

'19
MEDIA KIT

CRM Media

A Division of Information Today, Inc.

CRM magazine | destinationCRM.com | SmartCustomerService.com
Webcasts | Lead-Generation Programs | CPL Programs | Conferences



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MEDIA KIT

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

ONLINE MEDIA KIT

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

CONFERENCES

CRM Evolution
Smart Customer Service

DESTINATIONCRM.COM

Updated 11/13/2018

WHO READS CRM MAGAZINE?

➤ HOW BIG IS THE CRM MARKET?

- The global customer relationship management market is expected to reach **\$81.9 billion** by 2025, according to a new report by Grand View Research, Inc.
- “In 2018, CRM software revenue will continue to take the lead of all software markets and be the fastest-growing software market with a growth rate of **16%**,” according to Julian Poulter, research director at Gartner. And with revenues expected to reach over **\$40 billion** in 2018, it’s no surprise that CRM is the fastest-growing software market.
- CRM software leads technology investment, with **49%** of businesses planning to increase spending.

➤ EXECUTIVE SUMMARY

CRM magazine is the publication of record covering the field of CRM. 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.

➤ Our readers’ TOP PRIORITIES in the next 12 months

Customer Experience	85%	
Analytics, Business Intelligence, Data	80%	
Sales Tools	58%	
Knowledge Management	58%	
Marketing Technologies	56%	
Contact Center	49%	
Mobile CRM Solutions	47%	
Social CRM	45%	
Self-Service (Web, Speech, Kiosk)	44%	
Artificial Intelligence/Machine Learning	43%	
Video for Marketing or Customer Service	42%	
Ecommerce	41%	

See page 20
for more
demographics.

➤ WHO SUBSCRIBES TO CRM MAGAZINE?

By job level:

C Level	21%
Vice President	10%
Director	17%
Manager	35%
Supervisor	3%
Staff	5%
Technical	9%

By job area:

Sales	10%
Marketing	22%
Customer Service	18%
CRM Professional	17%
Technical	17%
Corporate/General Management	15%

- **81%** are involved in the decision-making process, and **28%** of our readers cite themselves as their companies’ final decision makers for CRM-related products and services.

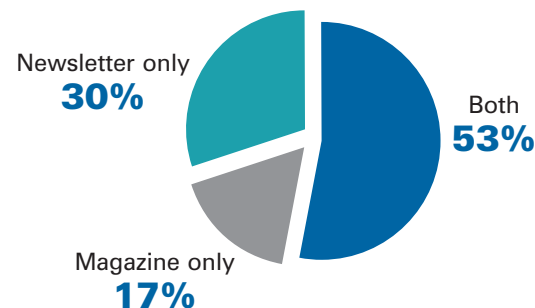
- **82%** of our readers view themselves as their companies’ champions/advocates for CRM implementations.

➤ How our readers view their purchasing role

- **22%** Business decision maker
- **15%** Technical decision maker
- **36%** Both

Total
Magazine Circulation
20,000
Plus **55,000** Unique
Online Monthly
Visitors

➤ HOW TO REACH OUR AUDIENCE

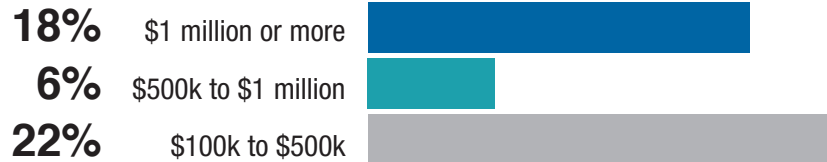


“I really appreciate the CRM & marketing case studies, especially when there are metrics proving the use cases.”

VICE PRESIDENT
SHUTTERFLY, INC.

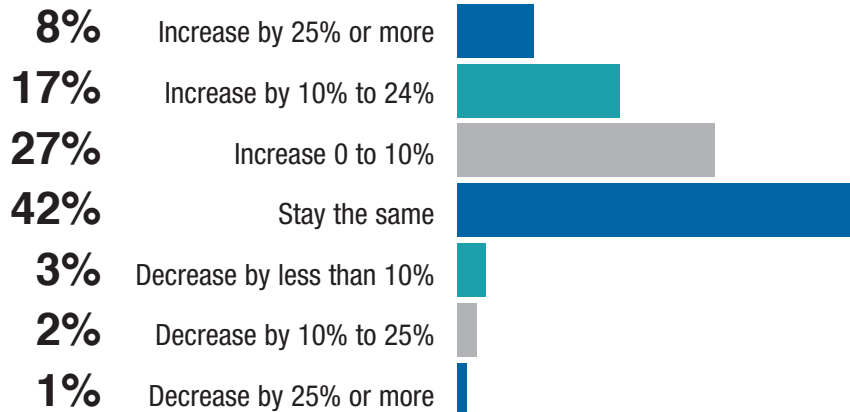
CRM MAGAZINE DATA POINTS

CRM Budgets for 2019



Average expected CRM budget for 2019 is \$323,600, up slightly from 2018.

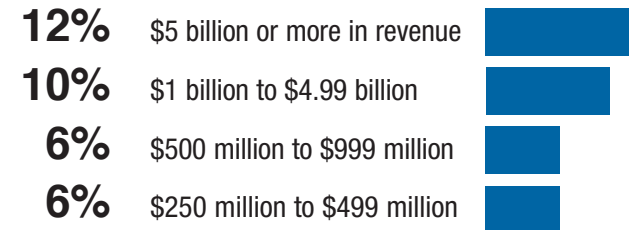
Expected CRM Budget Changes in 2019



Average CRM budget is expected to be up 6% from 2018.

Source: Survey Methods, August 2018

Company Size by Sales Revenue



Average sales revenue is more than \$1.022 billion.

Company Size by Number of Employees



Average number of employees is 3,841.

CRM MAGAZINE DATA POINTS

How *engaged* are CRM magazine readers?

