

# CRM Media

A Division of Information Today, Inc.



## MEDIA KIT

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Information Today, Inc

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# 2012

## ABOUT CRM MEDIA

### CRM MEDIA

is a division of Information Today, Inc., an integrated media company specializing in magazines, periodicals, books, websites, and conferences serving the information marketplace. CRM Media is based in New York.

### CRM MEDIA SPONSORSHIP AND LEAD-GENERATION OPPORTUNITIES INCLUDE:

- **CRM magazine:** BPA-audited 75,000 subscribers
- **destinationCRM.com Website, eWeekly Newsletter, Email Bulletins**
- **CRM Evolution 2012 Conference:** August 13-15, 2012, New York Marriot Marquis
- **Web Events:** More than 750 successful, co-branded, turnkey Web Events produced since 1998
- **Digital CRM:** A browser-based Flash version of CRM magazine
- **CRM Best Practices White Papers/Case Studies Series:** In print and online, including registration for lead generation
- **Custom Media:** Custom magazines, case studies, white paper content, or marketing to fit your needs
- **Reprints:** High-quality print or electronic reprints



### AWARD-WINNING EDITORIAL & DESIGN FROM CRM MAGAZINE

#### Quality Content Attracts a Quality Audience

CRM magazine is written by a staff of dedicated professional journalists and carefully vetted by award-winning editor-in-chief, David Myron. CRM magazine has won more publishing awards for journalistic and design excellence than any other publication in its category.



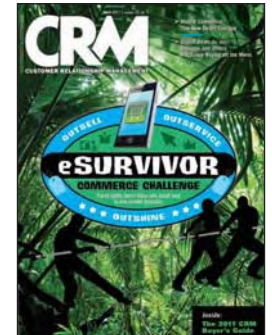
**2011 TABBIE WINNER**  
**Bronze Award: Front Cover, Digital Imagery**  
**Anywhere is Everywhere**  
**(November 2010)**



**American Society of Business Publication Editors (ASBPE) – Awards of Excellence**

#### 2010 ASBPE Awards

- **National Gold Award: Editorial Excellence, Organizational Profile: “The Next Billion”**  
*(November 2009)*
- **National Silver Award: Editorial Excellence, Humorous/Fun Column: Pint of View**  
*(June & October 2009)*
- **Gold Award: Editorial Excellence, Regular Column: Customer Centricity**  
*(February & September 2009)*
- **Gold Award: Graphics Excellence, Feature Article Design: “Simplementation”**  
*(July 2009)*



#### 2009 ASBPE Awards

- **National Bronze: Graphics Excellence, Opening Page/Spread-Photo: “Lollipop Loyalty”**  
*(June 2008)*
- **National Bronze: Graphics Excellence, Opening Page/Spread-Illustration: “How Much Marketing Is Too Much?”**
- **Silver Award: Editorial Excellence, Editor's Letter: Front Office**  
*(January & December 2008)*
- **Silver Award: Editorial Excellence, Regular Column, Contributed: Customer Centricity**  
*(June & December 2008)*
- **Bronze Award: Editorial Excellence, Special Section — “Generational Spending”**  
*(November 2008)*
- **Bronze Award: Editorial Excellence, Individual/Organization Profile: “Is Microsoft Winning the CRM Race?”**  
*(July 2008)*
- **Bronze Award: Graphics Excellence, Feature Article — “The Smallest Slice”**  
*(October 2008)*



# WHO READS CRM MAGAZINE

## ➤ WHAT IS CRM?

CRM is a philosophy and business strategy, supported by a system and technology, to improve human interactions in a business environment.

—PAUL GREENBERG, CRM MAGAZINE,  
“MAKING CRM WHOLEBRAINED,” FEBRUARY 2003

## ➤ 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 life cycle: executive management; sales, marketing, and customer service management; and IT management.

### In what areas do our readers have purchasing influence?

|                                | Make Final Decision | Influence Decision | Not Involved |
|--------------------------------|---------------------|--------------------|--------------|
| Customer Analytics             | 35%                 | 53%                | 12%          |
| Call Center/Help Desk          | 23%                 | 45%                | 32%          |
| Database Marketing             | 28%                 | 47%                | 25%          |
| Ecommerce                      | 25%                 | 38%                | 29%          |
| Knowledge Management Solutions | 21%                 | 62%                | 18%          |
| Web Self-Service               | 15%                 | 64%                | 21%          |
| Mobile Workforce Solutions 2   | 17%                 | 47%                | 36%          |
| Marketing Automation           | 28%                 | 38%                | 34%          |
| Sales Force Automation         | 22%                 | 47%                | 31%          |
| Social Media for CRM           | 28%                 | 38%                | 34%          |

## WHO SUBSCRIBES TO CRM MAGAZINE?

| By job level:    |     |
|------------------|-----|
| C Level          | 17% |
| Vice President   | 6%  |
| Director         | 27% |
| Manager          | 44% |
| Supervisor       | 6%  |
| By job area:     |     |
| Sales            | 15% |
| Marketing        | 33% |
| Customer Service | 16% |
| Corporate        | 14% |
| IT/Web/Technical | 22% |

- **75%** are involved in the decision-making process, and **29%** of our readers cite themselves as their companies’ final decision-makers for CRM-related products and services
- **More than 72%** view themselves as their companies’ champion/advocate for CRM implementations

### How our readers view their purchasing role

- **26%** Business decision-maker
- **9%** Technical decision-maker
- **35%** Both

Total  
Circulation  
**75,000**

# CRM MAGAZINE DATA POINTS

## How engaged are they as CRM magazine readers?

- **Two-thirds** read at least the last 3 out of 4 issues of CRM magazine.
- **Almost half** read every single issue.
- **72%** have saved an article or issue for future reference.
- **62%** have given an article or issue to a co-worker.
- **Over 84%** cite CRM magazine and destinationCRM.com as their **most valuable** media source of information on customer relationship management out of a list of the top 10 CRM-related magazines and websites.
- **84%** say that CRM is an important source of information they can't find **anywhere** else.
- **Over 85%** say that print magazines are their **most** favorite CRM-related publication.
- **99%** agree that it is well-written and easy to read.
- **98%** cite that it helps them professionally.
- **97%** find CRM magazine visually pleasing.
- **92%** agree that CRM magazine is authoritative and unbiased.

## Sales Force Size

- **13%** of our readers' companies have sales forces in excess of **1,000** people. The average sales force size is **1,392** people.

## Contact Center Budgets

- **54%** of our readers' companies have an in-house contact center. Over **24%** will spend more than **\$500,000** on contact-center-related products and services. The average will spend **\$255,500**.
- **31%** of readers' companies in-house contact centers have more than fifty seats. The average number of seats is **27**.

## Company Size by Sales Revenue

- 12%** \$5 billion or more in revenue
- 8%** \$1 billion to \$4.99 billion
- 6%** \$500 million to \$999 million
- 13%** \$250 million to \$499 million

Average sales revenue is \$1.08 billion.

