■ Customer Service/Call Centers	■ SMB/Mid-Market CRM
■ Enterprise CRM	■ Social CRM

“The ability to find up-to-date content on a single site is very useful.”

—Chief Technology Officer,
California Insurance Guarantee Association

SITE STATS/DEMOGRAPHICS

Primary Job Function

Sales	15%
Marketing	18%
Customer Service	17%
CRM Professional	16%
Technical	22%
General Management	12%

Job Level

C Level	14%
VP	8%
Director	19%
Manager	31%
Supervisor	7%
Staff	13%
Technical	10%

Decision Maker

Business Decision Maker	30%
Technical Decision Maker	26%
Both	45%

By Region

Americas	59%
Asia	17%
Europe	17%
Oceania	4%
Africa	3%
Africa	3%



BUDGETS for CRM-related products and services this year

10%	More than \$1 million
10%	\$500,000 to \$1 million
18%	\$100,000 to \$499,999

Average CRM budget is more than \$265,000.

What's your company's PRIORITY in 2017?

Business Intelligence	75%
Call Center	52%
Customer Analytics	80%
Customer Experience	86%
Ecommerce	42%
Help Desk	49%
Knowledge Management	62%
Marketing Automation	54%
Mobile CRM Solutions	51%
Sales Tools	65%
Self-Service (Web, Speech, Kiosk)	48%
Social CRM	48%

Company's Primary Industry*

Advertising Agency/Public Relations – 1%	2% – Media/Publishing
Automotive – 1%	3% – Medical/Healthcare
Banking/Finance – 7%	4% – Nonprofit
Call Center – 3%	1% – Pharmaceutical
Consulting/Integrator/Var – 8%	4% – Professional Services
Consumer Product Goods – 2%	4% – Retail/Etail
CRM Solution Provider – 4%	1% – Sports
Education/Training – 6%	12% – Technology
Government – Federal, State, Local – 4%	5% – Telecommunication
Insurance – 5%	1% – Travel/Hospitality
Manufacturing – 9%	2% – Utility/Energy
Marketing – 4%	1% – Wholesale/Distribution

*Percentages may not total 100 due to rounding

Source: May 2016 Reader Survey

www.destinationCRM.com

EMAIL OPPORTUNITIES

CRM magazine's eWeekly email newsletter is written by the same award-winning editorial staff who produce *CRM* magazine.

- **Circulation:** 75,000
- **Frequency:** Monday & Wednesday

CRM MAGAZINE'S EWEEKLY

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

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- 4X \$1,750 per issue
- 8X \$1,500 per issue
- 12X \$1,250 per issue

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CRM magazine's Cloud Dashboard Newsletter Sponsorships

- **Circulation:** 60,000
- **Frequency:** 2X month

- 1X \$2,000 per issue
- 4X \$1,750 per issue
- 8X \$1,500 per issue
- 12X \$1,250 per issue

CRM Bulletin Email Blast

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

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

- 1X (\$7,000)
- 3X (\$6,500)
- 6X (\$6,000)
- 12X (\$5,500)
- 24X+ (\$5,000)

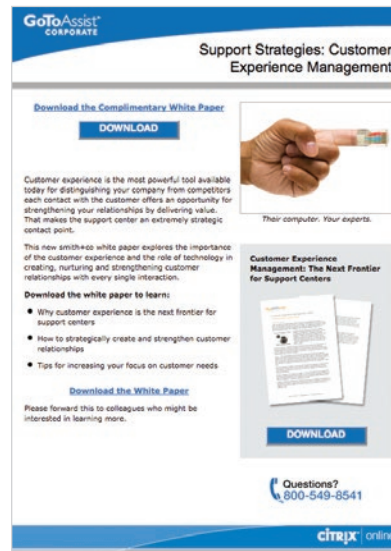
Deduplicating against suppression lists, plus \$500

Digital CRM Invitation Email

*(included with digital edition magazine sponsorship)
Email invitation sent to 30,000 subscribers*

- 468x60 banner with link
- 75 words of text
- 1X \$1,000 per insertion
- 3X \$950 per insertion
- 6X \$900 per insertion
- 9X \$850 per insertion
- 12X \$800 per insertion

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



ONLINE RATE CARD

ON-SITE ADVERTISING

Ad Size	Location (Run-of-Site (ROS))	Minimum 50,000	Minimum 100,000
728x90	top or bottom position	\$75 CPM	\$65 CPM
120x600	right or left side	\$75 CPM	\$65 CPM
160x600	right or left side	\$75 CPM	\$65 CPM
336x280	within articles/homepage	\$75 CPM	\$65 CPM
text ads	within articles	\$75 CPM	\$65 CPM
welcome banners	before homepage	\$100 CPM	—