- **72%** report that they are regular or **avid readers** of CRM magazine.
- **49%** of readers have **saved an article for future reference** or sent it to a colleague for discussion.
- **More than 22%** have **shared an article** on social media.
- **More than 22%** have **initiated a change** in their own company's CRM process after reading CRM magazine.

How *important* is CRM magazine to our readers?

- **90%** say that CRM is an **important source of information** they can't find anywhere else.
- **95%** cite that it helps them professionally.
- **82%** say that CRM magazine is their **favorite** CRM-related publication.

Contact Center Budgets

- **55%** of our readers' companies have in-house contact centers. More than **28%** will spend more than **\$500,000** on contact center-related products and services. The average company will spend more than **\$288,000** on contact center-related solutions.
- **37%** of readers' companies' in-house contact centers have more than 100 seats.

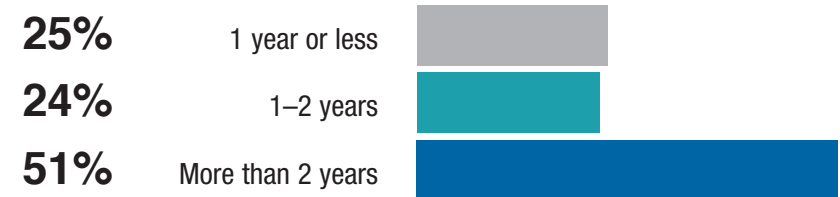
Sales Force Size

- **31%** of our readers' companies have sales forces in excess of **100** representatives. The average sales force size is **191** people.

Who makes CRM or Customer Experience purchasing decisions?

	Final Decision	Involved in Decision
I do	28%	81%
Executive Management	63%	93%
Sales Management	13%	76%
Marketing Management	11%	76%
Customer Service Management	13%	77%
IT Management	14%	80%

How long has our audience been reading CRM magazine?



Articles on new methods of attracting customers are my favorite."

DIRECTOR OF CRM AND DIGITAL MARKETING
VERA BRADLEY

2019 EDITORIAL CALENDAR

KEY: **Special Issue**

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD-GENERATION PROGRAMS
JANUARY/ FEBRUARY	Space Close: 11/13/2018 Ads/Copy: 11/15/2018 Mail Date: 12/28/2018	Event Marketing: Turning Attendees to Active Leads	Making the Most of the Gig Economy	The Changing Consumer Perception of Chat as a Service Channel	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> CRM Megatrends to Watch in 2019: Predictions From the Top Leaders Driving Change Data-Driven Relationships: The Key to Knowing Your Customers ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> CRM Megatrends to Watch in 2019: Predictions From the Top Leaders Driving Change (<i>Roundtable Date: 1/23/19</i>) Real-Time Analytics for Better Customer Experiences and More Loyal Customers (<i>Roundtable Date: 1/30/19</i>) Customer Experience Transformation in 2019 (<i>Roundtable Date: 2/13/19</i>) Customer Data Platforms—Not Data Silos (<i>Roundtable Date: 2/27/19</i>)
MARCH	Space Close: 1/14/2019 Ads/Copy: 1/25/2019 Mail Date: 2/14/2019	The Marketing Mix: In-House, Outside Agency, or Both	Buyer Enablement— The Sales Rep's Changing Role	Customer Service Q&A	BEST PRACTICES PROGRAMS (<i>Marketed in February Online/March Print Issue</i>) <ul style="list-style-type: none"> Conversational AI for Better Customer Experiences Measuring CX With Voice of the Customer and Journey Analytics BEST PRACTICES PROGRAMS (<i>Marketed in March Online/March Print Issue</i>) <ul style="list-style-type: none"> Data Quality: Critical Component for CRM Success Smart Customer Service ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> AI and the Contact Center: Radical Revolution or Methodical Evolution? (<i>Roundtable Date: 3/13/19</i>) Data-Driven Relationships: The Key to Knowing Your Customers (<i>Roundtable Date: 3/27/19</i>)
APRIL	Space Close: 2/12/2019 Ads/Copy: 2/25/2019 Mail Date: 3/15/2019	CRM Service Leader Awards Issue <ul style="list-style-type: none"> The 2019 Service Leaders The 2019 Rising Stars The 2019 Service Elite 			BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> Digital Transformation: From Call Centers to Customer Engagement Centers Game-Changing AppExchange Solutions for Your Salesforce Platform ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> Knowledge Management—For More Intelligent Customer Support (<i>Roundtable Date: 4/10/19</i>) Measuring CX With Voice of the Customer and Journey Analytics (<i>Roundtable Date: 4/24/19</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.

Calendar is subject to change.

 *I read CRM magazine for the trends and strategies coverage.*
MANAGING DIRECTOR
ECOMMERCE AND DIGITAL MARKETING
BLAIN SUPPLY

Continued on next page >>>

2019 EDITORIAL CALENDAR

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MAY	Space Close: 3/13/2019 Ads/Copy: 3/26/2019 Mail Date: 4/15/2019	GDPR—A Privacy Status Report One Year Later	Extraprise CRM—Going Outside the Four Walls	Can Social Media Interactions Be Scripted?	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> Customer Experience Transformation in 2019 Workforce Optimization: The Workhorse of Contact Center Management ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> The State of AI in Marketing (<i>Roundtable Date: 5/8/19</i>) Data Quality: Critical Component for CRM Success (<i>Roundtable Date: 5/22/19</i>)
JUNE	Space Close: 4/11/2019 Ads/Copy: 4/18/2019 Mail Date: 5/16/2019	Conversational Marketing— From Ad to Chat in One Easy Click	Identity Resolution	Updating Training to Create the “Super Agent”	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> Knowledge Management—For More Intelligent Customer Support The IVR in the New Age of Voice ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> Digital Transformation: From Call Centers to Customer Engagement Centers (<i>Roundtable Date: 6/5/2019</i>) Game-Changing AppExchange Solutions for Your Salesforce Platform (<i>Roundtable Date: 6/19/19</i>)
JULY/ AUGUST	Space Close: 5/14/2019 Ads/Copy: 5/31/2019 Mail Date: 6/27/2019	The 2019 CRM Top 100: The Hottest Marketing Trends and Technologies of 2019	The 2019 CRM Top 100: The Hottest Sales Trends and Technologies of 2019	The 2019 CRM Top 100: The Hottest Customer Service Trends and Technologies of 2019	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> Top 100 CRM Solutions: The Short Lists (Print & Online Only) AI and the Contact Center: Radical Revolution or Methodical Evolution? ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> Smart Customer Service (<i>Roundtable Date: 7/17/19</i>) Customer Relationship Marketing: The New CRM (<i>Roundtable Date: 7/31/19</i>) Conversational AI for Better Customer Experiences (<i>Roundtable Date: 8/7/19</i>) Workforce Optimization: The Workhorse of Contact Center Management (<i>Roundtable Date: 8/21/19</i>)

