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CONNECT



CRM Magazine



@CRM
@destinationCRM



CRM Magazine - Sales | Marketing
| Customer Service

CRM Media

A Division of Information Today, Inc.

CRM magazine | destinationCRM.com | SmartCustomerService.com
Webcasts | Content Syndication

2026

MEDIA KIT

ONLINE MEDIA KIT

➤ Email Opportunities ➤ On-Site Rates & Specs

LEAD GENERATION

➤ Content Syndication ➤ Solo & Roundtable Web Events ➤ Lead-Gen Programs
➤ Roundtable Schedule ➤ Buyer's Guide & Directory

MEDIA KIT

➤ CRM Magazine Editorial Calendar ➤ CRM Magazine Rates & Specs
➤ Our Audience ➤ Demographics ➤ Audience Budgets

WWW.DESTINATIONCRM.COM

ABOUT CRM MEDIA

CRM MEDIA EXECUTIVE SUMMARY

CRM Media

- › Founded in 1997, **CRM Media** has been at the center of the customer relationship management (CRM) and customer experience (CX) industry for more than 25 years.
- › Our editorial and circulation strategy targets the five key audiences that drive CRM success: **executive leadership, sales, marketing, customer service, and IT management.**
- › These readers are self-selected, highly engaged professionals drawn to our trusted business technology content—delivered through print, digital, webcasts, and in-person conferences.

CRM Magazine

- › **CRM magazine** is the publication of record for the CRM and CX industry. Written and produced by an **award-winning team of journalists and designers**, the magazine delivers a blend of strategic insight, case studies, and in-depth analysis for business leaders.
- › Launched in 1997, *CRM* magazine expanded its reach with **destinationCRM.com** the following year, continuing to inform and connect CRM professionals worldwide.

Online Platforms

- › **destinationCRM.com** — The online hub for *CRM* magazine features original daily content including news, expert commentary, analysis, and case studies.
- › **SmartCustomerService.com** — This site is dedicated exclusively to the evolving customer service and support landscape.
- › **CRM Webcasts** — Our Solo and Roundtable Webcast series have run **every Wednesday since 1998**, offering sponsors unmatched thought-leadership exposure and lead-generation opportunities.

(See the current webcast schedule on page 8.)

Information Today, Inc.

- › **Information Today, Inc. (ITI)** is CRM Media's parent company—an independent B2B media, conference, and exhibition organization founded in 1980.
- › ITI's portfolio includes leading brands spanning CRM, CX, speech technology, streaming media, and database technologies. For more than 4 decades, ITI has connected technology innovators with the decision makers who shape the future of enterprise communication and customer engagement.

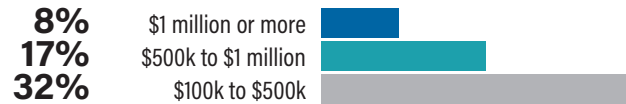


*CRM magazine connects me to **fresh ideas** and **trusted voices** across every sector of customer experience. It's **essential reading.***

— DIRECTOR OF MULTIMEDIA TECHNOLOGY,
ATLANTA SYMPHONY ORCHESTRA

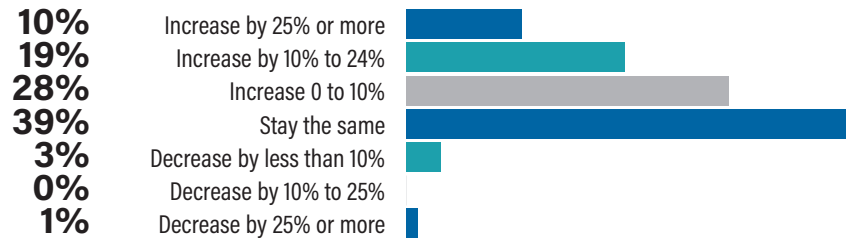
CRM MEDIA AUDIENCE BUDGETS AND INFLUENCE

CRM/CX Budgets for 2026



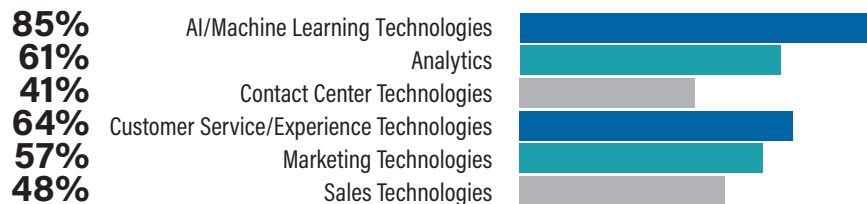
The average expected CRM budget for 2026 is \$354,000.

