

Best Practices in

CRM in Vertical MARKETS

SPECIAL SPONSORED SECTION

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thought leadership & lead generation

Coming in
CRM magazine's
August 2009 Issue

Reservations/Copy Due:
June 22, 2009

Best Practices Series

CRM IN VERTICAL MARKETS

Does your company have CRM solutions that are tailored for specific vertical market segments? Then tell your company's story in *CRM* magazine's special sponsored content section focusing on vertical market solutions in our August issue. We invite all CRM providers to communicate to our readership the successes that your solutions have achieved in industry niches with case studies, white papers, or success stories from your customers. In most CRM applications, one size does not fit all, and it's important for you gain credibility and acceptance by highlighting what differentiates your solution from your competitors in specific vertical segments in which you have special expertise. This special section will be published in *CRM* magazine and offered online at destinationCRM.com with an aggressive turnkey marketing package designed to drive lead generation for your sales team.

This is your chance to make your pitch to key decision makers controlling sales automation purchasing decisions. Your sponsored content can clearly define your value proposition in any of the following formats:

A COMPLETE MARKETING PROGRAM, IN ONE SPECIAL SECTION

Entree to our audience and leads

Your sponsored essay, white paper, or case study will be printed in a special section of *CRM* magazine's

August 2009 issue on 80# stock, preceded by an introduction by our editorial director, David Myron, with extensive distribution via our magazine and website, www.destinationCRM.com.

Generate leads for your salesforce

- All 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 24/7.
- Your individual PDF will be delivered to you for your own marketing efforts.



Enormous distribution, reach, and frequency

- Print distribution in *CRM* magazine, August 2009 issue (75K subscribers)
- 60K invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on www.destinationCRM.com (150K visitors per month)
- Inclusion in all eight eWeekly newsletters (60K per issue—480K total)
- Archived on destinationCRM.com for 1 year
- More than 1.2 million total impressions



Your editorial topics can be wide-ranging:

- 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

THOUGHT LEADERSHIP OPPORTUNITY

As a sponsor, you will have a forum to clearly define your vision of the critical issues which a potential client must consider before selecting a CRM vendor in their particular vertical market. Has your company had a track record of success in finance, health care, or government markets? Well, this is a great opportunity to communicate those successes to potential customers in an open forum with other vendors.

This is your chance to show your company's thought-leadership role in an open venue with other leading vendors.

POSITION YOUR COMPANY

CRM Sponsored White Papers' content-rich journal format offers a unique marketing opportunity to position your company as a thought leader in the market.

Editorial and production services included

CRM magazine will take care of all the copy-editing, layout, and design.

CLOSE DATE

JUNE 22, 2009

SPONSORSHIP RATES

Platinum – 4 pages (3,000 words): \$19,900 net

Gold – 3 pages (2,250 words): \$16,000 net

Silver – 2 pages (1,500 words): \$12,000 net

Standard – 1 page (750 words): \$7,500 net

*Premium Sponsorships (Platinum, Gold, Silver) also include premium positioning, cover logo, and enlarged logo positioning on back cover. Ask your rep for details.

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