## Company Size by Number of Employees

- 11%** 20,000 or more employees
- 11%** 5,000 to 19,999 employees
- 14%** 1,000 to 4,999 employees
- 12%** 500 to 999 employees
- 17%** 100 to 499 employees

Average number of employees is 4,095

## CRM Budgets for 2012

- 15%** \$1 million or more
- 9%** \$500k to \$1 million (up from 8%)
- 16%** \$100k to \$500k

Average CRM budget is \$260,763

## Expected CRM Budget Increase in 2012

- 6%** Increase by 25% or more
- 13%** Increase by 10% to 24%
- 21%** Increase 0 to 10%
- 50%** Stay the Same
- 4%** Decrease by less than 10%
- 3%** Decrease by 10% to 24%
- 2%** Decrease by 25% or more

Source: Vovici Reader Survey July 2011

## Who makes CRM purchasing decisions?

|                             | Final Decision | Involved in Decision | Not Involved |
|-----------------------------|----------------|----------------------|--------------|
| Myself                      | 24%            | 59%                  | 17%          |
| Senior Executive Management | 56%            | 34%                  | 9%           |
| VP Sales                    | 17%            | 60%                  | 23%          |
| VP Marketing                | 18%            | 59%                  | 23%          |
| VP Customer Service         | 17%            | 58%                  | 25%          |
| IT Management               | 15%            | 68%                  | 17%          |

# 2012 EDITORIAL CALENDAR

| ISSUE           | CLOSE DATES                                       | INSIGHT'S MARKET FOCUS | ENTERPRISE STRATEGY                | SALES & MARKETING                            | CUSTOMER SERVICE                                 | ADVERTISING SUPPLEMENT  |
|-----------------|---|------------------------|------------------------------------|--|--|---|
| <b>JANUARY</b>  | Editorial Close: 10/25/11<br>Space Close: 11/1/11 | Manufacturing          | Outlook 2012: Top Marketing Tech   | Outlook 2012: Top Sales Tech                 | From IVR to Mobile Customer Care                 | CUSTOMER SELF-SERVICE SOLUTIONS<br>MOBILE CRM SOLUTIONS<br>Reservations Due: 10/28/2011<br>Content Due: 11/16/2011  |
| <b>FEBRUARY</b> | Editorial Close: 11/29/11<br>Space Close: 12/6/11 | Financial Services     | Baby Boomer Behavioral Trends      | Gen X Behavioral Trends                      | Gen Y Behavioral Trends                          | CUSTOMER ANALYTICS & BUSINESS INTELLIGENCE<br>Reservations Due: 12/2/2011<br>Content Due: 12/19/2011<br>Roundtable Date: 2/8/2012   Sponsor Commitment: 12/8/2011 |
| <b>MARCH</b>    | Editorial Close: 12/27/11<br>Space Close: 1/3/12  | Travel and Hospitality | CRM Service Awards                 | CRM Service Awards                           | CRM Service Awards                               | THE INTELLIGENT CONTACT CENTER<br>Reservations Due: 1/6/2012<br>Content Due: 1/19/2012<br>Roundtable Date: 3/14/2012   Sponsor Commitment: 1/18/12                |
| <b>APRIL</b>    | Editorial Close: 1/24/12<br>Space Close: 1/31/12  |                        | How to Produce Multimedia Content  | Sales Enablement Tools                       | Market Focus: CRM in Non-Profit Sector           | SOCIAL CRM<br>Reservations Due: 2/3/2012<br>Content Due: 2/16/2012<br>Roundtable Date: 4/11/2012   Sponsor Commitment: 2/10/2012                                  |
| <b>MAY</b>      | Editorial Close: 2/28/12<br>Space Close: 3/7/12   | Professional Services  | Open-Source CRM Options            | Selecting the Right Marketing Agency         | Artificial Intelligence for Customer Experiences | MARKETING AUTOMATION<br>SALES AUTOMATION<br>Reservations Due: 3/2/2012<br>Content Due: 3/19/2012  |
| <b>JUNE</b>     | Editorial Close: 3/28/12<br>Space Close: 4/11/12  | Healthcare             | Changing to a Social Media Culture | How to Select a Social Media Monitoring Tool | Twitter Monitoring Strategies                    | SPEECH ANALYTICS<br>Reservations Due: 3/30/2012<br>Content Due: 4/18/2012<br>Roundtable Date: 6/6/2012   Sponsor Commitment: 4/6/2012                             |
| <b>JULY</b>     | Editorial Close: 4/25/12<br>Space Close: 5/9/12   |                        | Master Data Management Guide       | Market Focus: CRM in Government              | Voice of the Customer Best Practices             | CRM MAGAZINE'S 12th ANNUAL BUYER'S GUIDE<br>CRM FOR THE ENTERPRISE<br>Reservations Due: 5/4/2012<br>Content Due: 5/17/2012  |

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, email your complete contact information to [CRMPR@destinationCRM.com](mailto:CRMPR@destinationCRM.com).

*Calendar is subject to change.*

# 2012 EDITORIAL CALENDAR

| ISSUE            | CLOSE DATES                                       | INSIGHT'S MARKET FOCUS   | ENTERPRISE STRATEGY                | SALES & MARKETING                       | CUSTOMER SERVICE                | ADVERTISING SUPPLEMENT  |
|------------------|---|--------------------------|------------------------------------|---|---------------------------------|---|
| <b>AUGUST</b>    | Editorial Close: 5/30/12<br>Space Close: 6/6/12   | Education                | Protecting Customers from ID Theft | How to Avoid the Spam Folder            | High-Definition Audio in IVRs   | SALESFORCE APPEXCHANGE<br>Reservations Due: 6/1/2012<br>Content Due: 6/18/2012<br>Roundtable Date: 8/15/2012<br><b>Sponsor Commitment: 6/15/2012</b>  |
| <b>SEPTEMBER</b> | Editorial Close: 6/27/12<br>Space Close: 6/27/12  | Sports and Entertainment | CRM Market Awards                  | CRM Market Awards                       | CRM Market Awards               | KM FOR GREAT CUSTOMER EXPERIENCES<br>Reservations Due: 7/6/2012<br>Content Due: 6/18/2012<br>Roundtable Date: 9/12/2012<br><b>Sponsor Commitment: 7/13/2012</b>   |
| <b>OCTOBER</b>   | Editorial Close: 7/25/12<br>Space Close: 8/8/12   |                          | Market Focus: CRM in Retail        | Benefits of Video for Sales & Marketing | Enterprise Feedback Management  | CRM AND MARKETING SOLUTIONS FOR SMALL/MID-SIZED BUSINESSES<br>ECOMMERCE AND CRM<br>Reservations Due: 8/3/2012<br><b>Content Due: 8/20/2012</b>  |
| <b>NOVEMBER</b>  | Editorial Close: 8/29/12<br>Space Close: 9/5/12   | High-Tech                | Mobile Commerce Best Practices     | Most Viable Geofencing Options          | Measuring the Caller Experience | CUSTOMER EXPERIENCE MANAGEMENT<br>Reservations Due: 8/31/2012<br>Content Due: 9/18/2012<br>Roundtable Date: 11/14/2012<br><b>Sponsor Commitment: 9/14/2012</b>  |
| <b>DECEMBER</b>  | Editorial Close: 9/26/12<br>Space Close: 10/10/12 | Telecom                  | Year in (P)review                  | The Value of E-Signature Apps           | Multichannel Service Strategies | INTEGRATING SOCIAL MEDIA INTO CONTACT CENTERS<br>Roundtable Date: 12/12/2012<br>Sponsor Commitment: 10/12/2012<br>DEMAND GENERATION—ONLINE MARKETING, LEAD NURTURING, AND CRM<br>Reservations Due: 10/5/2012<br>Content Due: 10/19/2012 |

**KEY:**

Feature Package

Awards Issue

Vertical Focus

# 2012 EDITORIAL CALENDAR

## \*2012 CUSTOMER SERVICE AWARDS

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

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.

## \*2012 CRM MARKET AWARDS

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

★ CRM Market Leader Awards ★ CRM Influential Leader Awards ★ CRM Elite Awards

CRM magazine's 2012 CRM Market Awards recognize superior performance in three areas: ROI excellence in customer companies, individual achievement, and vendor leadership.