Expected CRM/CX Budget Changes in 2026

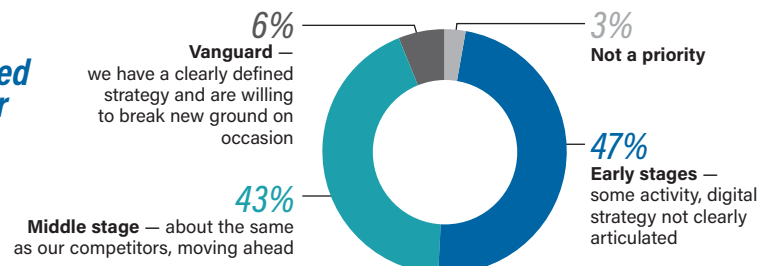


The average 2026 CRM budget is expected to be **up 7%** from 2025.

Our Readers' Top Priorities in the Next 12 Months



Path to AI-Assisted Customer Service



Contact Center Budgets

- 66% of our readers' companies have in-house or outsourced contact centers.
- More than **28%** will spend more than **\$750,000** on contact center-related products and services.
- The average company will spend more than **\$323,000** on contact center-related solutions.

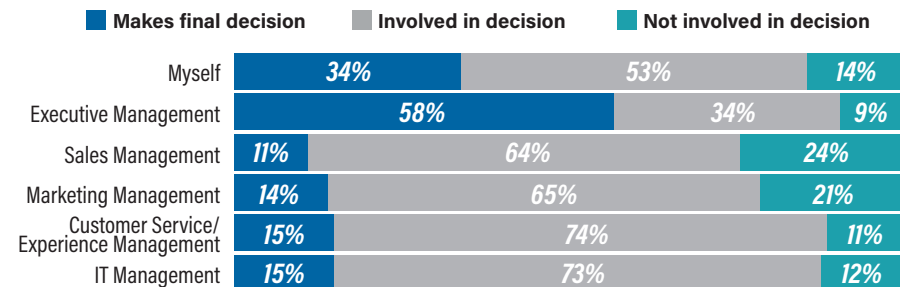
Our Subscribers' Influence

- 89% of our readers view themselves as their companies' champions/advocates for CRM implementations.
- 93% of our readers are involved in the decision-making process.
- 45% cite themselves as their companies' final decision makers for CRM- and CX-related products and services.

How Our Readers View Their Purchasing Role

- 28% Business Decision Maker
- 17% Technical Decision Maker
- 45% Both
- 10% Neither

CRM or Customer Experience Decision-Making Team

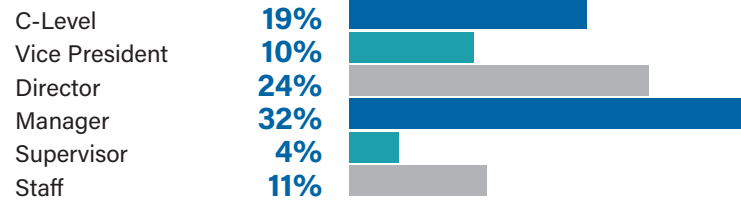


Source: August 2025 Audience Survey
Percentages may not total 100 due to rounding.

