

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

destinationCRM.com's unique site construction integrates within each article not only our content, but also functions for Topic Centers, CRM Directory, More News, Companies Mentioned, and Related Stories, making it easy for readers to branch down different paths of contextually relevant information. The result is an engaged and responsive visitor whom advertisers seek to reach. There are many standard and "unique" sponsorship opportunities incorporated into our online products including banners, text ads, text links, newsletter and bulletin sponsorships, Web events, case studies and white papers, digital CRM, and cross-promotions with CRM magazine specifically designed for lead generation.

95% rate us as authoritative and unbiased

86% of our visitors rate destinationCRM.com as an important source of information they can't find anywhere else

88% say that destinationCRM.com is their favorite CRM Web site

90% say that newsletters and Web sites are their most important source of information

80% cite themselves as their companies' advocate/champion for CRM

Daily News More than 15 original news items, features, and articles are posted weekly, which drives our traffic and continuous growth. No other online or offline CRM publisher produces as much original content as destinationCRM.com and CRM magazine.

Viewpoints Articles that discuss emerging and important trends in CRM.

CRM Buyer's Guide 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 60,000 opt-in subscribers. CRM magazine's eWeekly delivers timely and useful CRM news twice a week.

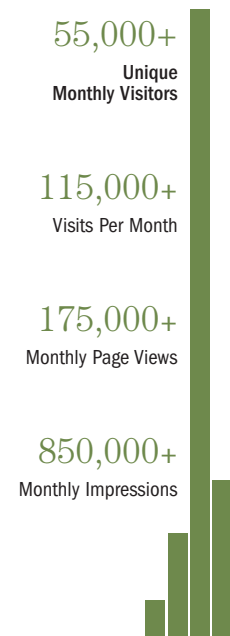
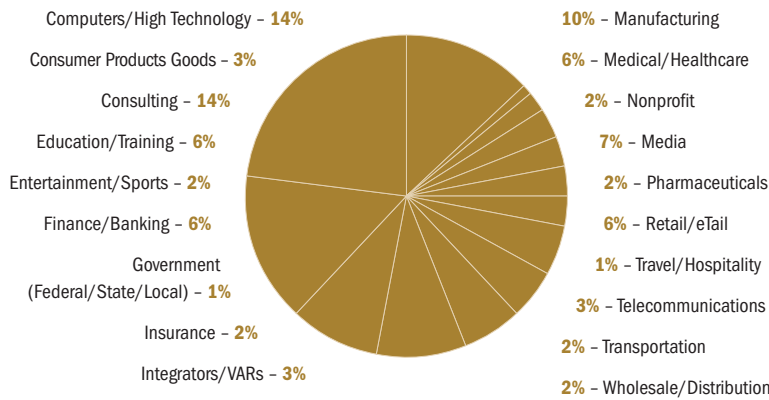
The destinationCRM.com Topic Center includes the following industry categories:

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

In what areas do you have purchasing influence?

	Make Final Decision	Influence Decision	Not Involved
Customer Analytics	32%	52%	16%
Contact Center/Help Desk	30%	45%	25%
Database Marketing	34%	45%	21%
E-Commerce	29%	47%	24%
Knowledge Management Solutions	31%	48%	20%
Web Self-Service	27%	51%	22%
Mobile Workforce Solutions	28%	43%	28%
Marketing Automation	30%	49%	21%
Sales Force Automation	31%	46%	24%

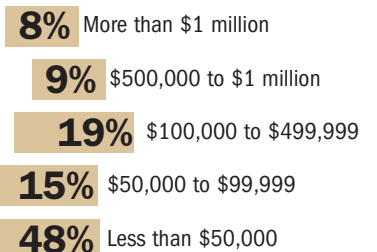
Company's Primary Industry



Primary job function:

Corporate Executive Management (CEO, CFO, COO, VP)	13%	Customer Service Management	18%
Sales Management (VP, Director, Manager)	16%	Technical Management (IT/IS/MIS/Telecom)	15%
Marketing Management (CMO, VP, Director, Manager)	23%	Other	15%

BUDGETS for CRM-related products and services this year



What department head does your Web site report to?