### CRM Market Leader Awards

Recognizes the top five vendors 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

Recognizes excellence in getting both hard and soft ROI results from CRM initiatives.

### CRM Influential Leader Awards

Reveals those individuals who, by their words and actions, have made a significant impact either within their company or on the industry over 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 showcasing recent hard and soft ROI benefits and how they were achieved.

### THE TIPPING POINT:

Industry analysts discuss trends and best practices.

### PINT OF VIEW:

Marshall Lager's 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
- Editorial Assignments
- Conference Programming
- Webinar Moderator

### Managing Editor

**Sherri Lerner**

slerner@infotoday.com

Focus:

- Editorial Production
- Copy Editing

### News Editor

**Leonard Klie**

lklie@infotoday.com

Focus:

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

### Associate Editor

**Judith Aquino**

jaquino@infotoday.com

Focus:

- Marketing
- BI/Analytics
- Required Reading

## HOW TO CONNECT WITH US:

Facebook

CRM Magazine

Twitter

@CRM

@destinationCRM

# RATE CARD

## 2012 NET RATES

- First 15 pages: *add 10%*
- Inside Front Cover Position: *add 15%*  
(take our 1st Spread)
- Inside Back Cover Position: *add 10%*
- Back Cover Position: *add 25%*
- Spreads: *10% discount on second page*
- Guaranteed Positions: *add 10%*

| <b>NET RATES</b> |                  | 1 Issue  | 3 Issues | 6 Issues | 9 Issues | 12 Issues |
|------------------|------------------|----------|----------|----------|----------|-----------|
| 4-color          | <b>Full Page</b> | \$13,000 | \$12,650 | \$12,250 | \$11,470 | \$10,950  |
|                  | <b>2/3 Page</b>  | \$9,385  | \$9,100  | \$8,825  | \$8,260  | \$7,880   |
|                  | <b>1/2 Page</b>  | \$7,035  | \$6,830  | \$6,615  | \$6,195  | \$5,915   |
|                  | <b>1/3 Page</b>  | \$4,950  | \$4,805  | \$4,655  | \$4,360  | \$4,160   |
|                  | <b>1/4 Page</b>  | \$3,780  | \$3,670  | \$3,550  | \$3,325  | \$3,175   |

\*Advertising agencies add 15%. Upgrading creative in digital version of CRM magazine to rich media (Flash, streaming audio/video, plus \$750 net).

### 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. Advertisers contracted to run in Premium Positions must give 30-day notice before the issue's Ad Close Date.
4. Unfulfilled contracts will be short-rated to the actual frequency level and all merchandising will be charged back to the advertiser.
5. Advertisers submitting insertion orders past the Ad Close Date forfeit their position requests.
6. All materials must be submitted by the Materials Close Date, or the magazine does not take responsibility for mistakes.
7. No positions are guaranteed unless advertisers have agreed to pay the premium position charges.
8. Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.
9. Publisher must approve in writing any exception of deviations from these requirements.

### ADVERTISING PRODUCTION DATES

|                         | Ad Close Dates | Materials Close Dates |
|-------------------------|----------------|-----------------------|
| January 2012            | 10/28/2011     | 11/16/2011            |
| February 2012           | 12/2/2011      | 12/19/2011            |
| March 2012              | 1/6/2012       | 1/19/2012             |
| April 2012              | 2/3/2012       | 2/16/2012             |
| May 2012                | 3/2/2012       | 3/19/2012             |
| June 2012               | 3/30/2012      | 4/18/2012             |
| July Buyer's Guide 2012 | 5/4/2012       | 5/17/2012             |
| July 2012               | 5/4/2012       | 5/17/2012             |
| August 2012             | 6/1/2012       | 6/18/2012             |
| September 2012          | 7/6/2012       | 7/19/2012             |
| October 2012            | 8/3/2012       | 8/20/2012             |
| November 2012           | 8/31/2012      | 9/18/2012             |
| December 2012           | 10/5/2012      | 10/19/2012            |

# ADVERTISING SPECIFICATIONS

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

Preferred Positions\*\*

## 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](http://www.destinationcrm.com).

**For inquiries, contact:**

**Michael Hardwick 609-654-6266 ext.130**

**[mhardwick@infotoday.com](mailto:mhardwick@infotoday.com)**

## REQUIREMENTS

- We will only accept digital files. Please review the Digital Ad Submission Guidelines prior to sending your creative.
- All advertising materials will be destroyed after use. Should you require that files be returned, please submit a written request (when submitting materials) to CRM magazine at the address to the right.

## DIGITAL AD SUBMISSIONS GUIDELINES

**CTP Specification** — We accept the following formats:

Hi-res press optimized PDF

- fonts must be embedded
- set black to overprint
- convert PMS to CMYK
- images must be in CMYK
- 300-dpi images only

Trouble-free QuarkXPress 6.5 or earlier (Mac)

- all art and postscript fonts for Mac enclosed; do not use true type fonts
- CMYK color specifications only
- high-resolution 300-dpi images at 100% size, no local rotation or flipping in Quark
- TIFF file format for raster images; EPS file format for vector images
- flatten image files in their native applications before placing in Quark
- convert EPS fonts to paths/outlines (save with "include document fonts" option) or provide all font files used by the EPS

### Uploading Digital Files

**WEB ADDRESS:** <http://files.infotoday.com>

**ACCOUNT:** Advert

**PASSWORD:** advert1

Once the file is uploaded, please email to [adsubmit@infotoday.com](mailto:adsubmit@infotoday.com).

The name of the document you uploaded, name of the advertiser and the issue/publication in which you are placing your ad. Make sure to also overnight a high-quality proof of your ad to:

Photoshop TIFF files for Macintosh

- CMYK, 300 dpi, size and bleeds according to pub specs

**When renaming files, make sure to keep the proper file extension (.eps, .qud, .pdf, etc.)**

### Submission on CD

- Mark disk with title of ad, name of agency, publication/issue in which ad will be placed.
- Once the disk has been mailed, please email to [adsubmit@infotoday.com](mailto:adsubmit@infotoday.com) the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad.
- Make sure to also overnight a high-quality hard copy proof of your ad (see address info at right).

**For proper sizing of your ad, please refer to the publication's rate card. Add 1/4" on all sides for bleed.**

**CRM magazine**

**Production Department**

**Information Today, Inc.**

**143 Old Marlton Pike**

**Medford, NJ 08055**

**Attn: Michael Hardwick**

**[mhardwick@infotoday.com](mailto:mhardwick@infotoday.com)**

**609-654-6266 x130**

## BEST PRACTICES: PRINT + LEAD GEN

### ➤ CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & 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 on 80-lb. stock, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, [www.destinationcrm.com](http://www.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.

#### Sponsorship rates

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

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

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

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

No charge for Webinar Roundtable. Platinum sponsors automatically included in Webinar roundtable.

**Webinar Roundtable** – \$8,500

#### Enormous distribution, reach, and frequency

- Print distribution in *CRM* magazine (70,000 subscribers)
- Inclusion in digital version of *CRM* magazine (5,000 subscribers)
- 65,000 email invitations to download a PDF of this special section – you get the leads
- One month of homepage promotion on [www.destinationcrm.com](http://www.destinationcrm.com) (150,000 visitors per month)
- Inclusion in all eight *eWeekly* newsletters (70,000 per issue – 560,000 total)
- Archived on [destinationCRM.com](http://destinationCRM.com) for 1 year
- Over 920,000 total impressions

#### 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
- Receive a custom PDF of the section for your website
- Editorial and production services included – copy editing, layout, and design

### ADVERTISING CONTACTS

#### Mountain & Pacific

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# BEST PRACTICES SCHEDULE: 2012

## JANUARY 2012

Reservations Due: 10/28/2011  
Content Due: 11/16/2011

### CUSTOMER SELF-SERVICE SOLUTIONS

In this Best Practices topic, we'll explore the holy grail of customer service: increasing satisfaction, loyalty, and efficiency while decreasing costs. If you have a solution that enables self-service on the web, phone, or in-person, our readers want to know how it can help them serve their customers and make their operations more efficient.

