

SITE OVERVIEW

- ➔ **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 that is complemented by sponsored content—not replaced by it.
- ➔ **Daily News** – More than 15 original news items, features, and articles are posted weekly, driving our traffic and continuous growth. No other online or offline CRM publisher produces as much original content as **destinationCRM.com** and *CRM* magazine.
- ➔ **Viewpoints** – The articles discuss emerging and important trends in CRM.
- ➔ **CRM Buyer's Guide** – This is 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 75,000 opt-in subscribers, *eWeekly* delivers timely and useful CRM news twice a week.
- ➔ **CRM magazine's Cloud Dashboard Newsletters** – Focused newsletters report on the latest trends and news produced by the editors of *CRM* magazine. Circulation 60,000.

- ➔ **CRM-Sponsored Solo Web Events and Roundtables** – Complete custom, turnkey Web Events and our topic-specific Roundtables.
- ➔ **CRM Custom Research** – Let us create a custom research program for you and summarize the findings.

TOPIC CENTERS

■ Analytics	■ Integration
■ Big Data	■ Marketing Automation
■ Channel Management	■ Mobile
■ Cloud-Based CRM	■ Sales Automation
■ Customer Service/Call Centers	■ SMB/Mid-Market CRM
■ Enterprise CRM	■ Social CRM

“The ability to find up-to-date content on a single site is very useful.”

—Chief Technology Officer,
California Insurance Guarantee Association

SITE STATS/DEMOGRAPHICS

Primary Job Function

Sales	15%
Marketing	18%
Customer Service	17%
CRM Professional	16%
Technical	22%
General Management	12%

Job Level

C Level	14%
VP	8%
Director	19%
Manager	31%
Supervisor	7%
Staff	13%
Technical	10%

Decision Maker

Business Decision Maker	30%
Technical Decision Maker	26%
Both	45%

By Region

Americas	59%
Asia	17%
Europe	17%
Oceania	4%
Africa	3%
Africa	3%



BUDGETS for CRM-related products and services this year

10%	More than \$1 million
10%	\$500,000 to \$1 million
18%	\$100,000 to \$499,999

Average CRM budget is more than \$265,000.

What's your company's PRIORITY in 2017?

Business Intelligence	75%
Call Center	52%
Customer Analytics	80%
Customer Experience	86%
Ecommerce	42%
Help Desk	49%
Knowledge Management	62%
Marketing Automation	54%
Mobile CRM Solutions	51%
Sales Tools	65%
Self-Service (Web, Speech, Kiosk)	48%
Social CRM	48%

Company's Primary Industry*

Advertising Agency/Public Relations – 1%	2% – Media/Publishing
Automotive – 1%	3% – Medical/Healthcare
Banking/Finance – 7%	4% – Nonprofit
Call Center – 3%	1% – Pharmaceutical
Consulting/Integrator/Var – 8%	4% – Professional Services
Consumer Product Goods – 2%	4% – Retail/Etail
CRM Solution Provider – 4%	1% – Sports
Education/Training – 6%	12% – Technology
Government – Federal, State, Local – 4%	5% – Telecommunication
Insurance – 5%	1% – Travel/Hospitality
Manufacturing – 9%	2% – Utility/Energy
Marketing – 4%	1% – Wholesale/Distribution

*Percentages may not total 100 due to rounding

Source: May 2016 Reader Survey

www.destinationCRM.com

EMAIL OPPORTUNITIES

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

- **Circulation:** 75,000
- **Frequency:** Monday & Wednesday

CRM MAGAZINE'S EWEEKLY

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

- 1X \$2,000 per issue
- 4X \$1,750 per issue
- 8X \$1,500 per issue
- 12X \$1,250 per issue

EXCLUSIVE NEWSLETTER SPONSORSHIP INCLUDES:

- 75-word text description
- 300x250 pixel web banner (.gif or .jpg format) – **product photo optional**
- Linking URL
- We track click-throughs on all links and banners. Reports provided at advertiser's request.

Cancellation of all online advertising without 14 days' notice will result in 50% charge.



