

**destinationCRM.com** is the leading online news and research center for senior-level decision makers in sales, marketing, customer service, and information technology departments. Our content is written by the editors of *CRM* magazine, the award-winning, leading magazine in the field of customer relationship management.

**destinationCRM.com** helps drive targeted and quality lead generation by offering readers an enormous amount of original, unbiased, third party, editorial content which is complemented by sponsored content—not replaced by it.

### What our readers say:

“destinationCRM.com helps me cut through the information chatter to focus on the top issues that matter.”

*eMarketing Manager & CRM Administrator, APX, Inc*

“Topics are very relevant to my business and customers and up to date, suits me very well. I have been a fan for many years.”

*SVP Sales Americas, Reticus Corporation*

“*CRM* magazine and destinationCRM.com provide an extremely helpful, unbiased resource for all aspects of CRM processes and solutions. Both have been instrumental in guiding my decisions in our CRM initiatives.”

*Marketing Director, Freedom Motors USA, Inc.*

“Your articles are so deep and really give an unbiased prospective to the issue. I appreciate the level of relevance to our company.”

*Chief Operating Officer, Syncgreen, Inc.*

“The case studies of how companies have utilized social media and CRM solutions to maximize their service potential with their customers are very helpful. They allow me to see how these applications can be used in a practical manner to interface with customers and save time and money (something VERY important in today's corporate environment.”

*Training Specialist, CastleRock Security, Inc..*

**Daily News** – More than 15 original news items, features, and articles are posted weekly, which drives our traffic and continuous growth. No other online or offline CRM publisher produces as much original content as **destinationCRM.com** and *CRM* magazine.

**Viewpoints** – Articles that discuss emerging and important trends in CRM.

**CRM Buyer's Guide** – The largest and most comprehensive online listing of CRM companies, products, services, solutions, and contact information.

**CRM magazine's eWeekly** – An HTML electronic newsletter produced by the editors of *CRM* magazine and mailed directly to more than 70,000 opt-in subscribers. *CRM* magazine's *eWeekly* delivers timely and useful CRM news twice a week.

**CRM magazine's Dashboard Newsletters** – Focused newsletters reporting on the latest trends and news produced by the editors of *CRM* magazine. *SaaS Dashboard* and *Social Media Dashboard* launched in 2009.

The **destinationCRM.com** Topic Center includes the following industry categories:

- Sales Automation
- Marketing Automation
- Contact Center/ Customer Service
- Analytics
- Channel Management
- Integration
- SMB/Midmarket CRM
- Enterprise CRM
- Industry News

**98%** rate us as authoritative and unbiased.

**86%** of our visitors rate destinationCRM.com as the MOST important source of information they can't find anywhere else.

**86%** say that destinationCRM.com is their favorite CRM website.

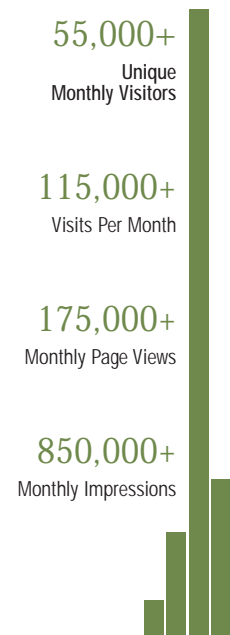
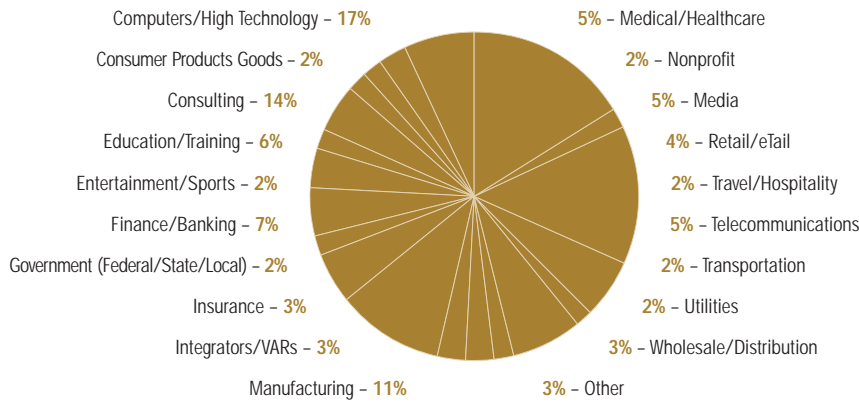
**80%** cite themselves as their companies' advocate/champion for CRM.