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*Research on best software solutions
and current articles on what and how
other organizations tackle objectives
are most important to me."*

MARKET RESEARCH ANALYST
EVERSOURCE

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2019 EDITORIAL CALENDAR

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SEPTEMBER	Space Close: 7/15/2019 Ads/Copy: 7/19/2019 Mail Date: 8/15/2019	CRM Market Leader Awards Issue <ul style="list-style-type: none"> The 2019 Market Leaders The 2019 Rising Stars The 2019 Influential Leaders The 2019 Elite Customers 			BEST PRACTICES PROGRAMS (Marketed in August Online/ September Print Issue) <ul style="list-style-type: none"> The Essential Guide to Creating Efficient Customer Journeys Customer Data Platforms—Not Data Silos BEST PRACTICES PROGRAMS (Marketed in September Online/ September Print Issue) <ul style="list-style-type: none"> Superior Decision Making with Customer Analytics Leading Self-Service Customer Support Trends in 2019 ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> Customer Engagement—Predictor or Driver of Customer Value? (<i>Roundtable Date: 9/11/19</i>) The IVR in the New Age of Voice (<i>Roundtable Date: 9/25/19</i>)
OCTOBER	Space Close: 8/12/2019 Ads/Copy: 8/16/2019 Mail Date: 9/12/2019	Relationship Intelligence—Measuring Consumers’ Readiness to Buy	Combating Revenue Leakage	Transitioning From IVR to IVA	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> The State of AI in Marketing Real-Time Analytics for Better Customer Experiences and More Loyal Customers ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> The Essential Guide to Creating Efficient Customer Journeys (<i>Roundtable Date: 10/9/19</i>) Leading Self-Service Customer Support Trends (<i>Roundtable Date: 10/23/19</i>)
NOVEMBER	Space Close: 9/12/2019 Ads/Copy: 9/18/2019 Mail Date: 10/15/2019	The Texting Issue: Marketing with In-App Messaging	The Texting Issue: Texting as a Sales Prospecting Tool	The Texting Issue: Can Texting Be Used as a Support Channel?	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> Customer Engagement—Predictor or Driver of Customer Value? Customer Relationship Marketing: The New CRM ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> 2019 Contact Center Innovations (<i>Roundtable Date: 11/6/19</i>) AI-Assisted Sales in the B2B Marketplace (<i>Roundtable Date: 11/13/19</i>)
DECEMBER	Space Close: 10/15/2019 Ads/Copy: 10/21/2019 Mail Date: 11/15/2019	Integrated Marketing That Highlights Customer Service Success	Turning Mountains of Raw Data Into Actionable Intelligence	Combining Analytics With Gamification to Improve Performance	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> 2019 Contact Center Innovations AI-Assisted Sales in the B2B Marketplace ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> Superior Decision Making With Customer Analytics (<i>Roundtable Date: 12/4/19</i>) CRM Cloud Platforms for SMBs (<i>Roundtable Date: 12/11/19</i>)

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2019 EDITORIAL CALENDAR

2019 CRM SERVICE LEADER AWARDS*

***Awards Issue** (ADDITIONAL INFORMATION AND NOMINATION FORM CAN BE FOUND ON DESTINATIONCRM.COM)

Appears in the **April 2019** issue

- **Service Leader Awards**
- **Elite Practitioner Awards**
- **Rising Stars**

Customer Service Leader Awards

Industry analysts and consultants evaluate the leading vendors in nine contact center categories based on a combination of weighted criteria, including revenue and revenue growth, market share, reputation for customer satisfaction, company direction, cost, and depth of functionality. The categories include customer case management, contact center infrastructure, interactive voice response, web support, workforce optimization, contact center search, enterprise feedback management, contact center analytics, and contact center outsourcing.

Elite Practitioner Awards

Recognizing companies that have achieved significant returns from their customer service-related CRM initiatives

Rising Stars

Recognizing emerging or turnaround companies that have made a significant impression on the contact center industry in the past year

2019 CRM MARKET LEADER AWARDS*

***Awards Issue** (ADDITIONAL INFORMATION AND NOMINATION FORM CAN BE FOUND ON DESTINATIONCRM.COM)

Appears in the **September 2019** issue

- **Market Leader Awards**
- **Elite Practitioner Awards**
- **Rising Stars**
- **Influential Leader Awards**

CRM Market Leader Awards

Industry analysts and consultants evaluate the leading vendors in nine sales and marketing categories based on a combination of weighted criteria, including revenue and revenue growth, market share, reputation for customer satisfaction, company direction, and depth of functionality. The categories include enterprise CRM suite, midmarket CRM suite, small business CRM suite, CRM consultancies, marketing automation, sales force automation, data quality, business intelligence, and sales performance management.