CRM magazine's Cloud Dashboard Newsletter Sponsorships

- **Circulation:** 60,000
- **Frequency:** 2X month
- 1X \$2,000 per issue
- 4X \$1,750 per issue
- 8X \$1,500 per issue
- 12X \$1,250 per issue

CRM Bulletin Email Blast

- **Circulation:** 60,000
- **Frequency:** Tuesday & Friday

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

- 1X (\$7,000)
- 3X (\$6,500)
- 6X (\$6,000)
- 12X (\$5,500)
- 24X+ (\$5,000)

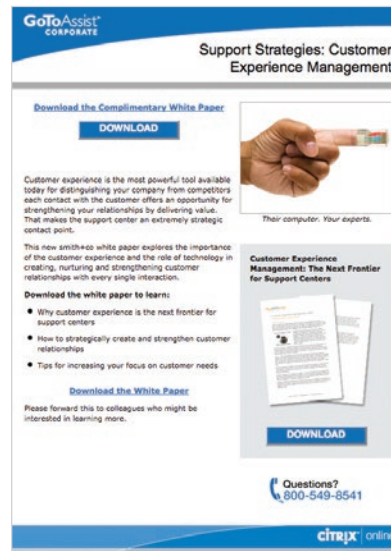
Deduplicating against suppression lists, plus \$500

Digital CRM Invitation Email

*(included with digital edition magazine sponsorship)
Email invitation sent to 30,000 subscribers*

- 468x60 banner with link
- 75 words of text
- 1X \$1,000 per insertion
- 3X \$950 per insertion
- 6X \$900 per insertion
- 9X \$850 per insertion
- 12X \$800 per insertion

72% of readers prefer getting the digital version of *CRM* magazine or getting both the print and digital versions.



ONLINE RATE CARD

ON-SITE ADVERTISING

Ad Size	Location (Run-of-Site (ROS))	Minimum 50,000	Minimum 100,000
728x90	top or bottom position	\$75 CPM	\$65 CPM
120x600	right or left side	\$75 CPM	\$65 CPM
160x600	right or left side	\$75 CPM	\$65 CPM
336x280	within articles/homepage	\$75 CPM	\$65 CPM
text ads	within articles	\$75 CPM	\$65 CPM
welcome banners	before homepage	\$100 CPM	—

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

Sponsored Content Listings —

(white papers, case studies, research reports, video content)

1–2 months	\$1,000 per month
3–5 months	\$750 per month
6+ months	\$500 per month

- 1 month Homepage Exposure (150,000 impressions)
- Eight editions of newsletter exposure (560,000 impressions)

Online Buyer's Guide Premium Listing

(integrated with all online content)

Online only	\$2,000/year
with 1/2-page print listing	\$2,900
with full page print listing	\$5,900

Marketplace Text Ads

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

1–5 months	\$1,000/month
6–9 months	\$750/month
9+ months	\$500/month

“One-stop shopping for trends and ideas to explore and share with office mates and customers.”

—Sales Executive, iNet Process

Event Listings

(trade shows, conferences, user groups)

\$200 per event
\$1,000 per year, unlimited

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



Ask about retargeting campaigns.

Social Media Sponsorship

\$600 per week

- 2 tweets a day for 5 days
- 3 Facebook and LinkedIn posts

Twitter	23,000 followers
Facebook	1,700 likes
LinkedIn	2,700 members

ADVERTISING CONTACTS

Mountain & Pacific

Dennis Sullivan
Advertising Director
(203) 445-9178
dennis@infotoday.com

Eastern & Central

Adrienne Snyder
Advertising Director
(201) 327-2773
adrienne@infotoday.com

Bob Fernekees,
VP/Group Publisher
(212) 251-0608, ext. 106
bfernekees@infotoday.com

DESTINATIONCRM.COM MATERIAL SPECS

OTHER ONLINE CREATIVE SPECIFICATIONS AND INSTRUCTIONS

➤ Newsletters

Includes 300x250 GIF or JPEG banner, 75 words of text, and a linking URL.
(No HTML, no Flash.)

➤ White Paper Postings

Includes title of white paper, GIF or JPEG logo (135 pixels wide), three-paragraph synopsis, and linking URL. If we are hosting your content, make sure to send us the PDF of the white paper.

➤ Online Premium Buyer's Guide Listing

Email two GIF or JPEG logos to your sales representative (250 pixels wide by 120 pixels wide). 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

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

➤ In-Article Text Ads

Includes 35 words of text and linking URL.

➤ Event Listings

Includes 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

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

➤ Submission Instructions

Submit banner creative to your sales representative:

dennis@infotoday.com

Mountain/Pacific

adrienne@infotoday.com

Eastern/Midwest

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



BANNER SPECIFICATIONS

- The destinationCRM.com site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager). All banners must conform to the following specifications:
- Maximum file size is the same for either static, animated, or rich media creative.
 - All ads are served through DoubleClick for Publishers (DFP).