**19%** say that their company's CRM budgets will increase by more than 20% in 2010.

**Areas of purchasing influence**

	Make Final Decision	Influence Decision	Not Involved
Customer Analytics	31%	58%	12%
Contact Center/Help Desk	26%	47%	27%
Database Marketing	34%	45%	21%
Ecommerce	27%	43%	30%
Knowledge Management Solutions	28%	51%	21%
Web Self-Service	27%	51%	21%
Mobile Workforce Solutions	24%	44%	32%
Marketing Automation	26%	46%	25%
Sales Force Automation	26%	47%	27%
Social Media for CRM	31%	45%	24%

**Company's Primary Industry**



**Primary job function:**

Corporate .....	13%	Customer Service .....	18%
Sales .....	16%	IT/Technical .....	15%
Marketing .....	23%	Other .....	15%

**Job Level**

C Level .....	16%
VP .....	9%
Director .....	21%
Manager .....	32%
Supervisor .....	3%
Other .....	19%

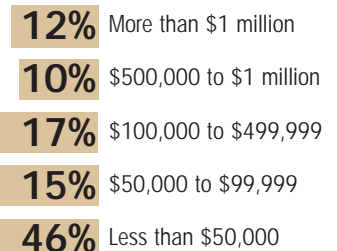
**B2B or B2C**

Business-to-Business .....	50%
Business-to-Consumer .....	14%
Both .....	36%

**By Region**

Americas .....	66%
Europe .....	15%
Asia .....	16%
Oceania .....	3%
Africa .....	2%

**BUDGETS for CRM-related products and services this year**



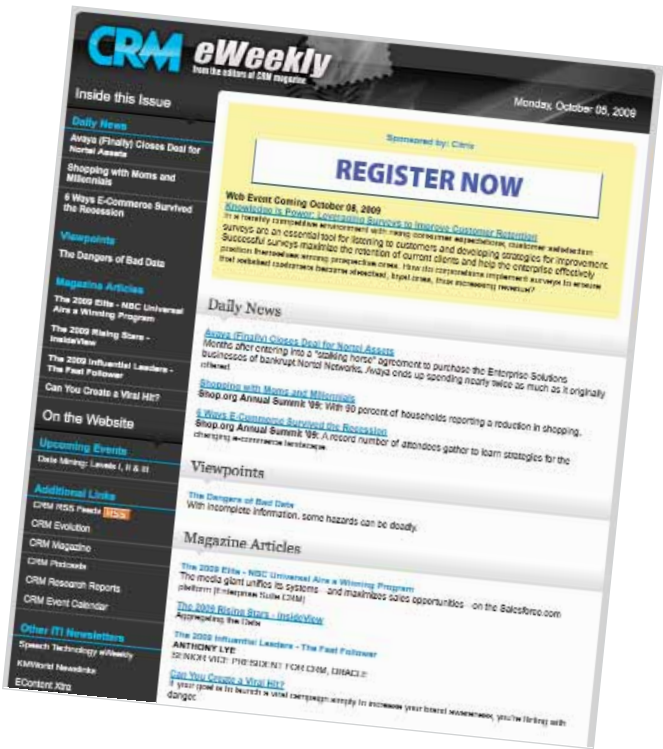
CRM magazine's **eWeekly** email newsletter is written by the same award-winning editorial staff who produce CRM magazine.

- **Circulation:** 70,000
- **Frequency:** Monday & Wednesday

**CRM magazine's eWeekly**

Sponsorships are sold on a first-come, first-served basis. All sponsorships are exclusive.

- 1X - \$3,750 per issue
- 4X - \$3,500 per issue
- 8X - \$3,250 per issue
- 12X - \$3,000 per issue



**EXCLUSIVE CRM eWeekly Sponsorship includes:**

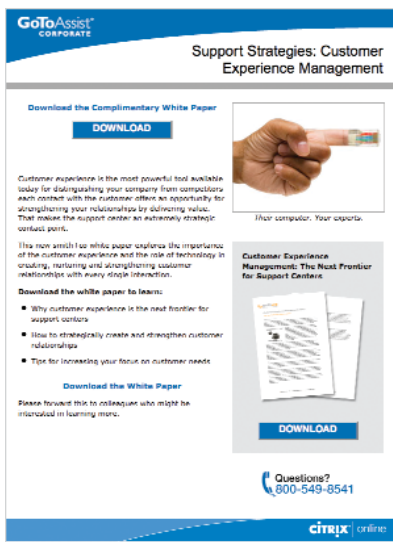
- 75-word text description
- 468x120 pixel web banner (.gif or .jpeg format) - product photo optional
- Linking URL
- We track clickthroughs on all links and banners. Provided at advertiser's request.