### MOBILE CRM SOLUTIONS

The opportunity to market or service customers via their mobile devices is exploding along with enterprise mobile applications connecting employees with corporate databases. This topic is a great opportunity to share best practices or real life success stories with our readers.

## FEBRUARY 2012

Reservations Due: 12/2/2011  
Content Due: 12/19/2011

### CUSTOMER ANALYTICS & BUSINESS INTELLIGENCE

Customer segmentation, predictive analytics, competitive intelligence are useful tools for gaining better insight and making better strategic and tactical decisions. This Best Practices topic will focus on how analytics and business intelligence can and should be used to enable business leaders to make better decisions.

Roundtable Date: 2/8/2012 • Sponsor Commitment: 12/8/2011

## MARCH 2012

Reservations Due: 1/6/2012  
Content Due: 1/19/2012

### THE INTELLIGENT CONTACT CENTER

Advances in contact center technologies and the emergence of social media channels have propelled the traditional call center into a pivotal position for delivering great customer experiences. The intelligent contact center will create a consistent, effective, and efficient method of delivering customer service regardless of the customer channel and be fully integrated with the entire enterprise. This Best Practices guide will help readers achieve the ultimate challenge of creating an intelligent contact center.

Roundtable Date: 3/14/2012 • Sponsor Commitment: 1/18/201

## APRIL 2012

Reservations Due: 2/3/2012  
Content Due: 2/16/2012

### SOCIAL CRM

The newest customer channel is driven by your customers but cannot be ignored by your company. Learn how to join the conversation using social media to gain valuable customer insights while communicating directly with your customers and prospects.

Roundtable Date: 4/11/2012 • Sponsor Commitment: 2/10/2012

## MAY 2012

Reservations Due: 3/2/2012  
Content Due: 3/19/2012

### MARKETING AUTOMATION

Marketers from every size company are adopting marketing automation tools and practices to better segment their prospects, integrate their systems, and manage their marketing campaigns. Email campaigns, web campaigns, search engine marketing and social media marketing tools, and traditional direct marketing all need to roll up into a coherent workflow that allow marketers to better allocate their limited resources. This Best Practices topic will help guide them through the many considerations and options they now have available to them drive revenue more effectively.

### SALES AUTOMATION

Sales automation has come a long way since the first contact management tools. Now sales intelligence, database lead generation services, compensation management, and other collaborative tools help sales people market their products and close business with shorter sales cycles and higher close rates. This section will focus on solutions that help sales people drive revenue.

## JUNE 2012

Reservations Due: 3/30/2012  
Content Due: 4/18/2012

### SPEECH ANALYTICS

Speech Analytics in contact centers can be used to extract critical business intelligence that would otherwise be lost. By analyzing and categorizing recorded phone conversations between companies and their customers, useful information can be discovered relating to strategy, product, process, and operational issues. This information gives decision-makers insight into what customers really think about their company so that they can quickly react.

\* This section topic and roundtable Webevent will be co-marketed with Speech Technology magazine and SpeechTechMag.com. There is a 20% premium charge.

Roundtable Date: 6/6/2012 • Sponsor Commitment: 4/6/2012

# BEST PRACTICES SCHEDULE: 2012

## JULY 2012

Reservations Due: 5/4/2012

Content Due: 5/17/2012

### CRM MAGAZINE'S 12th ANNUAL BUYER'S GUIDE

Our annual comprehensive guide to the key players in customer relationship management offers participants exposure in both CRM magazine's July issue and destinationCRM for a full year. Partner listings are integrated with relevant editorial content online and promoted in both print and online newsletters to keep your solution top of mind.

### CRM FOR THE ENTERPRISE

Enterprise CRM is big, complex, and not easy to accomplish. It is also in demand. With expenditures expected for CRM software and services expected to exceed \$4 billion by 2014, the Enterprise market is a key market segment for vendors, consultants, and integrators.

## AUGUST 2012

Reservations Due: 6/1/2012

Content Due: 6/18/2012

### SALESFORCE APPEXCHANGE

This is a "must" issue for all AppExchange partners trying to gain some visibility among the 1,000 plus applications available in Salesforce.com's marketplace. Take your case directly to the readers of CRM magazine in this always popular Best Practices topic.

Roundtable Date: 8/15/2012 • Sponsor Commitment: 6/15/2012

## SEPTEMBER 2012

Reservations Due: 7/6/2012

Content Due: 6/18/2012

### KNOWLEDGE MANAGEMENT FOR GREAT CUSTOMER EXPERIENCES

Knowledge Management solutions are essential for producing great customer experiences, especially in the contact center. This Best Practices topic will focus on how to best achieve desired outcomes and success stories from organizations who have achieved great results.

Roundtable Date: 9/12/2012 • Sponsor Commitment: 7/13/2012

## OCTOBER 2012

Reservations Due: 8/3/2012

Content Due: 8/20/2012

### CRM AND MARKETING SOLUTIONS FOR SMALL/MID-SIZED BUSINESSES

There is a huge appetite in the SMB market for effective CRM systems and marketing solutions that are sized for organizations with smaller budgets. Thankfully, there are many cost effective solutions that the SMB market can utilize which are compatible with their financial and IT resources. This Best Practices topic will be geared for organizations with less than \$500 million in revenue.

### ECOMMERCE AND CRM

The fusion of ecommerce and customer relationship management is a natural extension of two customer-facing technologies and strategies joining forces for a desirable outcome. This topic will help companies navigate the issues that will determine the extent of their success integrating their online storefronts with their CRM systems.

## NOVEMBER 2012

Reservations Due: 8/31/2012

Content Due: 9/18/2012

### CUSTOMER EXPERIENCE MANAGEMENT

Engaging with customers and understanding how well your organization manages these interactions is essential to building customer loyalty. This Best Practices topic will focus on concrete solutions that will help improve optimum customer experiences and help organizations differentiate themselves for competitive advantage.

\* This section topic and roundtable Webevent will be co-marketed with Speech Technology magazine and SpeechTechMag.com. There is a 20% premium charge.

Roundtable Date: 11/14/2012 • Sponsor Commitment: 9/14/2012

## DECEMBER 2012

Reservations Due: 10/5/2012

Content Due: 10/19/2012

### INTEGRATING SOCIAL MEDIA INTO CONTACT CENTERS

The social media channel has added layer of complexity to contact centers. This topic will focus on Best Practices for integrating social networks and case studies of successful implementations.

Roundtable Date: 12/12/2012 • Sponsor Commitment: 10/12/2012

### DEMAND GENERATION—ONLINE MARKETING, LEAD NURTURING, AND CRM

The mantra for all marketers these days is, "Get me leads." That's only one part of the equation, as every CMO knows. How do you get people to register? Email, SEM, on-site advertising? And what do you do when you get them, how do you analyze your results? This Best Practices topic will guide marketers through the steps which help them get the most success from their efforts.