Corporate Executive	25.7%
Marketing	34.9%
Sales	5.3%
Information Technology	22.0%
Dedicated Web/Internet Group	6.7%
Other	5.4%

B2B or B2C

Business-to-Business	47.6%
Business-to-Consumer	15.3%
Both	37.1%

By Region

North America	82%
Canada	4%
International	18%

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

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

CRM magazine's eWeekly

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

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

EXCLUSIVE CRM eWeekly Sponsorship includes:

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



CRM Bulletin Email Blast

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

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

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

De-duplicating against suppression lists, plus \$500



THE PREMIER SPONSORSHIP OPPORTUNITY

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

Leverage Our Brand and Generate Leads

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

digitalCRM

Massive Market Exposure

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

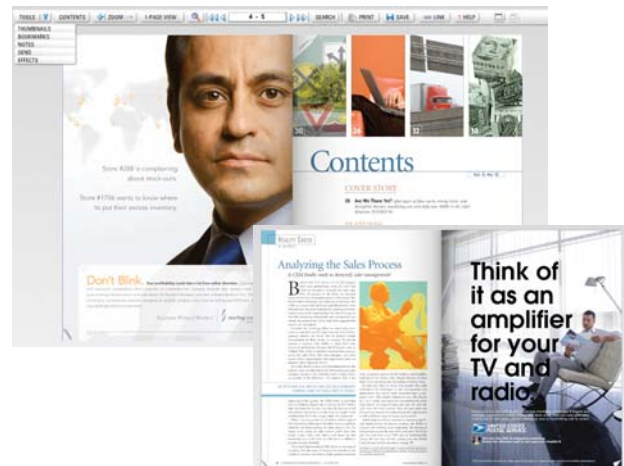
- **Exclusive Email Invitation** – Acknowledgment as the exclusive sponsor in an email invitation we will send to more than 60,000 of our magazine and newsletter subscribers promoting the issue.
- **Newsletter Exposure** – The digital CRM will be promoted in every issue of CRM magazine eWeekly newsletter over the entire month (typically eight issues with a circulation of 60,000 per issue; total impressions approximately 480,000). The sponsor will be recognized with a logo and 75 words under the “spinning icon.”
- **destinationCRM.com Exposure** – Acknowledgment as the sponsor with a hotlink on the run-of-site left-hand-side toolbar of destinationCRM.com for the entire issue month (150,000 page views).
- **digital CRM Exposure** – A “Sponsored By” button right on the toolbar of the digital magazine’s browser and hotlinked logos in the pulldown menus.
- **digital CRM Exposure** – Logo and 75-word description in the text box opposite the digital magazine cover within the browser window.

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

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

Readers are engaged with the format:

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



ON-SITE ADVERTISING

Ad Size	Location (Run-of-Site (ROS))	Minimum 50,000	Minimum 100,000
468x60	top position	\$45 CPM	\$35 CPM
728x90	top position	\$85 CPM	\$75 CPM
120x600	right or left side	\$85 CPM	\$75 CPM
160x600	right side	\$85 CPM	\$75 CPM
336x280	within articles	\$95 CPM	\$85 CPM
text ads	within articles	\$95 CPM	\$85 CPM

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

Homepage Featured Content Postings —

(white papers, case studies, research reports)

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

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

Online Buyer's Guide Premium Listing

(integrated with all online content)

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

Marketplace Text Ads

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

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

Event Listings

(trade shows, conferences, user groups)

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

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

EMAIL SPONSORSHIP ADVERTISING

CRM magazine's eWeekly Newsletter Sponsorships (60K)

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

Digital CRM Sponsorships (690K impressions)

(exclusive month long lead generation)

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

CRM Email Bulletins (60K)

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

Suppression list plus \$500

Cancellation of all online advertising without 30 days notice will result in 50% charge.

ADVERTISING CONTACTS

Mountain & Pacific

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

Eastern & Central

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

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

Other Online Creative Specifications and Instructions

Newsletters

Includes 468x120 GIF or JPEG banner, 75 words of text and a linking URL. (No HTML, No Flash.)

White Paper Postings

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

Online Premium Buyer's Guide Listing

Email a GIF or JPEG logo to your sales representative. You 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

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

In-Article Text Ads

Include 35 words of text and linking URL.