**CRM magazine's SaaS Dashboard Newsletter Sponsorships (7K)**

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).



**CRM Bulletin Email Blast**

- **Circulation:** 65,000
- **Frequency:** Tuesday & Friday

Send your custom HTML email to the subscribers of the CRM magazine's email list. You assign the subject line.

- 1X (\$8,000)
- 3X (\$7,500)
- 6X (\$7,000)
- 12X (\$6,500)
- 24X+ (\$6,000)

De-duplicating against suppression lists, plus \$500

**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 65,000 of our magazine and newsletter subscribers promoting the issue.
- **Newsletter Exposure** – Digital CRM will be promoted in every issue of CRM magazine's eWeekly newsletter over the entire month (eight issues with a circulation of 70,000 per issue; total impressions approximately 560,000). 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	\$4,500 net
3X	\$4,000 net
6X	\$3,500 net
12X	\$3,000 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.



## ON-SITE ADVERTISING

Ad Size	Location (Run-of-Site (ROS))	Minimum 50,000	Minimum 100,000
468x60	top position	\$45 CPM	\$35 CPM
728x90	top position	\$85 CPM	\$75 CPM
120x600	right or left side (homepage only)	\$85 CPM	\$75 CPM
720x300	bottom position	\$85 CPM	\$75 CPM
160x600	right side	\$85 CPM	\$75 CPM
336x280	within articles/homepage	\$85 CPM	\$75 CPM
text ads	within articles	\$85 CPM	\$75 CPM

Topic Center targeting, plus 10% premium; Road Block, plus 25% premium

### Sponsored Content Listings —

*(white papers, case studies, research reports)*

1–2 months	\$2,500
3–5 months	\$2,000
6+ months	\$1,500

- 1 month Homepage Exposure (150,000 impressions)
- 8 editions of eNewsletter exposure (560,000 impressions)

### Online Buyer's Guide Premium Listing

*(integrated with all online content)*

Online only	\$2,000/year
With print listing	\$2,900

### Marketplace Text Ads

*(bottom of every page of destinationCRM.com:175,000 page views)*

1–2 months	\$1,500/month
3+ months	\$1,000/month

### Event Listings

*(trade shows, conferences, user groups)*

\$500 per event  
\$3,000 per year, unlimited

- Events Page (25,000 impressions per month)
- Promoted 8 editions of eNewsletter per month (480,000 monthly impressions)

## EMAIL SPONSORSHIP ADVERTISING

### CRM magazine's eWeekly Newsletter Sponsorships (70K)

1 issue (exclusive)	\$3,750 per issue
4 issues (exclusive)	\$3,500 per issue
8 issues (exclusive)	\$3,500 per issue
12 issues (exclusive)	\$3,500 per issue

### Digital CRM Sponsorships (775K impressions)

*(exclusive month long lead generation)*

1X	\$4,500 net
3X	\$4,000 net
6X	\$3,500 net
1X	\$3,000 net

### CRM Email Bulletins (65K)

	Half List	Full List
1X	\$4,800	\$8,000
4X	\$4,500	\$7,500
8X	\$4,200	\$7,000
12X	\$3,900	\$6,500
24X	\$3,600	\$6,000

*Suppression list plus \$500*

Cancellation of all online advertising without 30 days notice will result in 50% charge.

### CRM magazine's SaaS Dashboard Newsletter Sponsorships (7K)

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).*

## ADVERTISING CONTACTS

**Mountain & Pacific**  
Dennis Sullivan  
Advertising Director  
800-248-8466, x538  
dennis@destinationCRM.com

**Eastern & Central**  
Adrienne Snyder  
Advertising Director  
201-327-2773  
adrienne@destinationCRM.com

Bob Fernekees, Group Publisher  
212-251-0608, x106  
bfernekees@destinationCRM.com

## Other Online Creative Specifications and Instructions

### Newsletters

Includes 468x120 GIF or JPEG banner, 75 words of text, and a linking URL. (No HTML, no Flash.)

