

THE PREMIER SPONSORSHIP OPPORTUNITY

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

Leverage Our Brand and Generate Leads

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

digitalCRM

Massive Market Exposure

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

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

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

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

Readers are engaged with the format:

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

