

Best Practices in

Customer Analytics & Business Intelligence

Tools for better decision making

The May *CRM* magazine features a special Best Practices supplement focusing on customer analytics and business intelligence, two complementary business processes that help marketers make better decisions.

We invite all solution providers who offer tools that augment the decision-making process to share their insights directly with our audience.

The tumultuous business climate of the past year and half demands better decision making, and tools that offer business intelligence, deeper customer insights, and analysis of data are essential for executives who need to make sense of this rapidly changing economic landscape.

Now is your chance to educate our audience with case studies highlighting noteworthy implementations, tips for best practices, or insights that you have identified as necessary for the successful execution of customer analytic or BI projects.

This special section will be published in *CRM* magazine's May issue and will be aggressively marketed online for the entire month to generate leads from our audience of engaged readers.

Coming in *CRM* magazine's
May 2010 Issue

Reservations/Copy Due:
March 19, 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

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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

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
APEXCHANGE**
Close: 9/17/10
Webinar
Round Table:
10/27/10

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

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