### White Paper Postings

Include title of white paper, GIF or JPEG logo, three-paragraph synopsis, and linking URL. If we are hosting we need a PDF of the white paper.

### Online Premium Buyer's Guide Listing

Email a GIF or JPEG logo to your sales representative. You fill out your online, self-service, web form, and make sure to keep the password. Add 10 links and descriptions to your listing.

### Run-of-Site Marketplace Text Ads

Include 50 words of text including subject line and linking URL.

### In-Article Text Ads

Include 35 words of text and linking URL.

### Event Listings

Include event name, dates, location, hotel or specific location, city and state, phone, website/URL, body of text (300-word maximum), and any other contact information you want published.

### Email Bulletins

Include a complete HTML email document with embedded URL links and the subject line.

### Submission Instructions

Submit banner creative to:

**dennis@destinationCRM.com**

Submit Newsletter and email bulletin creative to:

**masterblaster@infotoday.com**

(Always cc your sales representative)

**destinationCRM.com** requires ALL online creative to be submitted 5 business days prior to launch to enable proper testing and approvals.



The [destinationCRM.com](http://destinationCRM.com) site offers a variety of banner size options, as well as rich-media advertising opportunities. The site utilizes Google Ad Manager (GAM) third-party ad serving technology.

**All banners must conform to the following specifications:**

- Maximum file size is 40K and is the same for either static, animated, or rich-media creative. File size cannot exceed 40K! 4 looping frames on animation GIFs.
- All ads are served up through Google Ad Manager (GAM).
- We accept the following creative units: GIF, JPEG, Flash, Rich Media, HTML.
- FLASH clickTAG: The clickTAG variable is an industry-standard method of tracking Flash creative clicks. Problems with Flash creatives may result from an incorrect clickTAG implementation. To troubleshoot this implementation, make sure that:
  - 1) The advertiser has inserted the clickTAG in the .fla file before converting it to the .swf file that is uploaded in Google Ad Manager.
  - 2) The clickTAG variable is properly implemented in the action of the button. In the `getURL()` function of the action, make sure to specify the clickthrough URL as 'clickTAG' and the target window as "\_blank". For example: `getURL(clickTAG,"_blank");`.
  - 3) You've specified the clickthrough URL within Ad Manager.

You may wish to review more detailed documentation for clickTAG implementations at [HYPERLINK "http://www.google.com/url?q=http%3A%2F%2Fwww.adobe.com/resources/richmedia/tracking/designers\\_guide/"www.adobe.com/resources/richmedia/tracking/designers\\_guide.](http://www.google.com/url?q=http%3A%2F%2Fwww.adobe.com/resources/richmedia/tracking/designers_guide/)
- We also accept the following richmedia platforms: Eyeblaster, Pointroll (add \$6 cpm for all Eyeblaster creative).
- Make sure to send a linking URL for all creative.

**CRM magazine's  
BUYER'S GUIDE and  
Online Premium Partnership**

**Two ways to promote your company in  
PRINT AND ONLINE, all year long!**

- Polybagged with CRM magazine's 70,000 print subscribers
- Marketed in all 94 eWeeklies
- 20,000 average online page views (12 months)
- Printed in the July issue of CRM magazine in a special section
- Your listing is totally integrated throughout all content within destinationCRM.com.
- Lead generation: 10 links to your white papers, case studies, or landing pages that you control 24x7
- All print advertisers automatically become Premium Partners on destinationCRM.com for one full year.
- Act now and have your online status increased to Premium Partner immediately.

**Deadline for print listings (July issue) is  
May 1, 2010**  
(Online listings go live immediately)

**Steps to Success**

1. Check to see if your company is currently listed in destinationCRM.com's database of FREE listings.
2. If it is not listed, ADD it to our database; EDIT it if it was created prior to 9/1/09.
3. Call your representative to upgrade your FREE listing to a Premium Listing in online for just \$2,900 net.
4. Begin your Premium Partnership with the #1 CRM publication and website.

