

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, 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 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.