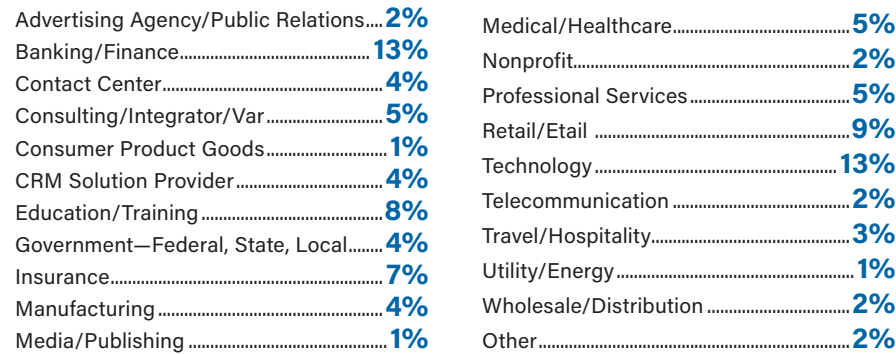
CRM MEDIA DEMOGRAPHICS

Who Are Our Subscribers?

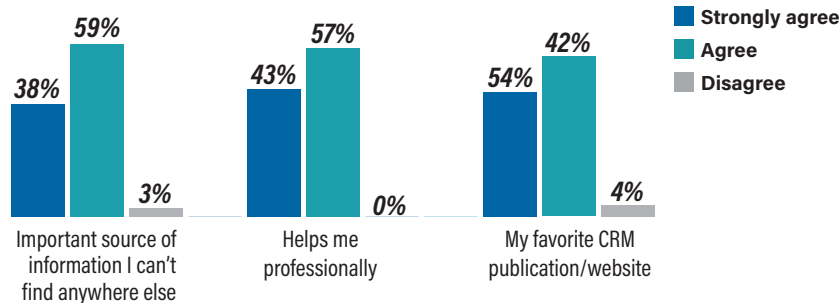
BY JOB LEVEL:



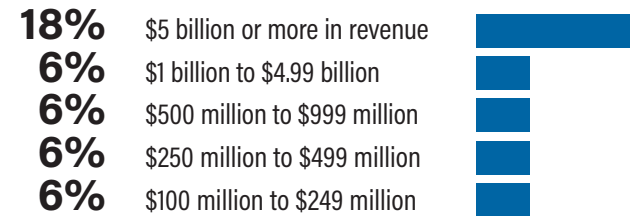
Company's Primary Industry



Our Readers Rate Us



Company Size by Sales Revenue



The average sales revenue is more than \$1.3 billion.

Company Size by Number of Employees



The average number of employees is 5,800.

Source: August 2025 Audience Survey
Percentages may not total 100 due to rounding.

“CRM magazine is the one publication I read cover to cover. It blends strategy, technology, and real-world examples better than anyone else.”
— PRESIDENT, ULTRAVIEW CORPORATION

2026 CRM MAGAZINE EDITORIAL CALENDAR

	CUSTOMER SERVICE	MARKETING/SALES	CUSTOMER EXPERIENCE/ENTERPRISE STRATEGY
January/ February	Pending Legislation Affecting the CRM Industry and Legislative Priorities for 2026	Google Has Put Its Plans to Depreciate Third-Party Cookies on Hold. What Does This Mean for Marketing?	Branded Calling for Outbound Operations
March	The Latest Changes to the PCI Guidelines for Contact Centers	From SEO to GEO (Generative AI Engine Optimization)	Which Department Really Owns the Customer Experience?
April (PRINT ISSUE)	THE CRM TOP 100 ISSUE		
May	Video Chat and Screen Sharing Tools for Customer Service	The QR Code Resurgence	Keeping Customer Data More Secure with AI
June	Out of India: The Hottest Onshore and Nearshore Contact Center Outsourcing Destinations	How Salesforce Automation Is Being Revived by AI Copilots	Protecting Against Retail Cyberattacks
July/August	Friction Mapping: A New Technology to Identify Where Customer Service Breakdowns Happen	Dynamic Content Delivery Tools	The Shift Away from New Customer Acquisition to a Customer Retention-First Strategy
September (PRINT ISSUE)	THE CRM INDUSTRY LEADER AWARDS AND CONVERSATION STARTERS		
October	From KPIs and SLAs to XLAs (Experience-Level Agreements)	CTV Advertising Measurement Tools	Employee Advocacy Platforms
November/ December	Zero-Contact Customer Service Issue Resolution	Behaviorally Intelligent and Adaptive Digital Experience Design	Behavioral KPIs: Measuring How Customer and Employee Behavior Changed Following a Specific Action

➔ THE 2026 CRM TOP 100

Appears in the **April** issue

The CRM Top 100 highlights the hottest trends and technologies in customer service, marketing, and sales and identifies the Top 100 CRM solutions providers in those three areas. A more complete list of CRM companies will appear in our Buyers Guide, available on our website (DestinationCRM.com).