Elite Practitioner Awards

Recognizing companies that have achieved significant returns from their sales- and marketing-related CRM initiatives

Rising Stars

Recognizing emerging or turnaround companies that have made a significant impression on the marketing or sales industry in the past year

Influential Leader Awards

Recognizing individuals who, by their words and actions, have made a significant impact either on the industry in the past year

WHAT'S IN EVERY ISSUE

FRONT OFFICE:

Letter from CRM magazine editor Leonard Klie

INSIGHT:

Analysis of the most topical CRM news stories and trends

FEATURES:

In-depth articles covering the latest trends and technologies in customer service, marketing, and sales

REAL ROI:

Sales, marketing, and customer service success stories that showcase hard and soft business benefits and how they were achieved

COLUMNS:

Connect, Customer Experience, The Next Step, The Last Line, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer

EDITORIAL BEATS AND RESPONSIBILITIES

Editor

Leonard Klie

lklie@infotoday.com

Focus:

- Editorial Direction
- Assigning and Editing Content

Managing Editor

Chris Cronis

ccronis@infotoday.com

Focus:

- Editorial Production
- Copy Editing

Associate Editor

Sam Del Rowe

sdelrowe@infotoday.com

Focus:

- Customer Service
- Required Reading

RATE CARD & AD SPECIFICATIONS

NET RATES		1 Issue	3 Issues	6 Issues	10 Issues
4-color	Full Page	\$3,250	\$3,025	\$2,560	\$2,055
	2/3 Page	\$2,350	\$2,185	\$1,875	\$1,485
	1/2 Page	\$1,760	\$1,635	\$1,410	\$1,110
	1/3 Page	\$1,240	\$1,150	\$990	\$785
	1/4 Page	\$945	\$880	\$755	\$560

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Space Reservations Due	Copy and Materials Due	Mail Date
January/February 2019	11/13/2018	11/15/2018	12/28/2018
March 2019	1/14/2019	1/25/2019	2/14/2019
April 2019	2/12/2019	2/25/2019	3/15/2019
May 2019	3/13/2019	3/26/2019	4/15/2019
June 2019	4/11/2019	4/18/2019	5/16/2019
July/August 2019	5/14/2019	5/31/2019	6/27/2019
September 2019	7/15/2019	7/19/2019	8/15/2019
October 2019	8/12/2019	8/16/2019	9/12/2019
November 2019	9/12/2019	9/18/2019	10/15/2019
December 2019	10/15/2019	10/21/2019	11/15/2019

	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 (20,000 print & online subscribers)
- 42,000 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 (50,000 per issue)
- 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) \$8,500 net

Gold — 3 pages (2,250 words) \$9,500 net

Platinum — 4 pages (3,000 words) \$10,500 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.
- **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 2,000 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 42,000-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 50,000
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with calendar 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

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2019 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts	
JANUARY Space Close: 11/13/2018 Ads/Copy: 11/15/2018 Mail Date: 12/28/2018	CRM Megatrends to Watch in 2019: Predictions From the Top Leaders Driving Change	Data-Driven Relationships: The Key to Knowing Your Customers	CRM Megatrends to Watch in 2019: Predictions From the Top Leaders Driving Change <i>Roundtable Date: 1/23/19</i>	Real-Time Analytics for Better Customer Experiences and More Loyal Customers <i>Roundtable Date: 1/30/19</i>
FEBRUARY Space Close: 12/22/2018 Ads/Copy: 12/22/2018 March Mail Date: 2/14/2019	Conversational AI for Better Customer Experiences	Measuring CX with Voice of the Customer and Journey Analytics	Customer Experience Transformation in 2019 <i>Roundtable Date: 2/13/19</i>	Customer Data Platforms —Not Data Silos <i>Roundtable Date: 2/27/19</i>
MARCH Space Close: 1/14/2019 Ads/Copy: 1/25/2019 Mail Date: 2/14/2019	Smart Customer Service	Data Quality: Critical Component for CRM Success	AI and the Contact Center: Radical Revolution or Methodical Evolution? <i>Roundtable Date: 3/13/19</i>	Data-Driven Relationships: The Key to Knowing Your Customers <i>Roundtable Date: 3/27/19</i>
APRIL Space Close: 2/12/2019 Ads/Copy: 2/25/2019 Mail Date: 3/15/2019	Digital Transformation: From Call Centers to Customer Engagement Centers	Game Changing AppExchange Solutions for Your Salesforce Platform	Knowledge Management —For More Intelligent Customer Support <i>Roundtable Date: 4/10/19</i>	Measuring CX With Voice of the Customer and Journey Analytics <i>Roundtable Date: 4/24/19</i>
MAY Space Close: 3/13/2019 Ads/Copy: 3/26/2019 Mail Date: 4/15/2019	Customer Experience Transformation in 2019	Workforce Optimization: The Workhorse of Contact Center Management	The State of AI in Marketing <i>Roundtable Date: 5/8/19</i>	Data Quality: Critical Component for CRM Success <i>Roundtable Date: 5/22/19</i>
JUNE Space Close: 4/11/2019 Ads/Copy: 4/18/2019 Mail Date: 5/16/2019	Knowledge Management —For More Intelligent Customer Support	The IVR in the New Age of Voice	Digital Transformation: From Call Centers to Customer Engagement Centers <i>Roundtable Date: 6/5/2019</i>	Game-Changing AppExchange Solutions for Your Salesforce Platform <i>Roundtable Date: 6/19/19</i>

Schedule is subject to change.



DestinationCRM presents great webinars on current topics and has whitepapers/articles to explain information in a clear way."

TECHNICAL SERVICE SPECIALIST
WELLS FARGO BANK

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2019 BEST PRACTICES & ROUNDTABLE **SCHEDULE** *(cont.)*

