

# EMAIL OPPORTUNITIES

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

- **Circulation:** 30,000
- **Frequency:** Monday & Wednesday

1X	\$500 per issue
4X	\$450 per issue
8X	\$400 per issue
12X	\$350 per issue

## ➔ CRM Bulletin Email Blast

- **Circulation:** 23,000
- **Frequency:** Tuesday & Friday

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

1X	\$4,000
3X	\$3,750
6X	\$3,500
12X	\$3,250
24X+	\$3,000

*De-duplicating against suppression lists, plus \$500*

## EXCLUSIVE NEWSLETTER SPONSORSHIP INCLUDES:

- 75-word text description
- 1200 x 630 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.*

## ➔ Smart Customer Service eWeekly Newsletter

- **Circulation:** 4,600
- **Frequency:** Thursday

1X	\$200 per issue
6X	\$175 per issue
12X	\$150 per issue

## ➔ Smart Customer Service Bulletin Email Blast

- **Circulation:** 3,200
- **Frequency:** Tuesday & Wednesday

1X	\$1,750
4X	\$1,500
8X	\$1,250
12X	\$1,000



*I find **good insights** in there. I can't keep up with everything online in terms of new features and industry updates. I go here for good overviews."*

**DIRECTOR**  
**HEALTH ADVANCES LLC**

# ONLINE RATE CARD

## ON-SITE ADVERTISING

Ad Size	Location (Run-of-Site (ROS))	Minimum 50,000	Minimum 100,000
728x90	leaderboard	\$75 CPM	\$65 CPM
300x250	box ad	\$75 CPM	\$65 CPM
text ad	within articles	\$75 CPM	\$65 CPM
970x250 billboard ad	top homepage	\$90 CPM	—

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

### Hosted Research & Reports

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

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 newsletter exposure (400,000 impressions)

### Online Buyer's Guide Premium Listing

(integrated with all online content)

Online only	\$1,000/year
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The **topics are relevant and helpful.**  
It allows me to stay up-to-date on the latest platforms and best practices within the customer service industry."

**OPERATIONS MANAGER**  
**BRIDGESTONE GOLF**

## ADVERTISING CONTACTS

### Mountain & Pacific

Dennis Sullivan  
Advertising Director  
203-650-6920  
dennis@infotoday.com

### Eastern & Central

Adrienne Snyder  
Advertising Director  
(201) 966-1439  
adrienne@infotoday.com

Bob Fernekees,  
VP/Group Publisher  
bfernekees@infotoday.com

# 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@infoday.com  
 ➤ **Mountain & Pacific:** dennis@infoday.com  
 Include live linking URL and ALT text.  
 (ALT text may not exceed 25 characters including spaces.)

## ➔ Creative Specifications

- File size: maximum of 200K for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media

## ➔ 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.

## ➔ 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
970x250 (billboard ads)	200K	before homepage



*If there is **anything you need to know about CRM** you have to subscribe to CRM magazine and be a constant visitor to destinationCRM.com."*

PRESIDENT & COO  
**WHITMARKS LLC**

# CONTENT SYNDICATION / REPORTS & RESEARCH PROGRAMS

## ➤ 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 content assets (white papers, case studies, research, eBooks) in front of our audience to provide you with actionable leads on a CPL 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: Title, Industry, Company Size, Targeted Account List (TAL).

## ➤ 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.



*DestinationCRM.com and CRM magazine are **top resources** for CRM professionals, offering high-quality content, diverse topics, engaging webcasts, and insightful case studies. They provide balanced coverage and informative conferences. Testimonials highlight their depth, breadth, and value, **benefiting sponsors with significant reach and thought leadership opportunities**. These platforms are essential for staying updated on CRM trends and best practices.*

VP, MARKETING  
**SHARPEN TECHNOLOGIES, INC**

## ➤ Recent Content Syndication Clients