➔ THE 2026 CRM INDUSTRY AWARDS

Appears in the **September** issue

Industry Leader Awards Industry analysts and consultants help our editors identify the top five vendors providing contact center, sales, and marketing services and technologies across 11 categories: contact center infrastructure, workforce engagement management, contact center interaction analytics, customer journey orchestration, enterprise CRM suite, midmarket/SMB CRM suite, marketing automation, salesforce automation, customer data platforms, unified CX platforms, and business intelligence/analytics.

Conversation Starters This award recognizes emerging or turnaround companies that have made a significant impression on the contact center, marketing, or sales industries in the past year.

Additional details about the awards are available on our website (DestinationCRM.com).

WHAT'S IN EVERY ISSUE

FRONT OFFICE: Letter from CRM magazine editor Leonard Klie.

INSIGHT: Analysis of the most topical CRM news stories and trends, including the latest research from CRM industry analysts.

FEATURES: In-depth articles covering the latest trends and technologies in customer service, marketing, and sales.

REAL ROI: Sales, marketing, and customer service success stories that showcase the hard and soft business benefits that companies achieved using CRM solutions.

COLUMNS: Customer Experience, End Notes, The Last Line, The Next Step, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer, written by some of the top analysts and consultants in the CRM industry.

EDITORIAL CONTACTS

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ccronis@infotoday.com

CRM Magazine RATE CARD & AD SPECIFICATIONS

NET RATES	Print & PDF	PDF Only
Full Page	\$2,000	\$500
1/2 Page	\$1,200	\$300

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Commit	Copy and Materials Due
January/February 2026	12/22	1/12
March 2026	1/28	2/11
April 2026 (Print)	2/26	3/12
May 2026	3/30	4/13
June 2026	4/28	5/12
July/August 2026	5/29	6/12
September 2026 (Print)	7/29	8/12
October 2026	8/27	9/11
November/December 2026	10/29	11/12

AD SIZES

	Bleed Width	Bleed Height	Nonbleed Width	Nonbleed Height
Full Page	8-1/8"	10-3/4"	7-1/8"	9-3/4"
Full Page (trims to)	7-7/8"	10-1/2"	7-7/8"	10-1/2"
Spread	16-1/4"	10-3/4"	14-1/4"	9-3/4"
Spread (trims to)	15-3/4"	10-1/2"	15-3/4"	10-1/2"
Half-Page-Horizontal	8-1/8"	5-3/8"	7-1/8"	4-3/4"
Half-Page-Spread	16-1/4"	5-3/8"	14-1/4"	4-3/4"

Each magazine is printed web offset, to SWOP standards; perfect bound; and jogs to the foot.

Trimmed page size is 7-7/8"x10-1/2".

Bleed page size is 8-1/8"x10-3/4", which includes 1/8" trim margin on all four sides.

Please keep live matter 3/8" from trim: head, foot, side, and gutter.

Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.

For the latest updated media information, go to www.destinationcrm.com.

Publisher's Requirements

1. All clients must submit a credit application before their first insertion.
2. No cancellations are permitted after the Ad Close Date.
3. All materials must be submitted by the Materials Close Date, or the magazine does not take responsibility for mistakes.
4. Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

Ad production requirements—downloadable PDF

www.infotoday.com/advert/CTPAdSpecs.pdf

We accept the following formats:

Press-quality PDF files are preferred.

- › Fonts must be embedded
- › Set black to overprint
- › Convert PMS to CMYK
- › Images must be in CMYK
- › 300 dpi images only
- › Flattened transparencies
- › Page dimensions and bleeds according to pub specs

We can also accept high-resolution Macintosh format Photoshop TIFF files.

- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

File submission instructions:

To upload files via the web:

- › Using your web browser, log onto <http://files.infotoday.com>.
- › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.



