

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

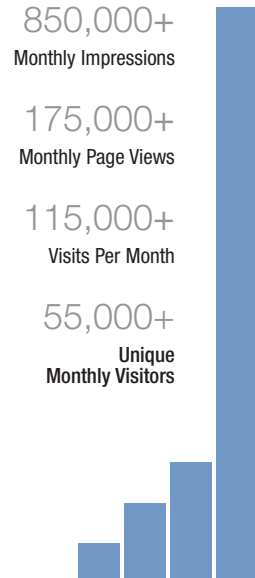
C Level	16%
VP	7%
Director	25%
Manager	48%
Supervisor	5%

B2B or B2C

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

By Region

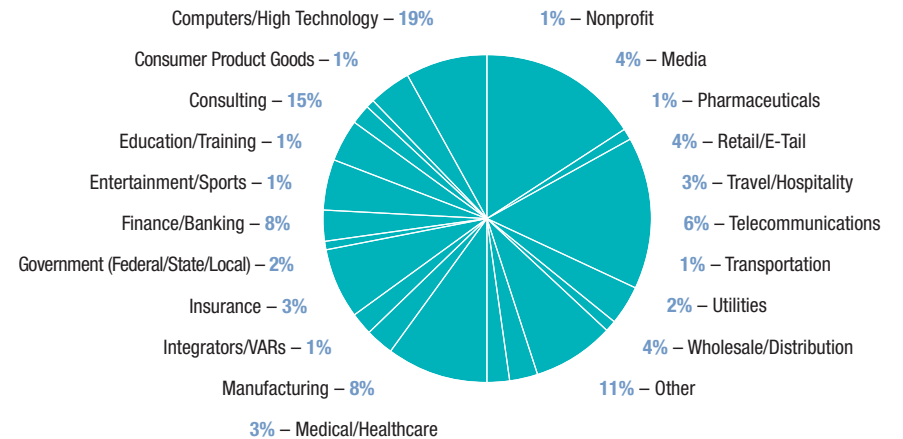
Americas	59%
Europe	18%
Asia	17%
Oceania	3%
Africa	2%



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

15%	More than \$1 million
9%	\$500,000 to \$1 million
16%	\$100,000 to \$499,999

Mean Budget \$260,763

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

Mountain & Pacific
Dennis Sullivan
Advertising Director
203-445-9178
dennis@infoday.com

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

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

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 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/

- 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, 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.

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>