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THOUGHT LEADERSHIP & LEAD GENERATION
IN ONE COMPLETE MULTICHANNEL
MARKETING PROGRAM

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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 Web site, www.destinationCRM.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information
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- Inclusion in all eight eWeekly newsletters (60,000 per issue - 480,000 total)
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Your editorial topics can range from:

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2009 SCHEDULE

January 2009 SOFTWARE-AS-A-SERVICE (SaaS) Close: 11/17/08	July 2009 CRM BUYER'S GUIDE Close: 5/1/09
February 2009 CONTACT CENTER SOLUTIONS Close: 12/16/08 Webinar Roundtable: 3/25/09	August 2009 VERTICAL INDUSTRY SOLUTIONS Close: 6/16/09
March 2009 ENTERPRISE MARKETING MGMT. Close: 1/16/09	September 2009 MOBILE CRM Close: 7/14/09
April 2009 SALES AUTOMATION/SALES COMPENSATION MANAGEMENT Close: 2/13/09	October 2009 SALESFORCE APPEXCHANGE Close: 8/18/09 Webinar Roundtable: 8/19/09
May 2009 BUSINESS INTELLIGENCE, ANALYTICS, AND DATA MINING Close: 3/20/09	November 2009 KNOWLEDGE MANAGEMENT Close: 9/17/09 Webinar Roundtable: 12/16/09
June 2009 CUSTOMER EXPERIENCE & CUSTOMER FEEDBACK MANAGEMENT Close: 4/20/09 Webinar Roundtable: 6/3/09	December 2009 EMAIL MARKETING & DEMAND GENERATION Close: 10/19/09

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