For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator

jcrawford@infotoday.com



PLEASE NOTE:

- › Files submitted as RGB will be converted to CMYK.
- › Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.
- › All graphics must be at least 300 dpi resolution.

SOLO & ROUNDTABLE WEB EVENTS

➤ About CRM magazine Web Events

- For more than 25 years, **CRM magazine** has produced live web events that connect technology vendors with senior decision makers in customer experience, CRM, and contact centers.
- Each webcast is a **complete turnkey program**. We handle all promotion, registration, and technology so you can focus on your message.
- **CRM Web Events** are 1-hour, topic- and sponsor-specific sessions broadcast live with streaming audio. Every event includes live polling, surveys, video clips, demos, and Q&A—creating an interactive, engaging experience that drives audience participation and sponsor results.

➤ What You Get

- **Qualified, Actionable Leads** – Access all registrants from pre-event, live, and on-demand participation.
- **Comprehensive Marketing Promotion** – Multi-touch registration campaigns across email, web, and social.
- **Exclusive Sponsor Focus** – Capture 100% of audience attention in our single-sponsored Solo Web Events.
- **Brand Leverage** – Hosted and moderated by CRM magazine's publisher and promoted under our trusted brand.
- **Turnkey Management** – We handle everything: marketing, registration, production, and postevent follow-up.

“The **webinars** are **engaging, concise, and informative**—every session delivers practical ideas and inspiration.”
— SENIOR ASSOCIATE,
NEW YORK LIFE INSURANCE COMPANY

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adrienne@destinationCRM.com

➤ Marketing & Promotion

Your event is supported by a robust, multi-channel marketing campaign that includes:

- Targeted HTML email invitations to CRM Media's audience and your prospect list
- Banner promotion on **destinationCRM.com**
- Posts across CRM's social channels (LinkedIn, X, Facebook)
- Reminder emails and phone outreach to registrants
- Coordination with related **Information Today, Inc.** media properties
- Customized registration forms with sponsor-defined qualifying questions
- Calendar invites, confirmation, and reminder emails
- Postevent thank-you emails with archive links for both attendees and no-shows

➤ After the Event

- Access to all registrations—including postevent archive visitors—for extended lead generation
- Optional postevent survey of all registrants
- Your webcast remains **archived and searchable** on destinationCRM.com, continuing to generate new leads long after the live event

➤ CRM Media Handles Every Detail

- From concept to completion, **CRM magazine** produces, markets, and broadcasts your 1-hour live event—backed by our 25-plus years of experience, established audience, and proven results.

Visit **destinationCRM.com/Webinars** for the full schedule of upcoming topics and available sponsorship dates.

