

SaaS DASHBOARD

CRM Software-as-a-Service Newsletter
from the editors of *CRM* magazine

software-as-a-service solutions



CRM magazine's
SaaS Dashboard

Software-as-a-Service for Customer Relationship Management

Advertising Contacts

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EDITORIAL FOCUS

CRM magazine's *SaaS Dashboard* is a comprehensive newsletter covering major developments and trends in customer relationship management solutions delivered via a software-as-a-service model. Our target reader is already using SaaS solutions or is actively seeking information to make well informed buying decisions. The *Dashboard* will distill relevant information in this solution category, focusing on product introductions and upgrades, vendor business models and viability, and customer case studies and feedback.

Circulation

4,000 readers (as of 2/15/09)

Circulation development will be actively promoted on an ongoing basis. Forecasted circulation as of July 1, 2009, is 8,000.

Schedule of issues through 6/30/09

(Thursdays)

3/12/2009

4/16/2009

5/14/2009

6/11/2009

6/25/2009*

*Every other Thursday for the remainder of 2009

RATES AND SPONSOR SPECIFICATIONS

Rates	Featured Sponsor Top Position	Standard Position Alpha Order
3X	500	400
6X	400	300
12X	300	200
18X	240	200
24X	200	160

Sponsor to provide headline (5 words) and up to (15) words of text with link (20 words total).

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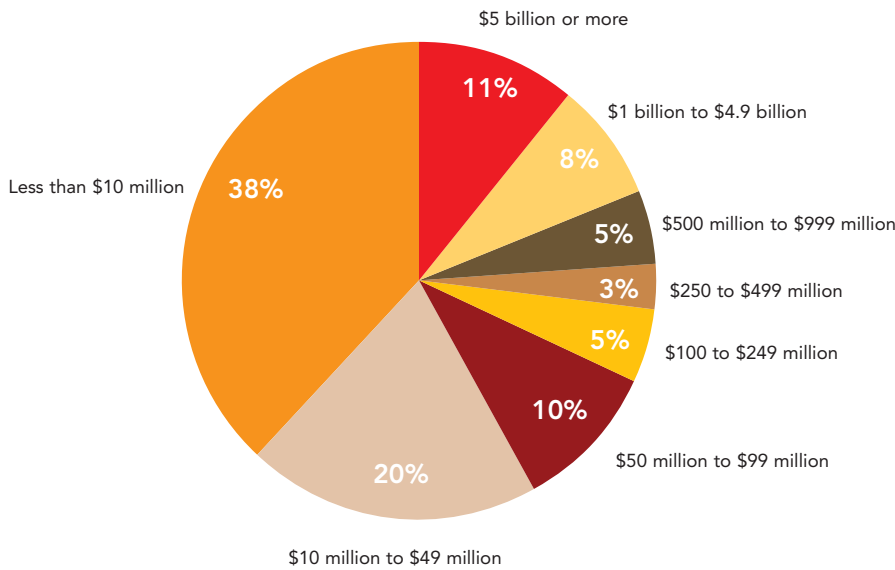
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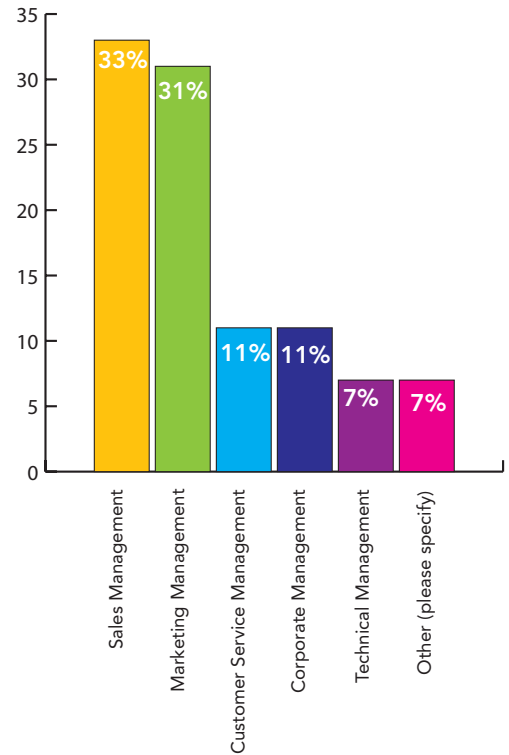
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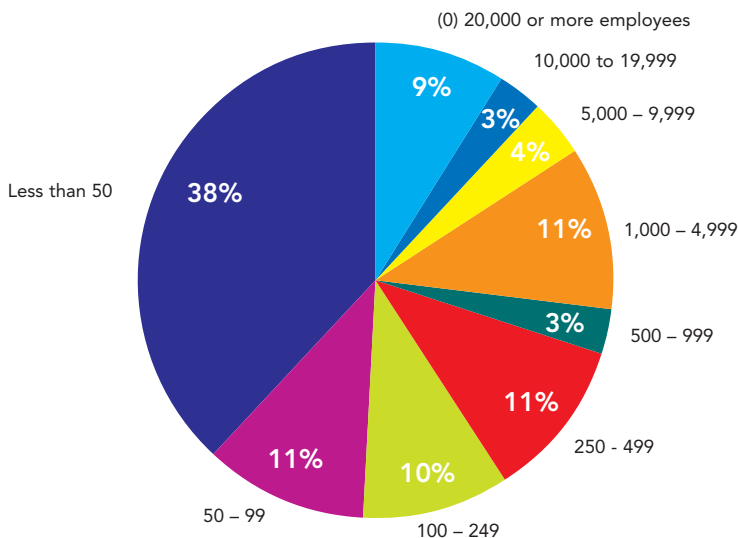
COMPANY REVENUE