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts	
JULY Space Close: 5/14/2019 Ads/Copy: 5/31/2019 Mail Date: 6/27/2019	Top 100 CRM Solutions: The Short Lists	AI and the Contact Center : Radical Revolution or Methodical Evolution?	Smart Customer Service <i>Roundtable Date: 7/17/19</i>	Customer Relationship Marketing : The New CRM <i>Roundtable Date: 7/31/19</i>
AUGUST Space Close: 6/10/2019 Ads/Copy: 6/17/2019 Sept Mail Date: 8/15/2019	The Essential Guide to Creating Efficient Customer Journeys	Customer Data Platforms —Not Data Silos	Conversational AI for Better Customer Experiences <i>Roundtable Date: 8/7/19</i>	Workforce Optimization: The Workhorse of Contact Center Management <i>Roundtable Date: 8/21/19</i>
SEPTEMBER Space Close: 7/15/2019 Ads/Copy: 7/19/2019 Mail Date: 8/15/2019	Superior Decision Making With Customer Analytics	Leading Self-Service Customer Support Trends	Customer Engagement —Predictor or Driver of Customer Value? <i>Roundtable Date: 9/11/19</i>	The IVR in the New Age of Voice <i>Roundtable Date: 9/25/19</i>
OCTOBER Space Close: 8/12/2019 Ads/ Copy: 8/16/2019 Mail Date: 9/12/2019	The State of AI in Marketing	Real-Time Analytics for Better Customer Experiences and More Loyal Customers	The Essential Guide to Creating Efficient Customer Journeys <i>Roundtable Date: 10/9/19</i>	Leading Self-Service Customer Support Trends <i>Roundtable Date: 10/23/19</i>
NOVEMBER Space Close: 9/12/2019 Ads/Copy: 9/18/2019 Mail Date: 10/15/2019	Customer Engagement —Predictor or Driver of Customer Value?	Customer Relationship Marketing : The New CRM	2019 Contact Center Innovations <i>Roundtable Date: 11/6/19</i>	AI-Assisted Sales in the B2B Marketplace <i>Roundtable Date: 11/13/19</i>
DECEMBER Space Close: 10/15/2019 Ads/Copy: 10/21/2019 Mail Date: 11/15/2019	2019 Contact Center Innovations	AI-Assisted Sales in the B2B Marketplace	Superior Decision Making With Customer Analytics <i>Roundtable Date: 12/4/19</i>	CRM Cloud Platforms for SMBs <i>Roundtable Date: 12/11/19</i>

Schedule is subject to change.

“CRM magazine keeps me up-to-date on the technology and business use cases.”
 CRM AND REPORTING MANAGER
AUTOZONE

2019 BEST PRACTICES DEEP DIVES

JANUARY 2019 ONLINE (JAN/FEB ISSUE)	FEBRUARY 2019 ONLINE (JAN/FEB ISSUE)	MARCH 2019	APRIL 2019
<p>➔ CRM Megatrends to Watch in 2019: Predictions From the Top Leaders Driving Change</p> <p>Our annual megatrends installment is one of the most highly read and downloaded Best Practices guides of the year. Our audience is always enthusiastic to get a preview of what key vendors predict will be the breakout trends in the following 12 months. This year will be even more interesting as artificial intelligence and machine learning attract new market entries and plenty of media coverage. Are we missing something? What are your predictions for what will be the key trends in 2019?</p> <p>Roundtable Date: 1/24/19</p> <p>➔ Data-Driven Relationships: The Key to Knowing Your Customers</p> <p>No matter what business you're in, you need to know your customers. Which segments of your customer base represent your best customers? Which customers are in danger of defecting? What can be done to attract prospects who fit your typical customer profile but haven't yet purchased from you? If you can help our readers recognize, segment, personalize, and influence their customer bases and prospect pools with data-driven insights, then join us for the first installment of its kind in our Best Practices Series.</p> <p>Roundtable Date: 3/21/19</p>	<p>➔ Conversational AI for Better Customer Experiences</p> <p>The next big thing in customer experience (CX) is conversational artificial intelligence (AI), which is projected to grow from \$2.7 billion in 2018 to more than \$11 billion by 2023. When it comes to self-service, customers want highly personalized, data-driven digital experiences, and conversational AI is poised to fill that need with advanced voice interfaces and chatbot technologies. By one prediction, over 85% of business interactions are expected to be managed without a human by 2020. Join us in this new Best Practices topic and educate our readers on how they can leverage these new technologies to build better experiences for their customers.</p> <p>Roundtable Date: 8/7/19</p> <p>➔ Measuring CX With Voice of the Customer and Journey Analytics</p> <p>How successful is a company in delighting its customers by providing great experiences? The answer to this question can be the difference between an organization's success or failure, as it can provide the feedback necessary to make course corrections and stay on track by continuously improving customers' experiences and refining their journeys.</p> <p>Roundtable Date: 4/24/19</p>	<p>➔ Data Quality: Critical Component for CRM Success</p> <p>The issues surrounding data quality, data cleansing, data appending, master data management, and all things data-related are getting ever more complex, especially with privacy and compliance regulations like the General Data Protection Regulation. This is an extremely important topic for our readers and will only become more critical as more localities enact legislation. Share your expertise with our readers so they can not only be compliant but reap the benefits of clean data, including what that means for creating better customer experiences and business practices.</p> <p>Roundtable Date: 5/22/19</p> <p>➔ Smart Customer Service</p> <p>There have been tremendous advances in customer service over the past decade, and this is your opportunity to educate our readers on how to take advantage of the technologies and processes that are most significant in driving change and value. Smart customer service encompasses the move to an omnichannel environment and the harnessing of data and automation technologies like artificial intelligence and machine learning, powerful tools that have changed the support landscape forever.</p> <p>Roundtable Date: 7/17/19</p>	<p>➔ Digital Transformation: From Call Centers to Customer Engagement Centers</p> <p>Arguably no other area of the enterprise has evolved more over the past decade than what used to be referred to as the call center. Digital transformation has consolidated all of the customer communication channels, including voice, into a comprehensive system for omnichannel customer service and support, which makes for a seamless communications environment. Add smart technologies like artificial intelligence and machine learning, and the newly envisioned customer engagement center promises to be the model of customer support and communications for the foreseeable future.</p> <p>Roundtable Date: 6/5/19</p> <p>➔ Game-Changing AppExchange Solutions for Your Salesforce Platform</p> <p>Nine out of 10 Salesforce customers are using apps from the AppExchange, with more than 5 million apps installed. The AppExchange marketplace has done an amazing job of helping customers find and implement applications for every use. But the breadth, depth, and even success of the AppExchange marketplace can make it hard to stand out from the crowd. This annual installment of our Best Practices Series allows you to reach readers in a contextually relevant environment where you can explain your business value, offer success stories, and highlight the features and benefits of your solution away from the noise and distraction of the marketplace itself.</p> <p>Roundtable Date: 6/19/19</p>