Solo Sponsorship Rate — Call for details
Roundtable Sponsorship Rate — \$8,500

2026 ROUNDTABLE/WEBCAST SCHEDULE

DATE	ROUNDTABLE TITLE	ROUNDTABLE TOPIC DESCRIPTION	TAGS
Jan 14, 2026	2026 CX Megatrends: Predictions, Priorities, and Guidance	CX executives need clear direction for 2026—sponsors can align their tech vision with the trends shaping AI, automation, and CX investment priorities.	CX Strategy, AI, Trends, Leadership
Jan 28, 2026	Omnichannel CX in the Age of AI	Sponsors offering orchestration or personalization solutions can position their technology as the bridge unifying voice, chat, and digital for seamless CX.	Omnichannel, AI, Orchestration, Customer Journeys
Feb 4, 2026	Knowledge Management and AI: Driving Smarter CX	KM and AI vendors can show how connected knowledge systems reduce handle times, improve accuracy, and enable smarter, faster self-service.	Knowledge Management, AI, Agent Experience, Self-Service
Feb 18, 2026	Data Challenges Derailing Customer Experience	Sponsors specializing in data integration, enrichment, or governance can demonstrate how reliable, unified data drives personalization, automation, and trust.	Data, Governance, AI, Customer Trust
Mar 4, 2026	Agentic AI in Action: The Autonomous Customer Service Organization (Part 1)	Vendors delivering AI orchestration or autonomous agents can highlight how self-optimizing systems transform service speed, accuracy, and scalability.	Agentic AI, Automation, CX Operations, Service Innovation, Autonomy
Mar 18, 2026	Hybrid Contact Centers: Building for Flexibility and Scale	CCaaS and WEM providers can show how cloud-based hybrid solutions improve agility, agent performance, and cost efficiency across distributed teams.	CCaaS, Cloud, Hybrid, Workforce Flexibility
Apr 1, 2026	Smarter Self-Service with AI and Automation	Sponsors offering conversational AI or self-service automation can demonstrate how intent-driven bots deliver faster, more satisfying customer resolutions.	AI, Self-Service, Automation, Customer Experience
Apr 15, 2026	AI Co-Pilots in the Contact Center: Real-Time Agent Assist	Vendors with AI-assist or agent guidance tools can show how real-time support boosts accuracy, reduces training time, and improves customer satisfaction.	Agent Assist, AI, Productivity, Agent Experience
May 6, 2026	Seamless Journeys, Smarter Service: Orchestrating Omnichannel CX with AI	Sponsors offering orchestration and analytics can highlight how unified interactions eliminate friction and create consistent, personalized experiences.	Omnichannel, Orchestration, AI, Customer Journeys
May 20, 2026	The Data-to-Decision Journey: AI Insights in Real Time	Analytics and AI vendors can showcase how real-time insight engines convert live data into immediate, measurable CX actions.	AI, Analytics, Real-Time CX, Decision Intelligence
Jun 3, 2026	The Convergence of AI, Data, and CX Platforms	Vendors providing unified CX or data platforms can demonstrate how integration simplifies operations, strengthens analytics, and fuels innovation.	AI, CX Platforms, Integration, Governance
Jun 17, 2026	Customer Journey Analytics: Seeing the Whole Experience	Analytics providers can show how journey mapping and predictive modeling uncover pain points, improve retention, and drive loyalty.	Journey Analytics, Data, Insights, Loyalty



The weekly **webcasts** and articles are the best way to keep up with innovation across CRM and CX. You're truly the **leaders** in this space."

— TECHNOLOGIST, **NEW IDEAS IN COMMUNICATIONS**

Continued on next page >>

2026 ROUNDTABLE/WEBCAST SCHEDULE (Continued)

DATE	ROUNDTABLE TITLE	ROUNDTABLE TOPIC DESCRIPTION	TAGS
Jul 15, 2026	Reimagining Agent Experience (AX) in the Age of AI	WEM and coaching vendors can highlight how AI-driven engagement tools reduce burnout, improve performance, and strengthen customer outcomes.	Agent Experience, AI, Workforce Engagement, Coaching
Jul 29, 2026	Intelligent Cloud Contact Centers: Evolution and Optimization	CCaaS and analytics vendors can showcase how intelligent cloud platforms enhance scalability, resilience, and operational ROI.	Cloud, CCaaS, AI, Analytics
Aug 12, 2026	Real-Time CX Orchestration: From Insight to Action	Sponsors offering automation or AI orchestration can demonstrate how connecting data to intent enables real-time, adaptive customer responses.	AI, Real-Time CX, Orchestration, Automation
Aug 26, 2026	AI-Powered Knowledge Management: The Key to Better CX	KM and AI providers can showcase how unified, contextual knowledge improves accuracy, resolution speed, and overall CX quality.	Knowledge Management, AI, Customer Experience, Efficiency
Sep 16, 2026	Unified CX Platforms: Integrating Data, AI, and Engagement	Sponsors offering all-in-one CX platforms can position their technology as the core engine powering connected customer operations.	CX Platforms, Integration, AI, Automation
Sep 30, 2026	Trust, Transparency, and Emotion AI in Customer Experience	Vendors in emotion analytics and responsible AI can highlight how transparency builds customer trust and strengthens brand credibility.	Emotion AI, Explainable AI, Responsible CX, Ethics, Trust
Oct 14, 2026	Agentic AI and the Autonomous Sales Team (Part 2)	Vendors offering agentic or CRM-embedded AI can demonstrate how intelligent agents drive personalization, prospecting, and pipeline automation.	Agentic AI, Sales Automation, CRM Integration, Revenue Optimization
Oct 28, 2026	Predictive CX Analytics: Turning Data into Foresight	Predictive analytics vendors can show how forecasting models anticipate customer needs and guide proactive engagement strategies.	Predictive Analytics, AI, CX Strategy, Forecasting
Nov 4, 2026	Voice of the Customer: From Sentiment to Strategy	VoC and analytics vendors can demonstrate how AI-driven insight platforms turn feedback into actionable CX improvements.	Voice of the Customer, Sentiment, AI, Analytics
Nov 18, 2026	CX Success Stories 2026: What Worked and Why	Sponsors can share real-world case studies showing measurable CX ROI, innovation, and long-term impact.	CX Strategy, AI, Case Studies, Success Stories
Dec 2, 2026	The Business Case for Agentic AI	AI vendors can demonstrate how autonomous systems deliver cost savings, scalability, and measurable CX performance gains.	Agentic AI, Automation, ROI, Governance
Dec 16, 2026	Charting What's Next: Preparing Your CX Road Map for 2027	Consulting and analytics providers can align their expertise with 2027 CX planning and next-gen AI priorities.	CX Strategy, Trends, AI, Future Planning