**Advertise** in the  
**2010 CRM Buyer's Guide**  
and Generate Leads All Year Long.

Choose from any of these topic centers:

- Sales Force Automation
- Marketing Automation
- Customer Service/Contact Center
- Analytics
- Vertical CRM
- Channel Management
- Integration
- SMB/Midmarket CRM
- Enterprise CRM

**PRINT/ONLINE Listing**

1/3 page horizontal company profile in CRM magazine's Special BUYER'S GUIDE section), including:

- 4-Color 88x31 GIF or JPEG Logo for online, 4-color 2"x3" EPS logo for print
- Complete contact information: address, phone/fax, URL, sales contact
- Company statement - 50 Words
- Products & services - 100 Words
- Total word count not to exceed 150 words

**Online Listing Includes:**

- Company statement - up to 150 words
- Products & services - up to 300 words
- Unlimited Topic Centers Selection
- Editable Live Links to your Case Studies, White Papers, or special landing pages

Total cost for this package is \$2,900 net



Go to our online self-service Buyer's Guide input form to add or update your company's listing.

- ➕ To ADD a listing: <http://www.destinationCRM.com/directory/addlisting>
- / To EDIT a listing: <http://www.destinationCRM.com/directory/editlisting>

MULTIPLE TOUCH POINTS • COMPLETE MARKETING PROGRAM • LEVERAGED BRAND EQUITY  
HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP POSITION

## CRM Web Events

### WHAT ARE CRM MEDIA WEB EVENTS?

- Our Web Events are complete turnkey live events. We do all the promotion, handle all the registration, and coordinate all the technology. You show up.
- Web Events are one-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, surveys, and question & answer sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

### WHAT YOU GET

- **Highly Qualified, Actionable Leads:** Generated from preregistration; live-event log-on; post-event registration; and log-on to the archived event.
- **Extensive Event Registration:** A program offering multiple marketing touch points.
- **Sponsor Exclusivity:** Enjoy 100% attentive and exclusive mind-share in these single sponsored events.
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior CRM editor and marketed under the aegis of CRM.
- **A Managed Process:** We take care of all of the details: marketing, registration, technology, follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 500 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.
- **High Quality:** There is a difference, and your brand benefits from it.
- **Podcasts:** Available for webcast sponsors.

### WE TAKE CARE OF ALL THE DETAILS

CRM Media will produce, market, and broadcast your 1-hour audio and/or video Web Event.

### Our Action List

Aggressive online and print advertising campaign including:

- HTML email invitation to our 60,000-name database of your best customers and prospects
- A full-page, 4-color ad in CRM magazine prior to the event
- Banner advertising on destinationCRM.com
- 3 advertisements in CRM's eWeekly HTML newsletter with a 60,000 circulation
- A reminder email to all registrants prior to the event
- Phone call reminder to all registrants
- Collaboration with other Information Today, Inc. media properties where applicable
- Complete registration of attendees with sponsors' customized qualifying questions
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and nonattending registrants
- Optional post-event survey of registration list
- Access to all registrations, including post-event registration for the archived version
- Searchable on destinationCRM.com for extended lead generation
- Complete production and management of the technology
- Event archiving and online posting on the destinationCRM.com for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an à la carte event without any of the headaches.

### CRM Web Events division

Visit [www.destinationCRM.com/webevents](http://www.destinationCRM.com/webevents) to view one of our many archived events.

Please contact:

**Dennis Sullivan** (Mountain and Pacific)  
800-248-8466, x538, [dennis@destinationCRM.com](mailto:dennis@destinationCRM.com)  
**Adrienne Snyder** (Eastern and Central)  
201-327-2773, [adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)



CRM Media offers custom research of our audience to companies and organizations that need specific, in-depth market information to better align their products, services, and marketing messages to our universe of customer relationship management practitioners.

### OUR CUSTOM RESEARCH PROGRAM INCLUDES:

- One (1) dedicated email blast to more than 70,000 of our opt-in subscribers
- On-site promotion on destinationCRM.com for (1) one month
- Inclusion in eight (8) eWeekly newsletters (70,000 circulation)
- Survey design
- Capture, cross-indexing, and raw data from the online survey tool
- A complete report with analysis and take-aways developed by an industry writer working with your company
- An Executive Overview of the findings
- Anonymity as the survey sponsor, if desired
- An incentive to help drive responses



### ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESULTS AND ANALYSIS CAN BE USED AS THE BASIS FOR:

- Download offers to drive lead generation
- Competitive intelligence
- A series of information news releases to add to your website's content
- Further development of case studies, success stories, or white papers

**BASIC COST: \$13,000**

### CONTACT

**East & Midwest**  
Adrienne Snyder  
Advertising Director  
201-327-2773  
adrienne@destinationCRM.com

**Pacific & Mountain**  
Dennis Sullivan  
Advertising Director  
800-248-8466, x538  
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