# 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

| QUANTITY      | 8.5x11  |         | (Bi-fold)<br>11x17 | (Tri-fold)<br>11x25.5 |
|---------------|---------|---------|--------------------|-----------------------|
|               | 1 SIDE  | 2 SIDES | 2 SIDES            | 2 SIDES               |
| <b>50</b>     | \$240   | \$400   | \$600              | \$1,350               |
| <b>1,000</b>  | \$285   | \$485   | \$800              | \$1,450               |
| <b>2,000</b>  | \$450   | \$700   | \$1,200            | \$1,700               |
| <b>2,500</b>  | \$550   | \$800   | \$1,390            | \$2,200               |
| <b>3,000</b>  | \$650   | \$900   | \$1,590            | \$2,600               |
| <b>5,000</b>  | \$890   | \$1,315 | \$1,975            | \$3,300               |
| <b>10,000</b> | \$1,595 | \$2,195 | \$3,400            | \$4,300               |

**PDFs:**

\$350 with reprint order;  
\$550 without reprint order

**Paper:**

80 lb. White Gloss Stock

**Shipping and Handling:**

Please note: Shipping and handling costs are not included in the above prices.

Reprints will be shipped UPS Ground unless otherwise requested.

**For more information, please call:**

Eastern & Central  
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## COLOR REPRINTS PRICE LIST

| QUANTITY      | 8.5x11  |         | (Bi-fold)<br>11x17 | (Tri-fold)<br>11x25.5 |
|---------------|---------|---------|--------------------|-----------------------|
|               | 1 SIDE  | 2 SIDES | 2 SIDES            | 2 SIDES               |
| <b>50</b>     | \$1,150 | \$1,300 | \$2,000            | \$3,500               |
| <b>1,000</b>  | \$1,250 | \$1,450 | \$2,250            | \$3,650               |
| <b>2,000</b>  | \$1,400 | \$1,695 | \$2,650            | \$4,000               |
| <b>2,500</b>  | \$1,550 | \$1,850 | \$2,850            | \$4,150               |
| <b>3,000</b>  | \$1,650 | \$2,000 | \$3,000            | \$4,300               |
| <b>5,000</b>  | \$1,995 | \$2,450 | \$3,800            | \$4,950               |
| <b>10,000</b> | \$2,550 | \$3,100 | \$5,200            | \$6,500               |

# REPRINT ORDER FORM

## ➔ CUSTOM REPRINTS • E-PRINTS • ARTICLE PERMISSION

Date \_\_\_\_\_

Issue \_\_\_\_\_

Article Title \_\_\_\_\_

Author \_\_\_\_\_

### Send proofs and finished material to:

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### CUSTOM REPRINT SPECIFICATIONS/INSTRUCTIONS:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Note:** You will be provided with a proof to review your custom reprint before your order is printed.

### Mail your order form to:

Information Today, Inc. • Attn: Tiffany Chamenko • 143 Old Marlton Pike • Medford, NJ 08055

or fax to: (609) 654-4309

Contact Tiffany Chamenko directly for more info. Phone: (609)654-6266, Ext. 122 • Email: tchamenko@infotoday.com

Yes, Please enter my order for the following items:

### Price

**Photocopy Permission:**

Number of article pages \_\_\_\_\_ x \$25 per page = \$ \_\_\_\_\_

**Reprint Permission:** entire article for \$250 \$ \_\_\_\_\_

**E-Prints:** entire article for \$250 \$ \_\_\_\_\_

**Custom Reprints:** Qty \_\_\_\_\_, No. of pages \_\_\_\_\_,  
 Color choice  4C  2C  1C (fill in price from rate card) \$ \_\_\_\_\_

**Note:** Custom reprint price does not include shipping and customization charges.

Sub Total: \$ \_\_\_\_\_

CT, KY, WI must add sales tax: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

**CREDIT CARD:**  MC  VISA  AMEX  DISCOVER

CREDIT CARD # \_\_\_\_\_

EXP. DATE \_\_\_\_\_

**CREDIT CARD PAYMENT IS REQUIRED FOR ALL FIRST-TIME ORDERS.** Your credit card will be billed after you order is processed and shipped.

\*\* Please note that prices above are not inclusive of shipping charges and any special customization charges that may be applicable.

Any additional customization, handling, and shipping charges will be added to your order.

Authorized Signature/Title \_\_\_\_\_

Date \_\_\_\_\_

## 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, 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 70,000 opt-in subscribers. *CRM* magazine's *eWeekly* delivers timely and useful CRM news twice a week.
- **CRM magazine's Dashboard Newsletters** – Focused newsletters reporting on the latest trends and news produced by the editors of *CRM* magazine: *SaaS Dashboard* and *Social Media Dashboard*.

- **CRM-Sponsored Web Events and Roundtables** – Complete custom, turnkey Web Events and our topic-specific Roundtables.
- **CRM Custom Research** – Let us create a custom research program for you and summarize the findings.

### TOPIC CENTERS

- |                                   |                        |
|-----------------------------------|------------------------|
| ■ Analytics                       | ■ Sales Automation     |
| ■ Channel Management              | ■ SMB/Midmarket CRM    |
| ■ Contact Center/Customer Service | ■ Social CRM           |
| ■ Enterprise CRM                  | ■ Industry News        |
| ■ Integration                     | ■ Industry by Segments |
| ■ Marketing Automation            |                        |



# SITE STATS/DEMOGRAPHICS

## Primary Job Function:

|                        |     |
|------------------------|-----|
| Corporate .....        | 13% |
| Sales .....            | 17% |
| Marketing .....        | 33% |
| Customer Service ..... | 18% |
| IT/Technical .....     | 20% |

## Job Level

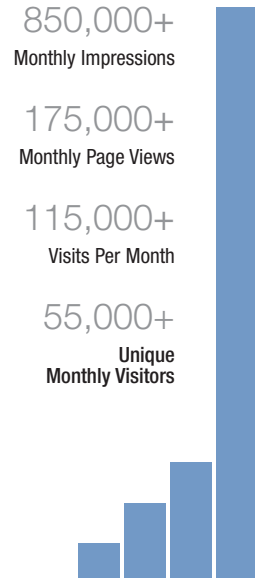
|                  |     |
|------------------|-----|
| C Level .....    | 16% |
| VP .....         | 7%  |
| Director .....   | 25% |
| Manager .....    | 48% |
| Supervisor ..... | 5%  |

## B2B or B2C

|                            |     |
|----------------------------|-----|
| Business-to-Business ..... | 51% |
| Business-to-Consumer ..... | 19% |
| Both .....                 | 30% |

## By Region

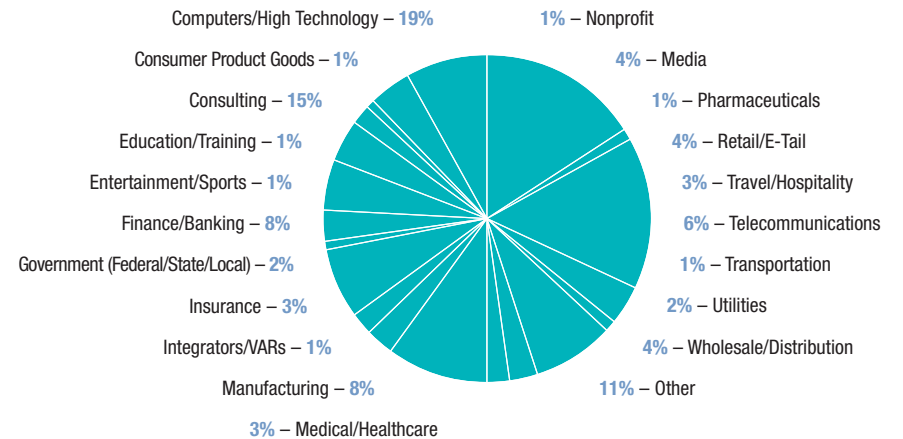
|                |     |
|----------------|-----|
| Americas ..... | 59% |
| Europe .....   | 18% |
| Asia .....     | 17% |
| Oceania .....  | 3%  |
| Africa .....   | 2%  |