“Your **webcasts** are consistently **top-tier**—engaging hosts, expert speakers, and topics that always hit the mark.”
— DIGITAL CONTACT CENTER SOLUTIONS MANAGER, **VGM GROUP, INC.**

EMAIL OPPORTUNITIES

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

- **Circulation:** 130,000
- **Frequency:** Monday & Wednesday

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

➔ CRM Bulletin Email Blast

- **Circulation:** 130,000
- **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:

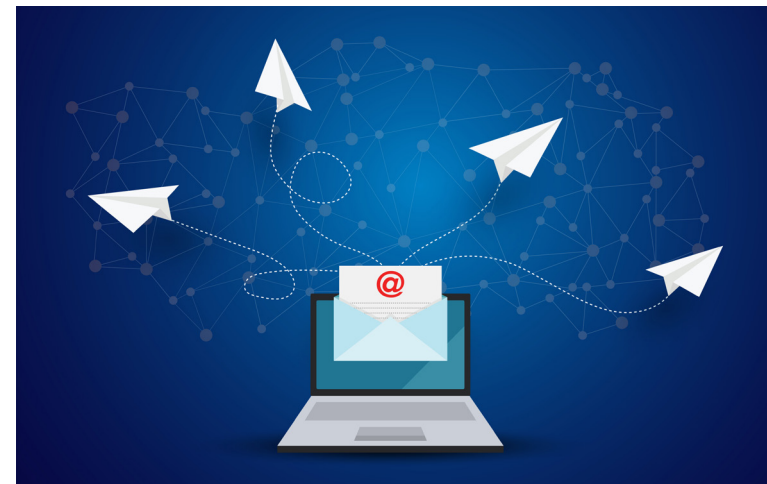
- 75-word text description
- 1200 x 630 pixel web banner (.gif or .jpg format) – product photo optional
- Linking URL
- We track click-throughs on all links and banners. Reports provided at advertiser's request.

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

➔ Smart Customer Service eWeekly Newsletter

- **Circulation:** 8,000
- **Frequency:** Thursday

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



CRM Media's **independence** and **journalistic integrity** set it apart. The team provides clarity and perspective in a noisy marketplace."

— IT DIRECTOR,
BAHAKEL COMMUNICATIONS LTD

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 **depth** and **balance** of coverage across CRM, CX, and AI topics are unmatched. It's where industry thinking happens first."

— CIO, **GSI INC.**

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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



destinationCRM.com and CRM magazine are my go-to sources for understanding how AI is reshaping customer experience. Always insightful, never promotional."

— HEAD OF DATA,
MORRISON HERSHFIELD

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).



*Insightful, balanced, and practical—CRM Media has become **the voice of authority** for the CRM and customer experience community.”*
— VP, CONTACT CENTER OPERATIONS,
WELLBE SENIOR MEDICAL

➤ What You Get

- **Highly qualified, actionable leads** — These are generated from your white papers, research reports, case studies, or ebooks.
- **Extensive registration program** — This includes 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

















