

## EMAIL OPPORTUNITIES

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

- **Circulation:** 32,600
- **Frequency:** Monday & Wednesday

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

➔ **CRM Bulletin Email Blast**

- **Circulation:** 25,400
- **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
- 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.*

➔ **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:** 4,400
- **Frequency:** Tuesday & Wednesday

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



*destinationCRM.com helps me avoid mistakes that have already been made."*

**DIRECTOR, IT  
ZAPPOS**

# 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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We use the customer support articles and case studies on destinationCRM.com to **spur new ideas** and possibly adopt those technologies."

**DIRECTOR**  
**NEW YORK LIFE INSURANCE COMPANY**

## 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



*I like the **focus on current and emerging technologies**. It's a great heads-up and hard to get caught flat footed."*

SENIOR DIRECTOR, MARTECH  
**GE HEALTHCARE**