- **Testing**
destinationCRM.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

- **Reporting**
Reports detailing campaign performance are available.

- **Submission Instructions**
Submit banner creative to your sales representative:
- **Eastern & Central:** adrienne@infotoday.com
 - **Mountain & Pacific:** dennis@infotoday.com
- Include live linking URL and ALT text.
(ALT text may not exceed 25 characters including spaces.)

➤ Banner Size

Standard Creative Units	Max File Size	Banner Location
728x90	200K	top or bottom position
120x600	200K	right or left side
160x600	200K	right or left side
336x280	200K	within articles/homepage
text ads	30-35 words	within articles
640x480 (welcome banners)	200K	before homepage

➤ Creative Specifications

- File size: maximum of 200K for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media, including Flash.
- Flash files (.SWF) must be in Flash 10 (or earlier) format and can use Action Script 3 (or earlier versions).
- Flash 11 is NOT acceptable.

➤ clickTAG Code

On all Flash ads for DoubleClick for Publishers, the .SWF file needs to contain an invisible "action button," the same size as the ad. This button contains code that sends people who click on the Flash ad to the DFP server, where it increments the click-through count, then gets re-directed to the click-through URL.

There needs to be an action object applied to the button (not the frame). Here is the script that needs to be copied into the action panel for Action Script 2:

```
on (release)
{
    getURL(_level0.clickTAG, "_blank");
}
```

For Action Script 3 (change 'Link_1' to the instance name of your clickTAG button):

```
Link_1.addEventListener(MouseEvent.CLICK, function(event:MouseEvent):
void {
    var sURL: String;
    if ((sURL = root.loaderInfo.parameters.clickTAG)) {
        navigateToURL(new URLRequest(sURL), "_blank");
    }
}
```

Advertisers should NOT embed their click-through URL in the .SWF ad. That URL is contained in the coding that serves the Flash ad on DFP, and is specified in that code as the "clickTAG" variable.

N.B. "clickTAG" must be spelled exactly as above ("click" in lower case, and "TAG" in capital letters).

➤ Counting Impressions & Clicks

DoubleClick for Publishers counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

NEW **DIGITAL CRM** SPONSORSHIP

➤ Digital *CRM* magazine's responsive design looks great on any device because it allows text, graphics, photos, or video to flow according to the device. Fonts automatically resize on small screens and resize again on larger devices.

New Sponsor Opportunities

Our audience's reading experience just got much better, and so have the options for our advertisers and sponsors. You'll be able to add interactive webpages from your site to:

- capture leads
- launch surveys
- view videos, demos, white papers

Featuring — Landing Page (LP) Sponsor Insertions

Just insert a landing page directly into the issue and take our readers to your registration form, video, or any other of your custom or pre-built landing pages.

Landing Page Insertion Rate

- 1X — \$450 per insertion
- 3X — \$400 per insertion
- 6X — \$350 per insertion
- 9X — \$300 per insertion
- 12X — \$250 per insertion

Action Item

Just give us the link of the landing page you'd like to insert, and that's it.

72% of our readers prefer getting *CRM* magazine or getting both the print and digital versions.

Get creative, add video, audio, web forms, or surveys. You can even stream content directly into the digital magazine. Make the most of the digital format.

Featuring — Premium Issue Sponsorship

A Complete Marketing Program

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

- **Exclusive Email Invitation** — Acknowledgment as the Premium issue sponsor in an email invitation we will send to more than 40,000 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 for the entire month (eight issues with a circulation of 97,000 per issue). The sponsor will be recognized with a logo and up to 75 words under the issue cover.
- **destinationCRM.com** — Homepage exposure (150,000 page views)
- **Digital CRM Exposure** — A Landing Page insertion after the table of contents
- **Posts to All of CRM's Social Networks** — Twitter, Facebook, LinkedIn, Google+

Premium Issue Sponsorship

- 1X — \$1,200 per insertion
- 3X — \$1,100 per insertion
- 6X — \$1,000 per insertion
- 9X — \$900 per insertion
- 12X — \$750 per insertion

"Great source of consolidated information on CRM systems and trends."

—Director Product Operation Management, ACT, Inc.