Event Listings

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

Email Bulletins

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

Submission Instructions

Submit banner creative to:

dennis@destinationCRM.com

Submit Newsletter and email bulletin creative to:

masterblaster@infotoday.com

(Always cc your sales representative)

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



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

All banners must conform to the following specifications:

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

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

**Two ways to promote your company in
print and online, all year long!**

- Polybagged in CRM magazine's full 75,000 circulation
- Marketed in all 94 eWeeklies
- 20,000 average online page views (12 months)
- Printed in the July issue of CRM magazine in a special section
- Your listing is totally integrated throughout all content within destinationCRM.com
- Lead generation: 10 links to your white papers, case studies, or landing pages that you control 24x7
- All print advertisers automatically become Premium Partners on destinationCRM.com for one full year.
- Act now and have your online status increased to Premium Partner immediately

**Deadline for print listings (July issue) is
May 1, 2009**

Steps to Success

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

Advertise in the
2009 CRM Buyer's Guide
and Generate Leads All Year Long.

Choose from any of these topic centers:

- Sales Force Automation
- Marketing Automation
- Customer Service/Contact Center
- Analytics
- Vertical CRM
- Channel Management
- Integration
- SMB/Midmarket CRM
- Enterprise CRM

PRINT/ONLINE Listing

1/3 page horizontal company profile in CRM magazine's Special BUYER'S GUIDE section), including:

- 4-Color 88 x 31 GIF or JPEG Logo for online, 4-color 2"x3" EPS logo for print

- Complete contact information: address, phone/fax, URL, sales contact

- Company statement - 50 Words

- Products & services - 100 Words

- Total word count not to exceed 150 words

Online Listing Includes:

- Company statement - up to 150 words

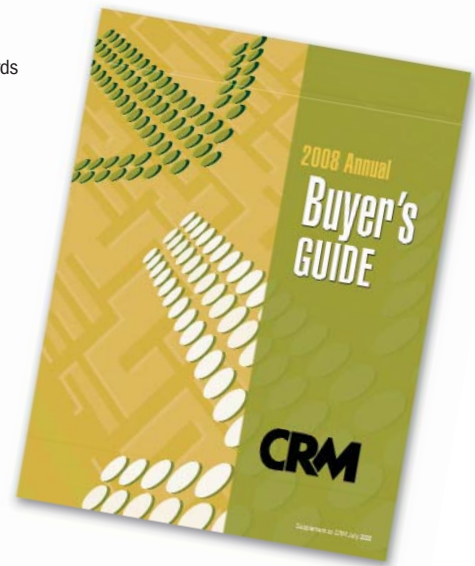
- Products & services - up To 300 words

- Unlimited Topic Centers Selection

- Editable Live Links to your Case Studies, White Papers, or special landing pages

Total cost for this package

is \$2,900 net



Go to our online self-service 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>

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

CRM Web Events

WHAT ARE CRM MEDIA WEB EVENTS?

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

WHAT YOU GET

- **Highly Qualified, Actionable Leads:** Generated from preregistration; live-event log-on; post-event registration; and log-on to the archived event.
- **Extensive Event Registration:** A program offering multiple marketing touch points.
- **Sponsor Exclusivity:** Enjoy 100% attentive and exclusive mind-share in these single sponsored events.
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior CRM editor and marketed under the aegis of CRM.
- **A Managed Process:** We take care of all of the details: marketing, registration, technology, follow up.
- **Experience:** CRM Media is the most experienced Webcast producer in the field, having produced over 500 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.
- **High Quality:** There is a difference, and your brand benefits from it.
- **Podcasts:** Available for Webcast sponsors.

WE TAKE CARE OF ALL THE DETAILS

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

Our Action List

Aggressive online and print advertising campaign including:

- HTML email invitation to our 60,000-name database of your best customers and prospects
- A full-page, 4-color ad in CRM magazine prior to the event
- Banner advertising on destinationCRM.com
- 3 advertisements in CRM's eWeekly HTML newsletter with a 60,000 circulation
- A reminder email to all registrants prior to the 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.

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

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

CRM Web Events division

Visit www.destinationCRM.com/webevents to view one of our many archived events.

Please contact:

Dennis Sullivan (Mountain and Pacific)
800-248-8466, x538, dennis@destinationCRM.com
Adrienne Snyder (Eastern and Central)
201-327-2773, adrienne@destinationCRM.com