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2019 BEST PRACTICES DEEP DIVES *(cont.)*

MAY 2019	JUNE 2019	JULY 2019	AUGUST 2019
<p>➔ Customer Experience Transformation in 2019</p> <p>Investment in advanced analytics tools that drive customer experience transformation has taken off. According to Gartner, 50% of agent interactions are influenced by real-time analytics. As analytics tool mature and get better at making highly personalized predictions and recommendations, customer experiences will be truly transformed with far more productive agents and intelligent bots.</p> <p>Roundtable Date: 2/13/19</p> <p>➔ Workforce Optimization: The Workhorse of Contact Center Management</p> <p>Workforce optimization (WFO) solutions and procedures are the backbone of running an efficient call center. WFO applications handle everything from call recording to workforce management, performance management, quality monitoring, surveying, speech analytics, and even coaching and e-learning. The technology brings together and reports on many different functions within the enterprise—from the call center to the back office. Join us in this installment and share your Best Practices for workforce optimization with our engaged readership.</p> <p>Roundtable Date: 8/21/19</p>	<p>➔ Knowledge Management—For More Intelligent Customer Support</p> <p>Knowledge management (KM) has been around since the 1990s, when organizations started taking the capture, organization, and sharing of information seriously. As customer support heads into the future with artificial intelligence, machine learning, and other technologies promising fantastic outcomes, what will the future KM look like, and what role will it play?</p> <p>Roundtable Date: 4/11/19</p> <p>➔ The IVR in the New Age of Voice</p> <p>The traditional heavy lifter of customer communications has been the technology known as interactive voice response (IVR), which allows computers to interact with customers through the use of voice and touch tones. In many ways, IVRs have been overwhelmed by the proliferation of new channels that have come online—like chat, SMS, and co-browsing—but many experts feel that IVRs are about to make a major resurgence as the customer's channel of choice.</p> <p>Roundtable Date: 9/25/19</p>	<p>➔ Top 100 CRM Solutions: The Short Lists <i>(Print & Online Only)</i></p> <p>This <i>CRM Buyers Guide and Directory</i> is the ultimate resource for any company doing research on CRM-related solutions in every category touching customer relationship management. Online listings are fully integrated with all content on our site, individual PDFs are available for download, and all participants get benefits that are detailed in this opportunity's dedicated brochure and online demo.</p> <p>➔ AI and the Contact Center: Radical Revolution or Methodical Evolution?</p> <p>According to Gartner, "By 2019, artificial intelligence platform services will cannibalize revenues for 30% of market-leading companies servicing contact centers." Artificial intelligence (AI) will affect technologies in every corner of the contact center—speech recognition, workforce optimization, knowledge management, predictive analytics, and all manner of customer-facing and agent-assisting technologies. Now is the time to start developing a long-term, cross-organizational AI road map, no matter what corner of the organization you are in.</p> <p>Roundtable Date: 3/7/19</p>	<p>➔ The Essential Guide to Creating Efficient Customer Journeys</p> <p>Customer journey mapping and subsequent customer journey analysis are essential to creating customer paths that allow flexibility for exceptions but efficiency for the masses. This installment of our Best Practices Series will serve to guide our readers toward creating customer journeys that yield the best results for their businesses.</p> <p>Roundtable Date: 10/9/19</p> <p>➔ Customer Data Platforms—Not Data Silos</p> <p>Customer Data Platforms (CDPs) allow smooth data integration across channels helping to eliminate data silos, platform fragmentation, and desynchronization and ensure that consumer data is actionable and available to teams across departments. CDPs are particularly important to marketers presenting a unified customer database integrating customer data from websites, vendor systems, customer service, and other systems. Join us for this first ever Best Practices Guide to customer data platforms and tell our readers how CDPs can eliminate data silos and present a unified view of their customers.</p> <p>Roundtable Date: 2/28/19</p>

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2019 BEST PRACTICES DEEP DIVES *(cont.)*

SEPTEMBER 2019	OCTOBER 2019	NOVEMBER 2019	DECEMBER 2019
<p>➔ Superior Decision Making With Customer Analytics</p> <p>There have been so many advances in customer analytic tools and applications in recent years that it's hard to overstate their importance when it comes to understanding your customers and predicting their future behavior. Everything from increasing customer loyalty to the effectiveness of marketing campaigns can be vastly improved by better decision making with the help of customer data analytics.</p> <p>Roundtable Date: 12/4/19</p> <p>➔ Leading Self-Service Customer Support Trends in 2019</p> <p>Customer service is more important than ever for driving loyalty and value for an organization, no matter the channel. In this Best Practices installment, we will look at the top self-service trends driving customer support in the age of connected, mobile customers with very high expectations.</p> <p>Roundtable Date: 10/23/19</p>	<p>➔ The State of AI in Marketing</p> <p>This month's Best Practices Deep Dive will look at the state of artificial intelligence (AI) in marketing and how leading marketers are harnessing the power of AI to make the most of their customer data. We will be looking at what is possible now, what the near future promises, and how marketers can prepare for the inevitability of AI to fundamentally change the marketing world.</p> <p>Roundtable Date: 5/22/19</p> <p>➔ Real-Time Analytics for Better Customer Experiences and More Loyal Customers</p> <p>There has been a huge investment by enterprises in real-time analytics over the past year, and with good reason: According to HBR Analytic Services, 58% of enterprises are seeing a significant increase in customer retention and loyalty as a result of using customer analytics, and 44% of enterprises are gaining new customers and increasing revenue as a result of adopting and integrating customer analytics into their operations. If you have a success story or information to share with our audience on real-time analytics, this installment will give you that unfiltered opportunity.</p> <p>Roundtable Date: 1/31/19</p>	<p>➔ Customer Engagement—Predictor or Driver of Customer Value?</p> <p>"Customer engagement" is a term that can be lost amid the buzzwords that experts bandy about when discussing business concepts at a high level. But many industry experts place customer engagement firmly in the realm of predicting (or driving) cross-selling, upselling, and order size. It also predicts (or drives) customer loyalty, which also has a huge impact on profit margins through reduced churn, more receptive messaging, and the likelihood of creating brand advocates. Join us in this Best Practices installment and give our readers your insights into creating better customer engagement between brands and customers.</p> <p>Roundtable Date: 9/11/19</p> <p>➔ Customer Relationship Marketing: The New CRM</p> <p>While certainly related to customer relationship management, customer relationship marketing is more focused on building brand loyalty through the use of targeted marketing strategies. It starts with the first brand encounter, extends through the first sale, and, if done right, creates a long-term relationship that is the essence of customer loyalty. How can your solution help foster a systematic connection with customers that doesn't feel robotic?</p> <p>Roundtable Date: 7/31/19</p>	<p>➔ 2019 Contact Center Innovations</p> <p>What were the breakout trends in the contact center in 2019? This Best Practices Guide will uncover which trends firmly took hold in 2019 and which trends are poised to play a bigger role in 2020. Our readers are anxious to find out.</p> <p>Roundtable Date: 11/6/19</p> <p>➔ AI-Assisted Sales in the B2B Marketplace</p> <p>B2B sales is difficult. Buyers are generally well-versed in product and market information before the seller is ever contacted. The result is that the role of a salesperson in a business-to-business environment has changed, and artificial intelligence (AI) can help them better adapt to their new reality by offloading low-priority tasks like data entry, scheduling, and even sales forecasting. But saving time on clerical tasks pales compared to the ability to affect top-line revenue with better lead generation, prioritizing of sales opportunities, delivery of personalized marketing content, and suggested responses during live conversations or written messages with prospects. AI-assisted sales can help aggregate the wisdom of what has worked in the past to help capitalize on techniques and processes that close business.</p> <p>Roundtable Date: 11/13/19</p>

