

Best Practices in

Creating Efficient Contact Centers

Driving effective results while lowering costs

February is Contact Center month in this special sponsored content section of *CRM* magazine and we invite all contact center solution providers to speak directly to both our print and online audience.

Did you know that ...

- 65% of our readers' companies have an in-house call center.
- More than 75% will spend \$100,000 or more on call center-related products and services
- 75% of our readers site themselves as having influence in contact center purchasing decisions?

This is your chance to offer strategic advice to top-level decision makers who are grappling with the issue of how to best structure their contact centers and deliver optimized business value to their organizations and customers.

Get the impact and engagement of having your white paper, case study, or thought leadership essay published in *CRM* magazine and offered online for lead generation with a month-long lead generation campaign.

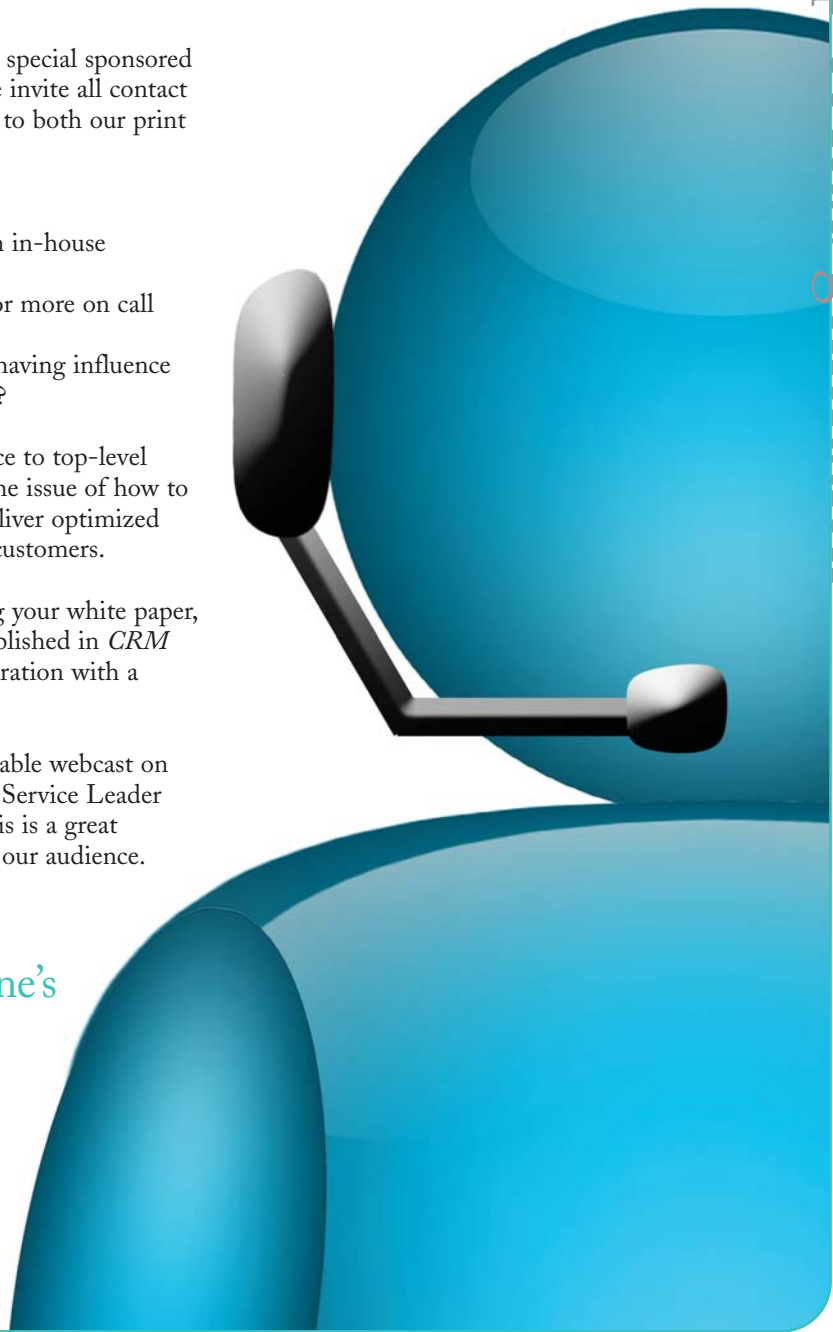
Plus, you can opt to join a special round-table webcast on this topic on March 24. *CRM* magazine's Service Leader Awards issue is published in March, so this is a great one-two way to achieve high impact with our audience.

Coming in *CRM* magazine's
February 2010 Issue

Reservations/Copy Due:
December 16, 2009

Webcast Round Table:
March 24, 2010

thought leadership & lead generation



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.

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.

Enormous distribution, reach, and frequency

- Print distribution in CRM magazine (70,000 subscribers)
- Inclusion in digital version of CRM magazine
- 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 (150,000 visitors per month)
- Inclusion in all eight eWeekly newsletters (70,000 per issue – 560,000 total)
- Archived on destinationCRM.com for 1 year
- More than 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



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 Round Table. Platinum sponsors automatically included in Webinar Round Table.
Webinar Round Table – \$8,500 Limited to three sponsors only

2010 SCHEDULE

February 2010
CONTACT CENTER
SOLUTIONS
Close: 12/16/09

Webinar
Round Table:
3/24/10
Participation
\$8,500/Limit
or three
sponsors

March 2010
ENTERPRISE
MARKETING MGMT.
Close: 1/15/10

April 2010
SALES MANAGEMENT
AUTOMATION & SALES
PRODUCTIVITY TOOLS
Close: 2/12/10

CUSTOMER SELF-
SERVICE SOLUTIONS
Close: 2/12/10

May 2010
CUSTOMER ANALYTICS
& BUSINESS
INTELLIGENCE
Close: 3/19/10
Webinar
Round Table:
1/20/10

June 2010
CUSTOMER
EXPERIENCE &
CUSTOMER FEEDBACK
MANAGEMENT
Close: 4/19/10
Webinar
Round Table: 6/2/10

July 2010
CRM BUYER'S
GUIDE
MICROSOFT
PARTNER
SOLUTIONS
Close: 4/30/10

August 2010
ORACLE PARTNER
SOLUTIONS
Close: 6/18/10
Webinar
Round Table:
7/28/10

September 2010
KNOWLEDGE
MANAGEMENT
Close: 7/16/10
Webinar
Round Table:
9/29/10

October 2010
SOCIAL CRM
Close: 8/20/10

November 2010
SALESFORCE
APPEXCHANGE
Close: 9/17/10
Webinar
Round Table:
10/27/10

December 2010
EMAIL
MARKETING &
DEMAND
GENERATION
Close: 10/15/10

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