ANNUAL BUYER'S GUIDE

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

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

- Published in CRM magazine—
50,000 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: five 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 1 full year.
- Act now and have your online status
begin immediately.
- Any editorial content we've ever written about
your company will automatically be pulled into
your listing
- Add your social networks in your online listing

**Deadline for print listings
(July issue) is May 3, 2017.
(Online listings go live immediately.)**

Get Listed!

1. Check to see if your company is currently listed
in destinationCRM.com's database of **FREE**
listings. All of our lead-generation programs
require advertisers to be listed in our directory.
2. If it is not listed, **ADD** it to our database; **EDIT**
it if it was created prior to 9/1/16.
3. Call your representative to upgrade your **FREE**
listing to a **Premium Listing** in online for as
little as just \$2,900 net.
4. Begin your **Premium Partnership** with the No.
1 CRM publication and website.

**Got video content?
Embed it right into
your listing!**



**Check out some of the
great listing examples
we have created.**

Advertise in the 2017 CRM Buyer's Guide and Generate Leads All Year Long.

Choose from any of these topic centers:

- Analytics
- Big Data
- Channel Management
- Cloud-Based CRM
- Customer Service/Call Centers
- Enterprise CRM
- Integration
- Marketing Automation
- Mobile
- Sales Automation
- SMB/Mid-Market CRM
- Social CRM

RATES

One-Half-Page Profile — \$2,900

Includes Online Listing for 1 Year:

Logo, company name, address, phone, fax, email, five online links, website 150-word Corporate Description and/or Product Description.

PLUS: Company listing in unlimited categories.

Full-Page Profile — \$5,900

Includes Online Listing for 1 Year:

Logo, graphic — product or screen shot — company name, address, phone, fax, email, website, 10 online links, 300-word Corporate Description and/or Product Description.

PLUS: Company listing in unlimited categories.

Online Only Profile (1 Year) — \$2,000

- Link to your Twitter, LinkedIn, and Facebook accounts
- 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

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>

SOLO WEB EVENTS

➤ What are *CRM* magazine Web Events?

- › Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.
- › Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio.
- › Web Events are fully interactive: Live polling, survey, and Q&A 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**—from preregistration, live event login, and post-event registration and login to the archived event.
- › **Extensive event registration program** with multiple marketing touchpoints.
- › **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 CRM brand.
- › **A managed process** – We take care of all of the details: marketing, registration, technology, follow-up.

➤ We Take Care of All the Details

CRM magazine will produce, market, and broadcast your 1-hour audio Web Event.

Visit destinationCRM.com/Webinars for a complete schedule of events.

➤ Action List

Our aggressive online and print advertising campaign includes the following:

- › HTML email invitation of your best customers and prospects to our 65,000-name database
- › A full-page, 4-color ad in *CRM* magazine prior to event
- › Banner advertising on destinationCRM.com
- › Posts to all of *CRM*'s social networks: Twitter, Facebook, LinkedIn, and Google+
- › 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 75,000 circulation
- › A reminder email to all registrants prior to 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
- › Sponsored webcast archived on destinationCRM.com

CRM CUSTOM RESEARCH

➤ OUR CUSTOM RESEARCH PROGRAM INCLUDES:

PHASE 1: The Survey

- Survey design and creation.
- Capture, cross-indexing, and raw data from the online survey tool.
- A complete Final Report delivers “Key Findings” and in-depth data interpretation authored by an industry analyst working closely with your company.
- Final Report also includes an Executive Summary and a full Respondent Profile.
- Full co-branding and affiliation with CRM Media, or anonymity, at the survey sponsor’s discretion.
- Competitive intelligence—Each survey may include up to five proprietary questions.
- Vendor owns rights to the Final Report PDF and the data. CRM Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

➤ ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR:

PHASE 2: Lead-Generation: Marketing the Findings

- Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
 - Dedicated Email Promotion (55,000 names)
 - Newsletter Sponsorships (75,000 names)
 - Sponsored Content Listing (homepage and newsletters) (600,000 imprints/month).

- CRM Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- Print distribution of “single page takeaway” in *CRM* magazine (50,000 subscribers)

➤ USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD-GENERATION WITH:

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

- Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- Extensive event registration program with multiple marketing touchpoints.
- Sponsor exclusivity—Enjoy 100% attentive and exclusive mind-share in a single-sponsored event.
- Brand leverage—Use the strength of the CRM Media brand. Moderated by a senior *CRM* editor and marketed under the CRM brand.
- A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead-Generation (call for pricing)

➤ CONTACT

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