## Areas of purchasing influence

|                                | Make Final Decision | Influence Decision | Not Involved |
|--------------------------------|---------------------|--------------------|--------------|
| Customer Analytics             | 25%                 | 58%                | 17%          |
| Call Center/Help Desk          | 17%                 | 57%                | 25%          |
| Database Marketing             | 21%                 | 54%                | 25%          |
| Ecommerce                      | 19%                 | 48%                | 32%          |
| Knowledge Management Solutions | 19%                 | 58%                | 23%          |
| Web Self-Service               | 18%                 | 57%                | 25%          |
| Mobile Workforce Solutions     | 15%                 | 55%                | 30%          |
| Marketing Automation           | 20%                 | 54%                | 26%          |
| Sales Force Automation         | 17%                 | 50%                | 33%          |
| Social Media for CRM           | 15%                 | 66%                | 28%          |

## Company's Primary Industry



## BUDGETS for CRM-related products and services this year

|                              |                          |
|------------------------------|--------------------------|
| <b>15%</b>                   | More than \$1 million    |
| <b>9%</b>                    | \$500,000 to \$1 million |
| <b>16%</b>                   | \$100,000 to \$499,999   |
| <b>Mean Budget \$260,763</b> |                          |

## NEWSLETTERS & EMAIL PRODUCTS

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

- **Circulation:** 82,750
- **Frequency:** Monday & Wednesday

### CRM MAGAZINE'S EWEKLY

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

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

### EXCLUSIVE NEWSLETTER SPONSORSHIP INCLUDES:

- 75-word text description
- 468x120 pixel web banner (.gif or .jpg format) – *product photo optional*
- 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 magazine's SaaS Dashboard Newsletter Sponsorships (45,000 subscribers)

| Rates | Featured Sponsor Top Position |
|-------|-------------------------------|
| 1X    | \$1,760                       |
| 3X    | \$1,600                       |
| 6X    | \$1,440                       |
| 12X   | \$1,280                       |

### CRM Bulletin Email Blast

- **Circulation:** 70,853
- **Frequency:** Tuesday & Friday

Send your custom HTML email to the subscribers of **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)

*Deduplicating against suppression lists, plus \$500*

### DIGITAL CRM ALERT

*(included with E-Magazine Sponsorship) EMail Invitation to 65,000 subscribers*

- 125X125 gif logo with link
- 75 words of text

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

# ONLINE RATE CARD

## ON-SITE ADVERTISING

| Ad Size  | Location (Run-of-Site (ROS)) | Minimum 50,000 | Minimum 100,000 |
|----------|------------------------------|----------------|-----------------|
| 728x90   | top position                 | \$85 CPM       | \$75 CPM        |
| 120x600  | right or left side           | \$85 CPM       | \$75 CPM        |
| 720x300  | bottom position              | \$85 CPM       | \$75 CPM        |
| 160x600  | right or left side           | \$85 CPM       | \$75 CPM        |
| 336x280  | within articles/homepage     | \$85 CPM       | \$75 CPM        |
| text ads | within articles              | \$85 CPM       | \$75 CPM        |

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

### Sponsored Content Listings —

(white papers, case studies, research reports)

|            |                   |
|------------|-------------------|
| 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)
- 8 editions of eNewsletter 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   |

### Event Listings

(trade shows, conferences, user groups)

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

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



## ADVERTISING CONTACTS

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dennis@infoday.com

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# DESTINATIONCRM.COM MATERIAL SPECS

## 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 (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 and 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

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, website/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 your sales representative:

**dennis@infoday.com**

Mountain/Pacific

**Adrienne@destinationCRM.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](http://destinationCRM.com) site offers a variety of banner size options, as well as rich-media advertising opportunities. The site utilizes doubleclick by Google (DFP) third-party ad serving technology.

**All banners must conform to the following specifications:**

- Maximum file size is 40K and is the same for either static, animated, or rich-media creative. File size cannot exceed 40K! 4 looping frames on animation GIFs.
- All ads are served up through Google doubleclick by Google (DFP).
- We accept the following creative units: GIF, JPEG, Flash, Rich Media, HTML.
- FLASH clickTAG: The clickTAG variable is an industry-standard method of tracking Flash creative clicks. Problems with Flash creatives may result from an incorrect clickTAG implementation. To troubleshoot this implementation, make sure that:
  - 1) The advertiser has inserted the clickTAG in the .fla file before converting it to the .swf file that is uploaded in doubleclick.
  - 2) The clickTAG variable is properly implemented in the action of the button. In the `getURL()` function of the action, make sure to specify the click-through URL as 'clickTAG' and the target window as "\_blank". For example: `getURL (clickTAG,"_blank");`.

3) You've specified the click-through URL within doubleclick (DFP).

You may wish to review more detailed documentation for clickTAG implementations at [http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

- 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.

## BANNER SIZE

| Standard Creative Units | Max File Size | Banner Location          |
|-------------------------|---------------|--------------------------|
| 728x90                  | 39K           | top position             |
| 120x600                 | 39K           | right or left side       |
| 720x300                 | 39K           | bottom position          |
| 160x600                 | 39K           | right or left side       |
| 336x280                 | 39K           | within articles/homepage |
| text ads                | 30-35 words   | within articles          |

# DIGITAL CRM SPONSORSHIP

## EXCLUSIVE PREMIER SPONSORSHIP OF DIGITAL CRM MAGAZINE

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

### Leverage Our Brand and Generate Leads

*The exclusive sponsor of digital CRM magazine will be acknowledged as the issue sponsor in the issue Alert to 65,000 opt-in recipients and with a banner placement and message within the E-magazine itself.*

### What Is Digital CRM?

Digital CRM magazine is an exact replication the CRM print magazine in Adobe Flash and optimized by NXTBook Media, a leader in digital publishing. Sponsors are encouraged to use video, Flash, audio, or any rich media to energize their messages.

### A Complete Marketing Program

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 65,000 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 over the entire month (eight issues with a circulation of 65,000 per issue). The sponsor will be recognized with a logo and up to 75 words under the "spinning icon."
- **destinationCRM.com** – Homepage Exposure (150,000 page views).
- **Digital CRM Exposure** – A 120X600 banner position to the left of the digital magazine

## STANDARD SPONSOR SPECIFICATIONS

- 75 words of text – for email Issue Alert, and CRM eWeekly newsletter
- 125X125 .gif logo – for CRM eWeekly newsletter
- 120X600 banner with link for inside ebook issue

| DIGITAL CRM RATES |                   |
|-------------------|-------------------|
| 1X                | \$1,760 per issue |
| 4X                | \$1,600 per issue |
| 8X                | \$1,440 per issue |
| 12X               | \$1,280 per issue |

All print advertisers can upgrade their print advertising to rich-media ads in the digital version for an additional \$500.