REPRINTS

CRM reprints provide a cost-effective marketing and sales tool that will help educate your customers and prospects with timely promotional information. Capitalize on your company's exposure by reprinting your feature story, profile, new product release, and more.

➤ BLACK/WHITE REPRINTS PRICE LIST

	8.5x11		(Bifold) 11x17	(Trifold) 11x25.5
QUANTITY	1 SIDE	2 SIDES	2 SIDES	2 SIDES
50	\$240	\$400	\$600	\$1,350
1,000	\$285	\$485	\$800	\$1,450
2,000	\$450	\$700	\$1,200	\$1,700
2,500	\$550	\$800	\$1,390	\$2,200
3,000	\$650	\$900	\$1,590	\$2,600
5,000	\$890	\$1,315	\$1,975	\$3,300
10,000	\$1,595	\$2,195	\$3,400	\$4,300

PDFs:

\$350 per page with reprint order
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80 lb. White Gloss Stock

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50	\$1,150	\$1,300	\$2,000	\$3,500
1,000	\$1,250	\$1,450	\$2,250	\$3,650
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
10,000	\$2,550	\$3,100	\$5,200	\$6,500

For more information, please call:

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SITE OVERVIEW/DEMOGRAPHICS

Primary Job Function

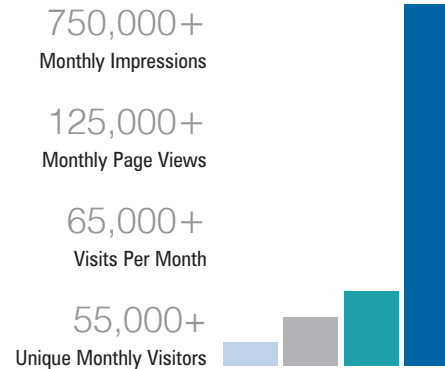
Sales	10%
Marketing	22%
Customer Service	18%
CRM Professional	17%
Technical	17%
General Management	15%

Job Level

C Level	13%
VP	9%
Director	17%
Manager	31%
Supervisor	4%
Staff	15%
Technical	11%

Decision Maker

Business Decision Maker	27%
Technical Decision Maker	24%
Both	49%



BUDGETS for CRM-related products and services this year

18%	More than \$1 million
6%	\$500,000 to \$1 million
22%	\$100,000 to \$499,999

Average CRM budget is more than \$323,675.

SOCIAL NETWORKS

2,658	Facebook followers
2,584	LinkedIn followers
26.2k	Twitter followers

What's your company's **PRIORITY** in 2019?

Customer Experience	85%
Analytics, Business Intelligence, Data	80%
Sales Tools	58%
Knowledge Management	58%
Marketing Technologies	56%
Contact Center	49%
Mobile CRM Solutions	47%
Social CRM	45%
Self-Service (Web, Speech, Kiosk)	44%
Artificial Intelligence/Machine Learning	43%
Video for Marketing or Customer Service	42%
Ecommerce	41%

Company's Primary Industry*

Advertising Agency/Public Relations – 1%	Media/Publishing – 1%
Automotive – 1%	Medical/Healthcare – 4%
Banking/Finance – 7%	Nonprofit – 4%
Call Center – 5%	Professional Services – 5%
Consulting/Integrator/Var – 15%	Retail/Etail – 4%
Consumer Product Goods – 1%	Sports – 1%
CRM Solution Provider – 4%	Technology – 11%
Education/Training – 5%	Telecommunication – 3%
Government—Federal, State, Local – 4%	Travel/Hospitality – 2%
Insurance – 5%	Utility/Energy – 3%
Manufacturing – 10%	Wholesale/Distribution – 1%
Marketing – 3%	

*Percentages may not total 100 due to rounding

See pages 2–5
for more
demographics.

