SITE OVERVIEW/DEMOGRAPHICS

Primary Job Function
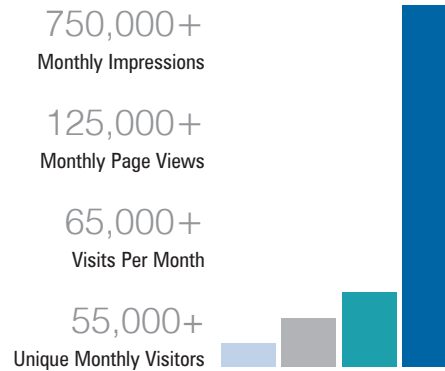
Sales	10%
Marketing	22%
Customer Service	18%
CRM Professional	17%
Technical	17%
General Management	15%

Job Level

C Level	13%
VP	9%
Director	17%
Manager	31%
Supervisor	4%
Staff	15%
Technical	11%

Decision Maker

Business Decision Maker	27%
Technical Decision Maker	24%
Both	49%

> *DestinationCRM keeps me up-to-date on trends and new products.*
> **SENIOR DIRECTOR GLOBAL ALLIANCES**
> **DUN & BRADSTREET**

750,000+
Monthly Impressions

125,000+
Monthly Page Views

65,000+
Visits Per Month

55,000+
Unique Monthly Visitors

BUDGETS for CRM-related products and services this year

18%	More than $1 million
6%	$500,000 to $1 million
22%	$100,000 to $499,999

Average CRM budget is more than $323,675.

SOCIAL NETWORKS

2,658	**Facebook** followers
2,584	**LinkedIn** followers
26.2k	**Twitter** followers

What's your company's PRIORITY in 2019?

Customer Experience	85%
Analytics, Business Intelligence, Data	80%
Sales Tools	58%
Knowledge Management	58%
Marketing Technologies	56%
Contact Center	49%
Mobile CRM Solutions	47%
Social CRM	45%
Self-Service (Web, Speech, Kiosk)	44%
Artificial Intelligence/Machine Learning	43%
Video for Marketing or Customer Service	42%
Ecommerce	41%

Company's Primary Industry*

Advertising Agency/Public Relations –	**1%**	Media/Publishing –	**1%**
Automotive –	**1%**	Medical/Healthcare –	**4%**
Banking/Finance –	**7%**	Nonprofit –	**4%**
Call Center –	**5%**	Professional Services –	**5%**
Consulting/Integrator/Var –	**15%**	Retail/Etail –	**4%**
Consumer Product Goods –	**1%**	Sports –	**1%**
CRM Solution Provider –	**4%**	Technology –	**11%**
Education/Training –	**5%**	Telecommunication –	**3%**
Government—Federal, State, Local –	**4%**	Travel/Hospitality –	**2%**
Insurance –	**5%**	Utility/Energy –	**3%**
Manufacturing –	**10%**	Wholesale/Distribution –	**1%**
Marketing –	**3%**		

See pages 2–5 for more demographics.

*Percentages may not total 100 due to rounding

Source: August 2018 Audience Survey

Updated 11/13/2018

EMAIL **OPPORTUNITIES**

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

- ■ *Circulation:* 50,000
- ■ *Frequency:* Monday & Wednesday

CRM MAGAZINE'S *EWEEKLY*

- ■ 1X $750 per issue
- ■ 4X $650 per issue
- ■ 8X $600 per issue
- ■ 12X $500 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.
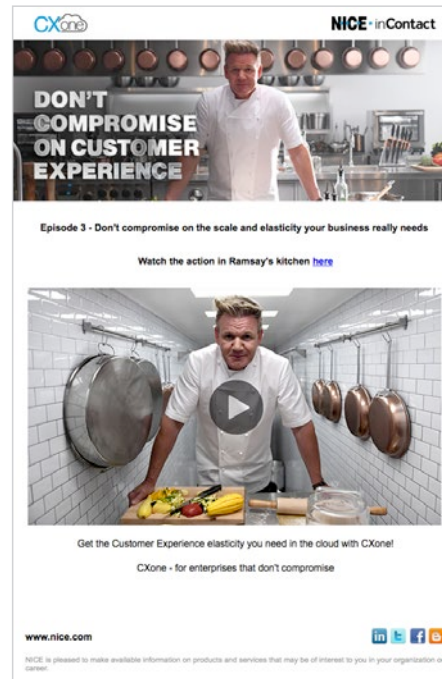
CRM Bulletin *Email Blast*

- ■ *Circulation:* 36,000
- ■ *Frequency:* Tuesday & Friday

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

- ■ 1X   ($5,000)
- ■ 3X   ($4,500)
- ■ 6X   ($4,000)
- ■ 12X   ($3,500)
- ■ 24X+   ($3,000)

De-duplicating against suppression lists, plus $500

> " *It's rare to find an independent CRM community with a combination of remarkable leaders and practitioners who are leading edge and experienced.*"
> ANAND THAKER, CEO & FOUNDER
> IntelliPhi

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
300x250	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

Hosted Research & Reports

(white papers, case studies, research reports, video content. Includes 1X monthly email blast to 40,000)

1–2 months	$500 per month
3–5 months	$450 per month
6+ months	$400 per month

- *1 month Homepage Exposure (150,000 impressions)*
- *Eight editions of enewsletter exposure (400,000 impressions)*

Online Buyer's Guide Premium Listing

(integrated with all online content)

Online only	$1,000/year
with 1/2-page print listing	$1,750
with full page print listing	$2,250

Now optimized for every device.