## DIGITAL CRM SPECS

### For Advertisers Incorporating Rich-Media Sponsorship Specifications Upgrade/Additional \$500

#### THESE SIZES ARE FLEXIBLE ON A CASE-BY-CASE BASIS:

1. Toolbar logos – IAB Microbar = 88 pixels wide X 31 pixels high (NOTE: Height is fixed. Some flexibility on width.)
2. IAB Skyscrapers right/left = 120 pixels wide X 600 pixels high
3. IAB Full Banners top/bottom = 468 pixels wide X 60 pixels high
4. Sponsorship page left of cover = 550 pixels wide X 480 pixels high (IAB Large Pop-Up Size)

#### AUDIO FILES

1. Please send audio files embedded in a Flash document.  
We also accept MP3 files.
2. MP3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

#### VIDEO FILES

1. Send video files as an .flv or .avi file. We also accept Windows Media Player, Real Video, or QuickTime formats.
2. When sending QuickTime video files, please avoid using these **video codecs**: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are:
  - Uncompressed video
  - Sorenson Video 1, 2, and 3
  - Motion JPEG A and B

3. When sending QuickTime video files, please avoid using the IMA 4:1 **audio codec**.

The recommended audio codecs for QuickTime are:

- a. Uncompressed audio
- b. ALaw 2:1
- c. ADPCM

4. When sending .avi files, avoid using the Intel Indeo video codec.

5. You can stream YouTube videos as well. Please supply the URL to us using the following structure: [http://www.youtube.com/v/video\\_id](http://www.youtube.com/v/video_id), where video\_ID is the ID that YouTube assigns to a video they host.

6. Please see this link for the Video Options Guide: <http://bit.ly/drKnjQ>

#### MATERIALS PROVIDED VIA FTP:

Materials must be compressed using Zip or Stuffit technology.

**WEB ADDRESS:** <http://files.infotoday.com>

**ACCOUNT:** Advert

**PASSWORD:** advert1

Once the file is uploaded, please email to: [adsubmit@infotoday.com](mailto:adsubmit@infotoday.com) and your advertising representative.

The email confirmation should clearly indicate the name of the file you uploaded, name of the advertiser, and the issue/publication in which you are placing your ad.

## 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!

- Polybagged with CRM magazine's 70,000 print 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: 5 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

Deadline for print listings (July issue) is  
**May 4, 2012**  
(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 in our directory.
2. If it is not listed, ADD it to our database; EDIT it if it was created prior to 9/1/10.
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 #1 CRM publication and website.

## Advertise in the 2012 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
- 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>

## 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 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—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- › Extensive event registration program with 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 Speech Technology 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.

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

### ➤ Action List

- Our aggressive online and print advertising campaign includes the following:
- › HTML email invitation to our 74,000-name database of your best customers and prospects
  - › A full-page, 4-color ad in CRM magazine prior to event
  - › Banner advertising on destinationCRM.com
  - › 3 advertisements in CRM's eWeekly HTML newsletter with 66,000 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 MAGAZINE'S WEBINAR ROUNDTABLE

CRM Magazine & destinationCRM.com invite you to participate in our Roundtable Web Events scheduled in 2012. These multisponsored, online Web Events are geared to generate leads for sponsors while providing a valuable resource for our readership on a number of topics.

### FORMAT

- 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 log-on; and registration to the archived event for 90 days, with leads delivered every Monday.
- **Extensive Event Registration:** A program offering multiple marketing touch points.
- **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: advertising materials, marketing, registration, technology, and, follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 700 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:

- HTML email invitation to our 82,750-name database of your best customers and prospects
- A full-page, 4-color, on-demand event advertisement in CRM magazine (postevent) and on-site banner advertising on destinationCRM.com
- Three advertisements in CRM's eWeekly HTML newsletter with a circulation of 70,000
- 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 non-attending 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

### 2012 ROUNDTABLE TOPICS

#### FEBRUARY

##### CUSTOMER ANALYTICS & BUSINESS INTELLIGENCE

Customer segmentation, predictive analytics, competitive intelligence are useful tools for gaining better insight and making better strategic and tactical decisions.

This Best Practices topic will focus on how analytics and business intelligence can and should be used to enable business leaders to make better decisions.

Roundtable Date: [2/8/2012](#)

Sponsor Commitment: [12/8/2011](#)

#### MARCH

##### THE INTELLIGENT CONTACT CENTER

Advances in contact center technologies and the emergence of social media channels have propelled the traditional call center into a pivotal position for delivering great customer experiences. The intelligent contact center will create a consistent, effective, and efficient method of delivering customer service regardless of the customer channel and be fully integrated with the entire enterprise. This Best Practices guide will help readers achieve the ultimate challenge of creating an intelligent contact center.

Roundtable Date: [3/14/2012](#)

Sponsor Commitment: [1/13/2012](#)

#### APRIL

##### SOCIAL CRM

The newest customer channel is driven by your customers but cannot be ignored by your company. Learn how to join the conversation using social media to gain valuable customer insights while communicating directly with your customers and prospects.

Roundtable Date: [4/11/2012](#)

Sponsor Commitment: [2/10/2012](#)

#### JUNE

##### SPEECH ANALYTICS

Speech Analytics in contact centers can be used to extract critical business intelligence that would otherwise be lost. By analyzing and categorizing recorded phone conversations between companies and their customers, useful information can be discovered relating to strategy, product, process, and operational issues. This information gives decision-makers insight into what customers really think about their company so that they can quickly react.

\* This section topic and roundtable Webevent will be co-marketed with Speech Technology magazine and SpeechTechMag.com. There is a 20% premium charge.

Roundtable Date: [6/6/2012](#)

# CRM MAGAZINE'S WEBINAR ROUNDTABLE

## 2012 ROUNDTABLE TOPICS

### Sponsor Commitment: 4/6/2012

#### AUGUST

##### SALESFORCE APPEXCHANGE

This is a "must" issue for all AppExchange partners trying to gain some visibility among the 1,000 plus applications available in Salesforce.com's marketplace. Take your case directly to the readers of CRM magazine in this always popular Best Practices topic.

Roundtable Date: 8/15/2012

Sponsor Commitment: 6/15/2012

#### SEPTEMBER

##### KNOWLEDGE MANAGEMENT FOR GREAT CUSTOMER EXPERIENCES

Knowledge Management solutions are essential for producing great customer experiences, especially in the contact center. This Best Practices topic will focus on how to best achieve desired outcomes and success stories from organizations who have achieved great results.

Roundtable Date: 9/12/2012

Sponsor Commitment: 7/13/2012

#### NOVEMBER

##### CUSTOMER EXPERIENCE MANAGEMENT

Engaging with customers and understanding how well your organization manages these interactions is essential to building customer loyalty. This Best Practices topic will focus on concrete solutions that will help improve optimum customer experiences and help organizations differentiate themselves for competitive advantage.

\* This section topic and roundtable Webevent will be co-marketed with Speech Technology magazine and SpeechTechMag.com. There is a 20% premium charge.

Roundtable Date: 11/14/2012

Sponsor Commitment: 9/14/2012

#### DECEMBER

##### INTEGRATING SOCIAL MEDIA INTO CONTACT CENTERS

The social media channel has added layer of complexity to contact centers. This topic will focus on Best Practices for integrating social networks and case studies of successful implementations.

Roundtable Date: 12/12/2012

Sponsor Commitment: 10/12/2012

#### 2011 CRM Web Event Roundtable Archives

Visit [www.destinationcrm.com/webevents](http://www.destinationcrm.com/webevents) to view one of our many archived events.