Source: August 2018 Audience Survey

www.destinationCRM.com

“DestinationCRM keeps me up-to-date on trends and new products.”
SENIOR DIRECTOR GLOBAL ALLIANCES
DUN & BRADSTREET

EMAIL OPPORTUNITIES

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

- **Circulation:** 50,000
- **Frequency:** Monday & Wednesday

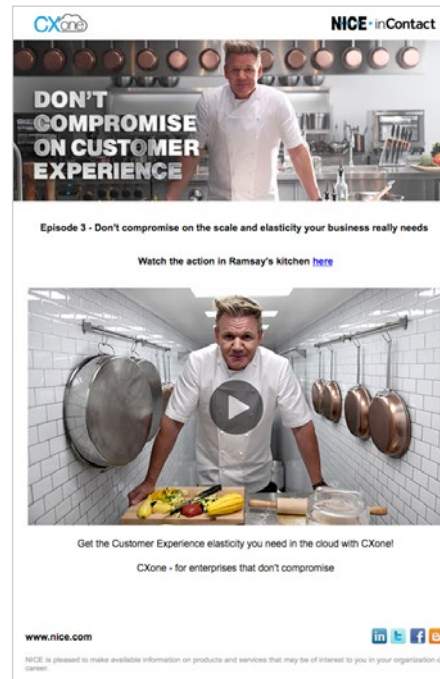
CRM MAGAZINE'S EWEKLY

- 1X \$750 per issue
- 4X \$650 per issue
- 8X \$600 per issue
- 12X \$500 per issue

EXCLUSIVE NEWSLETTER SPONSORSHIP INCLUDES:

- 75-word text description
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- Linking URL
- We track click-throughs on all links and banners. Reports provided at advertiser's request.

Cancellation of all online advertising without 14 days' notice will result in 50% charge.



CRM Bulletin Email Blast

- **Circulation:** 36,000
- **Frequency:** Tuesday & Friday

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

- 1X (\$5,000)
- 3X (\$4,500)
- 6X (\$4,000)
- 12X (\$3,500)
- 24X+ (\$3,000)

De-duplicating against suppression lists, plus \$500



It's rare to find an independent CRM community with a combination of remarkable leaders and practitioners who are leading edge and experienced."

ANAND THAKER, CEO & FOUNDER
INTELLIPHI

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
300x250	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

Hosted Research & Reports

(white papers, case studies, research reports, video content.
Includes 1X monthly email blast to 40,000)

1–2 months	\$500 per month
3–5 months	\$450 per month
6+ months	\$400 per month

- 1 month Homepage Exposure
(150,000 impressions)
- Eight editions of enewsletter exposure
(400,000 impressions)

Online Buyer's Guide Premium Listing

(integrated with all online content)

Online only	\$1,000/year
with 1/2-page print listing	\$1,750
with full page print listing	\$2,250



*Now optimized for every device.



[CRM provides] one-stop shopping for trends and ideas to explore and share with office mates and customers."

**SALES EXECUTIVE
INET PROCESS**

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bfernekees@infotoday.com

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
300X250	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.

CONTENT SYNDICATION

We deliver thousands of qualified leads per year to marketers just like you.

We guarantee predictable lead volumes, so you plan your budgets and lead flow throughout the month. And we have the highest standard of Lead Quality in the industry, period.

Content Marketing on destinationCRM.com

We offer a variety of different channels to get your marketing messages in front of our audience to provide you with actionable leads on a cost per lead basis. We have a variety of different programs, based on your lead criteria and content offering, which your sales representative can explain to you. Typical filters include: geographic, title, and company size.

What You Get

- **Highly qualified, actionable leads**—generated from your white papers, research reports, case studies, or eBooks.
- **Extensive registration program** with multiple marketing touchpoints.
- **Sponsor exclusivity**—Enjoy 100% exclusive leads with these content programs.
- **Brand leverage**—Use the strength of our CRM brand and engagement of our audience.
- **A managed process**—We take care of all of the details: marketing, registration, and lead delivery.

Recent Content Syndication Clients



2019 ULTIMATE DIRECTORY OF CRM SOLUTIONS AND SERVICES

CRM magazine's Short List and Online Directory

Over 2,000 solutions and services represented, but you can be at the top!

Online for One Year,
Print Directory in July!

- Published in CRM magazine—20,000 subscribers
- Marketed in all 94 eWeeklies
- 20,000 average online page views (12 months)
- Printed in the July/August 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/Aug issue) is May 20, 2019.
(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 9/1/18.
3. Call your representative to upgrade your FREE listing to a Premium Listing in online for as little as just \$1,000 net.
4. Begin your Premium Partnership with the No. 1 CRM publication and website.

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>

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



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

Advertise in the 2019 CRM Buyer's Guide and Generate Leads All Year Long.

Choose from any of these topic centers:

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

RATES

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

- Link to your Twitter, LinkedIn, and Facebook accounts
- Company Profile
- Products & Services Descriptions
- Unlimited Topic Centers Selection
- Editable Live Links to your case studies, white papers, webcasts, demos, or special landing pages
- Ability to embed video
- Automatically pulls in all editorial mentions from destinationCRM.com or CRM magazine into your listing
- Your listing is fully integrated throughout destinationCRM.com content
- Your logo is displayed next to any article that mentions your company
- Your logo is displayed next to all categories of content that you have chosen
- Premium Partner listings are at the top of every Topic Category

>> See this example of a well-crafted online listing:
<http://www.destinationcrm.com/BuyersGuide/bpmonline-3307.aspx>

Upgrade and get a print listing in CRM magazine's July/August Issue:

Print and PDF — Half-Page Profile — \$1,750

Includes Online Premium Partner Listing for 1 Year

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

Print and PDF — Full-Page Profile — \$2,250

Includes Online Premium Partner Listing for 1 Year

Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 300-word Corporate Description and/or Product Description.

SOLO WEB EVENTS

➤ **ROUNDTABLE WEB EVENTS** *(see schedule on pages 12-16)*

➤ **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 logon, and post-event registration and logon 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 the CRM publisher 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 45,000-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, and LinkedIn
- 3 advertisements in CRM's eWeekly HTML newsletter with 50,000 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 (45,000 subscribers)
 - Newsletter Sponsorships (50,000 subscribers)
 - Sponsored Content Listing (homepage and newsletters) (500,000 impressions/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 (20,000 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 *CRM*’s publisher 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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