> "*[CRM provides] one-stop shopping for trends and ideas to explore and share with office mates and customers.*"
> SALES EXECUTIVE
> **INET PROCESS**

ADVERTISING CONTACTS

Mountain & Pacific
Dennis Sullivan
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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

Updated 11/13/2018

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
300X250	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.MOUSE_UP, 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.

Updated 11/13/2018

CONTENT SYNDICATION

We deliver thousands of qualified leads per year to marketers just like you.

We guarantee predictable lead volumes, so you plan your budgets and lead flow throughout the month.
And we have the highest standard of Lead Quality in the industry, period.

Content Marketing on destinationCRM.com

We offer a variety of different channels to get your marketing messages in front of our audience to provide you with actionable leads on a cost per lead basis.
We have a variety of different programs, based on your lead criteria and content offering, which your sales representative can explain to you.
Typical filters include: geographic, title, and company size.

What You Get

- **Highly qualified, actionable leads**—generated from your white papers, research reports, case studies, or eBooks.
- **Extensive registration program** with multiple marketing touchpoints.
- **Sponsor exclusivity**—Enjoy 100% exclusive leads with these content programs.
- **Brand leverage**—Use the strength of our CRM brand and engagement of our audience.
- **A managed process**—We take care of all of the details: marketing, registration, and lead delivery.

Recent Content Syndication Clients

Updated 11/13/2018

destination CRM.com
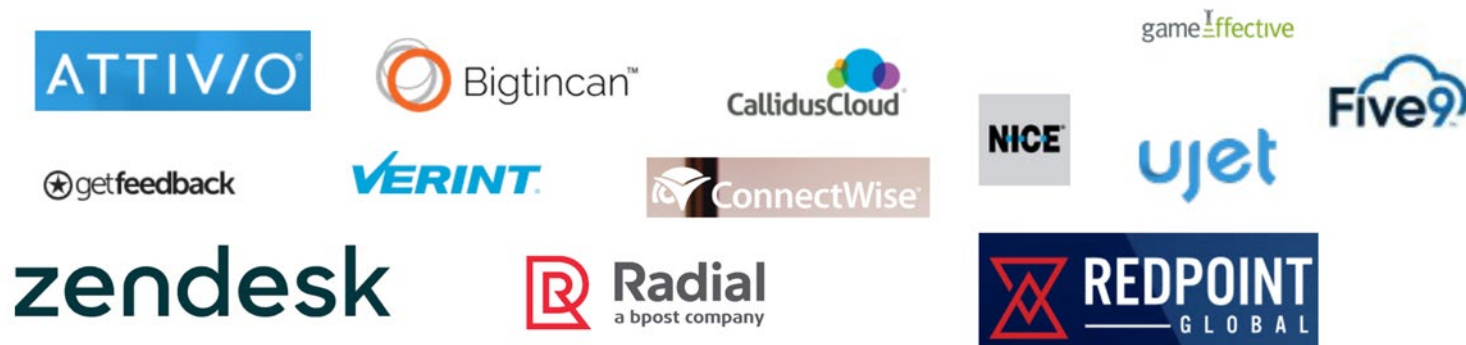
2019 ULTIMATE DIRECTORY OF CRM SOLUTIONS AND SERVICES

CRM magazine's Short List and Online Directory

Over 2,000 solutions and services represented, but you can be at the top!

Online for One Year, Print Directory in July!

- *Published in* CRM *magazine—20,000 subscribers*
- *Marketed in all 94 eWeeklies*
- *20,000 average online page views (12 months)*
- *Printed in the July/August 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/Aug issue) is May 20, 2019.
(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 9/1/18.

3. **Call your representative to upgrade your FREE listing to a Premium Listing in online for as little as just $1,000 net.**

4. **Begin your Premium Partnership with the No. 1 CRM publication and website.**

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

Got video content? Embed it right into your listing!

CLICK HERE

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

Advertise in the 2019 *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

Online Only Premium Profile (1 Year) — $1,000
- Link to your Twitter, LinkedIn, and Facebook accounts
- Company Profile
- Products & Services Descriptions
- Unlimited Topic Centers Selection
- Editable Live Links to your case studies, white papers, webcasts, demos, or special landing pages
- Ability to embed video
- Automatically pulls in all editorial mentions from destinationCRM.com or *CRM* magazine into your listing
- Your listing is fully integrated throughout destinationCRM.com content
- Your logo is displayed next to any article that mentions your company
- Your logo is displayed next to all categories of content that you have chosen
- Premium Partner listings are at the top of every Topic Category

>> *See this example of a well-crafted online listing:*
http://www.destinationcrm.com/BuyersGuide/bpmonline-3307.aspx

Upgrade and get a print listing in *CRM* magazine's July/August Issue:

Print and PDF — Half-Page Profile — $1,750
Includes Online Premium Partner Listing for 1 Year
Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 150-word Corporate Description and/or Product Description.

Print and PDF — Full-Page Profile — $2,250
Includes Online Premium Partner Listing for 1 Year
Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 300-word Corporate Description and/or Product Description.

Updated 11/13/2018

SOLO WEB EVENTS

⮕ ROUNDTABLE WEB EVENTS *(see schedule on pages 12-16)*

⮕ 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 logon, and post-event registration and logon 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 the *CRM* publisher 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 45,000-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, and LinkedIn

› 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 50,000 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 (45,000 subscribers)

  ❯ Newsletter Sponsorships (50,000 subscribers)

  ❯ Sponsored Content Listing (homepage and newsletters) (500,000 impressions/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 (20,000 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 *CRM*'s publisher 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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