##### When Social, Mobile, and Traditional Service Channels Collide

Sponsored by: OSF Global Services, KANA, and Coveo

Original Broadcast Date: September 21, 2011

##### Connect Your Front and Back Offices In The Cloud

Sponsored by: SpringCM, FinancialForce.com, and AngelOriginal Broadcast Date: Jul. 27, 2011

##### How to Effectively Listen and Respond to Customers

Sponsored by: Confirmit, Clarabridge, inc., and AdobeOriginal Broadcast Date: Jun. 08, 2011

##### Integrate Social Media into Your Customer Channels, Now!

Sponsored by: Voxeo, West, KanaOriginal Broadcast Date: Apr. 28, 2011

##### Take Your Contact Center to the Next Level

Sponsored by: Pegasystems, IntelliResponse, CoveoOriginal Broadcast Date: Mar. 23, 2011

## ADVERTISING CONTACTS

#### Mountain & Pacific

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[dennis@infotoday.com](mailto:dennis@infotoday.com)

#### Eastern & Central

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[adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)

# CRM Research

## OUR CUSTOM RESEARCH PROGRAM INCLUDES:

- One (1) dedicated email blast to more than 82,750 of our opt-in subscribers
- On-site promotion on destinationCRM.com for (1) one month
- Inclusion in eight (8) *eWeekly* newsletters (70,000 circulation)
- Survey design
- Capture, cross-indexing, and raw data from the online survey tool
- A complete report with analysis and take-aways developed by an industry writer working with your company
- An Executive Overview of the findings
- Anonymity as the survey sponsor, if desired
- An incentive to help drive responses

## CONTACT

### ***East & Midwest***

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### ***Pacific & Mountain***

Dennis Sullivan  
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## ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESULTS AND ANALYSIS CAN BE USED AS THE BASIS FOR:

- Download offers to drive lead generation
- Competitive intelligence
- A series of information news releases to add to your website's content
- Further development of case studies, success stories, or white papers

CRM Media offers custom research of our audience to companies and organizations which need specific, in-depth market information to better align their products, services, and marketing messages to our universe of customer relationship management practitioners.



# CRM EVOLUTION EVENT & MARKETING OPPORTUNITIES

**NEW YORK MARRIOTT MARQUIS  
NEW YORK CITY  
AUGUST 13-15, 2012**

## FOR EFFECTIVE SALES, MARKETING, AND CUSTOMER SERVICE

From small to large enterprises, the nature of customer relationships is changing. To be successful in today's evolving and very competitive markets, organizations must combine smart business investments with effective customer strategies. CRM Evolution is the perfect venue for you to share the many ways your company's products and services can benefit attendees.

Set in New York City with a stimulating program, thought-provoking ideas and strategies, and valuable networking opportunities, CRM Evolution 2012 is the one CRM-focused event you must have a presence at!

## WHY SPONSOR AT CRM EVOLUTION 2011?

### *High Visibility*

A platinum or gold sponsorship at CRM Evolution 2012 marks your company as an industry leader and offers you a unique opportunity to brand and communicate your company's image with sales, marketing, and customer service executives.

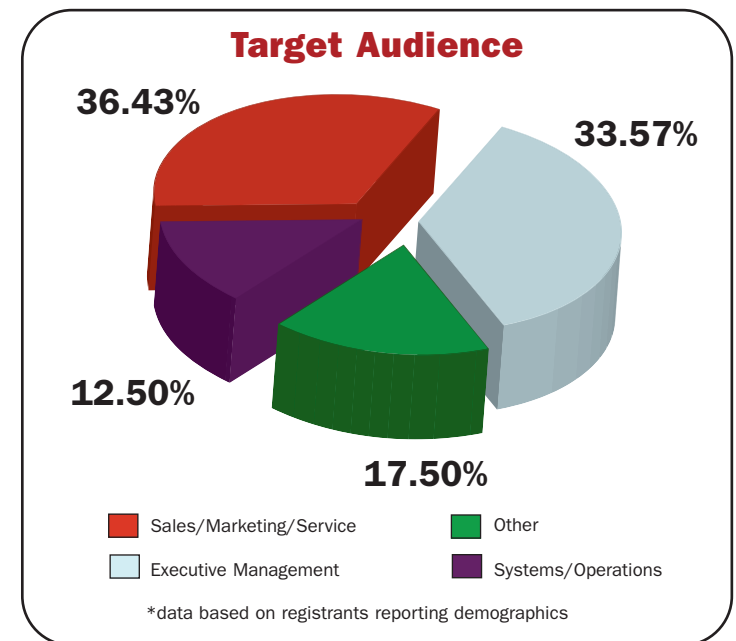
### *Cost-Effective & Targeted*

CRM Evolution 2012 offers an affordable way to reach decision makers who are seeking information and who are ready to purchase solutions. Don't miss this opportunity to get your products and services in front of this senior-level, targeted audience.

### *Targeted Marketing Efforts With Maximum Reach*

CRM Evolution 2012 is supported by an extensive marketing plan that includes focused promotion via direct mail, print, email, and web advertising and a successful PR campaign, built on the solid foundation of *CRM* magazine's readership base and the CRMevolution2012.com website's wide reach.

*Attendees will learn and network with some of the best minds in the CRM industry. Will you be among them?*



**NEW YORK MARRIOTT MARQUIS  
NEW YORK CITY  
AUGUST 13-15, 2012**

# SPONSORSHIPS

## PLATINUM SPONSORSHIP = \$11,995

*ONLY TEN (10) Available*

**Benefits include:**

- **Speaking opportunity** if contract is signed before March 15. (Must conform to iTi policy.)
- **10'x20' booth** in the CRM Evolution 2011 Showcase\*
- **Recognition** from the podium and logos on the video screens
- **Banner advertising** on the CRM Evolution 2011 conference website
- **Company mention or logo/link** on the CRM Evolution 2011 website, applicable promotional materials (including the Show Guide), and on-site signage
- Two (2) pages of **marketing material** inserted in the conference binder
- Four (4) **full-conference registrations** (for internal use)
- Special **discount VIP registration** for all of your customers and prospects
- One (1)-time **direct-mail usage of postconference final registration list**
- Inclusion in a **preconference email broadcast** highlighting your presence in the CRM Evolution 2011 Showcase
- Special keyword designation on all promotional materials. Examples: Cloud Computing, Call Center, Social Media, Enterprise. Add \$1,500. First come, first-served basis.

## GOLD SPONSORSHIP = \$7,995

**Benefits include:**

- **10'x10'** in the CRM Evolution 2012 Showcase (based on availability)\*
- **Company mention or logo/link** on the CRM Evolution 2012 website, applicable promotional materials (including the Show Guide), and on-site signage

- Two (2) **full-conference registrations** (for internal use)
- Special **discount VIP registration** for all of your customers and prospects
- One (1)-time **direct mail usage of postconference final registration list**
- Inclusion in a preconference **email broadcast** highlighting your presence in the CRM Evolution 2011 Showcase

\*Exhibit space includes pipe and drape, 6' drape table, two chairs, wastebasket, one 7"x44" identification sign, online profile, Show Guide profile, lead retrieval machine, and one-time preshow booth cleaning.

### Additional Sponsorship Opportunities

- ❑ **Social Media Sponsorship** \$15,000
- ❑ **Monday Lunch Sponsor** \$7,500 (includes speaking opportunity)
- ❑ **Tuesday Lunch Sponsor** \$7,500 (includes speaking opportunity)
- ❑ **Exhibit Hall Breaks Sponsor** \$2,000 (includes 3 breaks)
- ❑ **Tuesday Custom Breakfast Sponsorship** Call for Pricing (includes speaking opportunity)
- ❑ **Lanyard & Badge Sponsor** \$2,000
- ❑ **Bag Sponsor** \$4,000
- ❑ **Binder Sponsor** \$2,000 (includes ad on back cover)
- ❑ **Pen Sponsor** \$2,000
- ❑ **Notepad Sponsor** \$2,000

### CRM Evolution 2012 Exhibitor Pricing

#### 10'x10' Booth Space: \$4,400

Includes the following:  
pipe and draping, 6' draped table, two chairs, wastebasket, one 7"x44" identification sign, online profile, show guide profile, 50% discount off any conference pass for employees, lead retrieval machine, and one-time pre-show booth cleaning.

### CONTACT

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