PRIMARY JOB FOCUS



NUMBER OF EMPLOYEES



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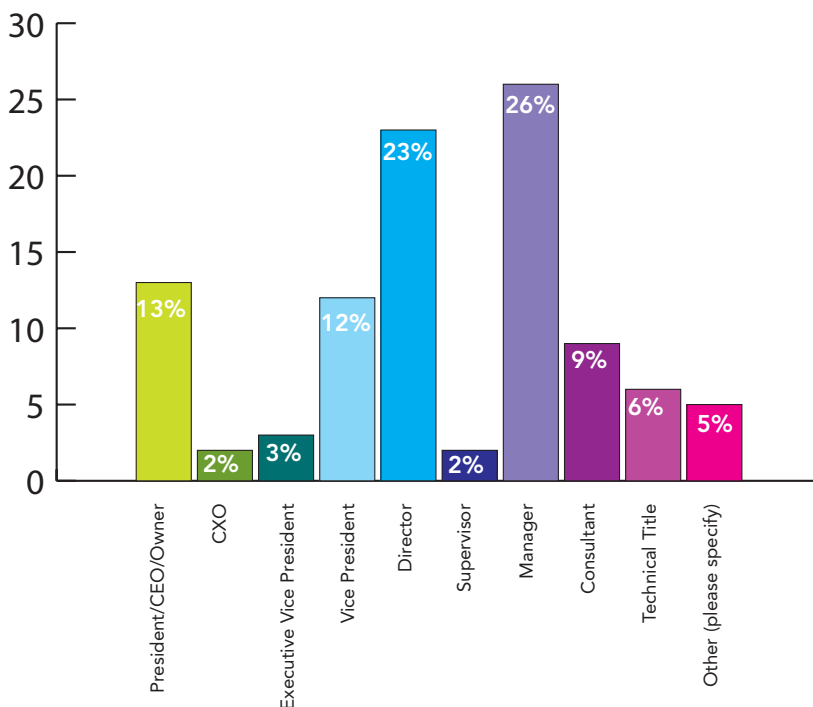
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TITLE



SaaS Budgets in 2009	Percent
More than \$1 million	9%
\$500,000 to \$1 million	4%
\$100,000 – \$499,999	14%
\$50,000 – \$99,999	19%
Less than \$50,000	54%

Subscribe to AppExchange Partner Solutions	Percent
Yes	65%
No	35%

Current Salesforce.com subscribers 49%

How Many AppExchange Apps Currently	Percent
One	33%
Two to Five	61%
Six to Ten	2%
More than Ten	5%

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