TELL YOUR STORY THROUGHOUT THE YEAR

Build a relationship with *CRM* magazine's audience by telling your story from different perspectives throughout the year. Consider these topic arcs or mix and match to create your own series.

AI & Automation

For providers of AI agents, automation, orchestration, and enterprise AI solutions.

APR 14	Agentic AI: From Pilots to Production
JUN 9	Proving the Value of AI
JUL 14	Autonomous Customer Service
DEC 1	Enterprise AI for CX

Knowledge & Customer Intelligence

For knowledge management, conversation intelligence, customer analytics, and voice-of-the-customer providers.

MAR 10	AI-Ready Knowledge
MAR 31	Conversation Intelligence
JUN 30	The New Voice of the Customer
SEP 15	The Knowledge-Driven Customer Experience

Customer Data & Connected Experiences

For customer data platforms, integration, personalization, journey orchestration, and decisioning providers.

APR 28	Customer Journey Orchestration
AUG 25	The Real-Time Customer Experience
OCT 13	The Connected Customer
DEC 1	Enterprise AI for CX

Contact Center & Customer Service

For contact center platforms, conversational AI, self-service, and customer service technology providers.

JAN 27	The AI-Powered Contact Center
FEB 10	Smarter Self-Service
MAY 26	Proactive Customer Service
OCT 27	The Customer Service Platform

Agent Performance & Workforce

For workforce engagement, quality management, coaching, agent assistance, and desktop solution providers.

JAN 27	The AI-Powered Contact Center
MAY 12	Reimagining Agent Experience
AUG 11	The High-Performance Contact Center
SEP 29	Why Are Your Customers Calling?

CRM, Marketing, & Sales

For CRM, marketing automation, sales technology, and customer engagement providers.

FEB 24	CRM in the Age of AI
JUL 28	AI Agents for Sales
NOV 3	The New Rules of Marketing
DEC 15	The Customer Growth Loop

Updated 10/5/2026

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*:**

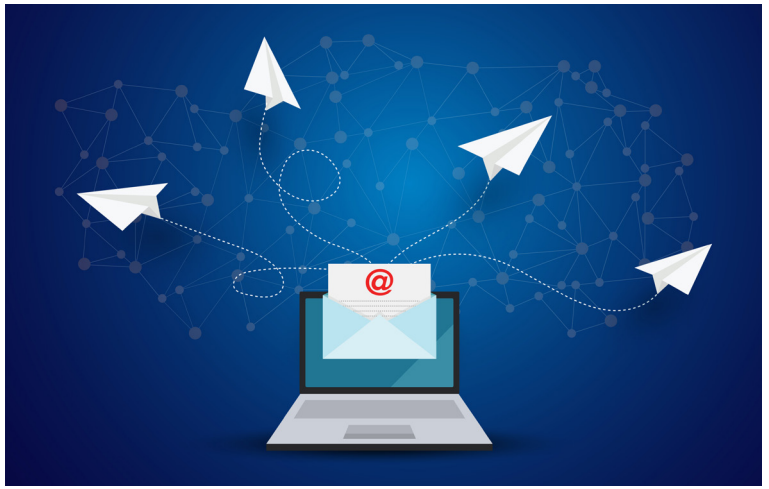
- 75-word text description
- 1200 x 630 pixel web banner (.gif or .jpg format) – product photo optional
- Linking URL
- We track click-throughs on all links and banners. Reports provided at advertiser's request.

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



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

ONLINE RATE CARD & BANNER SPECIFICATIONS

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
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)*
- *8 editions of enewsletter exposure (400,000 impressions)*

Online Buyer's Guide Premium Listing

(integrated with all online content)

Online only	$1,000/year

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

Google Ad Manager 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.

ADVERTISING CONTACTS

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

Mountain & Pacific
Dennis Sullivan
Advertising Director
(203) 650-6920
dennis@infotoday.com

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

The **destinationCRM.com** site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes 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 Google Ad Manager.

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.)



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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** — 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

Five9 language io LILT NICE SERCANTE

talkdesk TransUnion ujet.cx Workbooks

LEAD PROGRAM OPTIONS

1 Touch

1 Touch + Intent

Double Touch

Downloads two white papers or other content assets.

Intent + Double Touch

CONTACT US FOR RATES

Adrienne Snyder
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(201) 966-1439

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