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

Sponsored Content Listings —

(white papers, case studies, research reports, video content)

1–2 months	\$1,000 per month
3–5 months	\$750 per month
6+ months	\$500 per month

- 1 month Homepage Exposure (150,000 impressions)
- Eight editions of newsletter exposure (560,000 impressions)

Online Buyer's Guide Premium Listing

(integrated with all online content)

Online only	\$2,000/year
with 1/2-page print listing	\$2,900
with full page print listing	\$5,900

Marketplace Text Ads

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

1–5 months	\$1,000/month
6–9 months	\$750/month
9+ months	\$500/month

“One-stop shopping for trends and ideas to explore and share with office mates and customers.”

—Sales Executive, iNet Process

Event Listings

(trade shows, conferences, user groups)

\$200 per event
\$1,000 per year, unlimited

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



Ask about retargeting campaigns.

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\$600 per week

- 2 tweets a day for 5 days
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Twitter	23,000 followers
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Includes title of white paper, GIF or JPEG logo (135 pixels wide), three-paragraph synopsis, and linking URL. If we are hosting your content, make sure to send us the PDF of the white paper.

➤ Online Premium Buyer's Guide Listing

Email two GIF or JPEG logos to your sales representative (250 pixels wide by 120 pixels wide). Fill out your online, self-service web form, and make sure to keep the password. Add 10 links and descriptions to your listing.

➤ Run-of-Site Marketplace Text Ads

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

➤ In-Article Text Ads

Includes 35 words of text and linking URL.

➤ Event Listings

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

➤ Email Bulletins

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

➤ Submission Instructions

Submit banner creative to your sales representative:

dennis@infotoday.com

Mountain/Pacific

adrienne@infotoday.com

Eastern/Midwest

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



BANNER SPECIFICATIONS

- The destinationCRM.com site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager). All banners must conform to the following specifications:
- Maximum file size is the same for either static, animated, or rich media creative.
 - All ads are served through DoubleClick for Publishers (DFP).

- **Testing**
destinationCRM.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

- **Reporting**
Reports detailing campaign performance are available.

- **Submission Instructions**
Submit banner creative to your sales representative:
- **Eastern & Central:** adrienne@infotoday.com
 - **Mountain & Pacific:** dennis@infotoday.com
- Include live linking URL and ALT text.
(ALT text may not exceed 25 characters including spaces.)

➤ Banner Size

Standard Creative Units	Max File Size	Banner Location
728x90	200K	top or bottom position
120x600	200K	right or left side
160x600	200K	right or left side
336x280	200K	within articles/homepage
text ads	30-35 words	within articles
640x480 (welcome banners)	200K	before homepage

➤ Creative Specifications

- File size: maximum of 200K for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media, including Flash.
- Flash files (.SWF) must be in Flash 10 (or earlier) format and can use Action Script 3 (or earlier versions).
- Flash 11 is NOT acceptable.

➤ clickTAG Code

On all Flash ads for DoubleClick for Publishers, the .SWF file needs to contain an invisible "action button," the same size as the ad. This button contains code that sends people who click on the Flash ad to the DFP server, where it increments the click-through count, then gets re-directed to the click-through URL.

There needs to be an action object applied to the button (not the frame). Here is the script that needs to be copied into the action panel for Action Script 2:

```
on (release)
{
    getURL(_level0.clickTAG, "_blank");
}
```

For Action Script 3 (change 'Link_1' to the instance name of your clickTAG button):

```
Link_1.addEventListener(MouseEvent.CLICK, function(event: MouseEvent):
void {
    var sURL: String;
    if ((sURL = root.loaderInfo.parameters.clickTAG)) {
        navigateToURL(new URLRequest(sURL), "_blank");
    }
}
```

Advertisers should NOT embed their click-through URL in the .SWF ad. That URL is contained in the coding that serves the Flash ad on DFP, and is specified in that code as the "clickTAG" variable.

N.B. "clickTAG" must be spelled exactly as above ("click" in lower case, and "TAG" in capital letters).

➤ Counting Impressions & Clicks

DoubleClick for Publishers counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

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 40,000 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.

ANNUAL BUYER'S GUIDE

CRM magazine's BUYER'S GUIDE and Online Premium Partnership

**Two ways to promote your company in
PRINT AND ONLINE, all year long!**

- Published in CRM magazine—
50,000 subscribers
- 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: five 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 1 full year.
- Act now and have your online status
begin immediately.
- Any editorial content we've ever written about
your company will automatically be pulled into
your listing
- Add your social networks in your online listing

**Deadline for print listings
(July issue) is May 3, 2017.**
(Online listings go live immediately.)

Get Listed!

1. Check to see if your company is currently listed
in destinationCRM.com's database of **FREE**
listings. All of our lead-generation programs
require advertisers to be listed in our directory.
2. If it is not listed, **ADD** it to our database; **EDIT**
it if it was created prior to 9/1/16.
3. Call your representative to upgrade your **FREE**
listing to a **Premium Listing** in online for as
little as just \$2,900 net.
4. Begin your **Premium Partnership** with the No.
1 CRM publication and website.

**Got video content?
Embed it right into
your listing!**



Check out some of the
great listing examples
we have created.

Advertise in the 2017 CRM Buyer's Guide and Generate Leads All Year Long.

Choose from any of these topic centers:

- Analytics
- Big Data
- Channel Management
- Cloud-Based CRM
- Customer Service/Call Centers
- Enterprise CRM
- Integration
- Marketing Automation
- Mobile
- Sales Automation
- SMB/Mid-Market CRM
- Social CRM

RATES

One-Half-Page Profile — \$2,900

Includes Online Listing for 1 Year:

Logo, company name, address, phone, fax, email, five online links, website 150-word Corporate Description and/or Product Description.

PLUS: Company listing in unlimited categories.

Full-Page Profile — \$5,900

Includes Online Listing for 1 Year:

Logo, graphic — product or screen shot — company name, address, phone, fax, email, website, 10 online links, 300-word Corporate Description and/or Product Description.

PLUS: Company listing in unlimited categories.

Online Only Profile (1 Year) — \$2,000

- Link to your Twitter, LinkedIn, and Facebook accounts
- 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

Go to our online self-service Buyer's 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>

SOLO WEB EVENTS

➤ What are *CRM* magazine Web Events?

- › Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.
- › Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio.
- › Web Events are fully interactive: Live polling, survey, and Q&A 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

- › **Highly qualified, actionable leads**—from preregistration, live event login, and post-event registration and login to the archived event.
- › **Extensive event registration program** with multiple marketing touchpoints.
- › **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.

➤ We Take Care of All the Details

CRM magazine will produce, market, and broadcast your 1-hour audio Web Event.

Visit destinationCRM.com/Webinars for a complete schedule of events.

➤ Action List

Our aggressive online and print advertising campaign includes the following:

- › HTML email invitation of your best customers and prospects to our 65,000-name database
- › A full-page, 4-color ad in *CRM* magazine prior to event
- › Banner advertising on destinationCRM.com
- › Posts to all of *CRM*'s social networks: Twitter, Facebook, LinkedIn, and Google+
- › 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 75,000 circulation
- › A reminder email to all registrants prior to event
- › Phone call reminder to all registrants
- › Collaboration with other Information Today, Inc. 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 nonattending 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
- › Sponsored webcast archived on destinationCRM.com

CRM CUSTOM RESEARCH

➤ OUR CUSTOM RESEARCH PROGRAM INCLUDES:

PHASE 1: The Survey

- Survey design and creation.
- Capture, cross-indexing, and raw data from the online survey tool.
- A complete Final Report delivers “Key Findings” and in-depth data interpretation authored by an industry analyst working closely with your company.
- Final Report also includes an Executive Summary and a full Respondent Profile.
- Full co-branding and affiliation with CRM Media, or anonymity, at the survey sponsor’s discretion.
- Competitive intelligence—Each survey may include up to five proprietary questions.
- Vendor owns rights to the Final Report PDF and the data. CRM Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

➤ ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR:

PHASE 2: Lead-Generation: Marketing the Findings

- Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
 - Dedicated Email Promotion (55,000 names)
 - Newsletter Sponsorships (75,000 names)
 - Sponsored Content Listing (homepage and newsletters) (600,000 imprints/month).

- CRM Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- Print distribution of “single page takeaway” in *CRM* magazine (50,000 subscribers)

➤ USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD-GENERATION WITH:

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

- Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- Extensive event registration program with multiple marketing touchpoints.
- Sponsor exclusivity—Enjoy 100% attentive and exclusive mind-share in a single-sponsored event.
- Brand leverage—Use the strength of the CRM Media brand. Moderated by a senior *CRM* editor and marketed under the CRM brand.
- A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead-Generation (call for pricing)

➤ CONTACT

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