

# CRM

CUSTOMER RELATIONSHIP MANAGEMENT

CHRONICLING  
CUSTOMER  
RELATIONSHIP  
MANAGEMENT  
SINCE 1997

# 25

YEARS OF  
CRM MAGAZINE

## ➔ Special Issue

- Chronicling *CRM* magazine's 25 years of reporting on customer relationship management and related customer technologies.
- *CRM*'s 1st issue in print since May 2020.
- Associate your brand with our 25 years of independent publishing with a print ad in this significant issue.

## ➔ Content

- Industry luminaries giving their perspectives on how the CRM industry has changed in the past 25 years.
- Longtime readers reflect on their time with CRM.
- A look back at the CRM industry, examining the results companies have achieved from the technology.
- A timeline, with a year-by-year breakdown of the top CRM stories.

## ➔ Best Practices Lead Generation Programs

- Digital Transformation of the Contact Center
- Voice-of-the-Customer Programs Guide CX Improvement

## ➔ Circulation

- 5,000 print subscribers, 25,000 digital subscribers.
- Wide distribution through destinationCRM.com, our social networks, and independent media and press coverage.

DEADLINES | April 2022 Issue

Space Reservations: 3/7/22 | Ads Due: 3/14/22 | Mail Date: 4/1/22

# RATE CARD & AD SPECIFICATIONS

NET RATES		1 Issue	3 Issues	6 Issues	9 Issues
4-color	Full Page	\$2,750	\$2,775	\$2,500	\$2,125
	2/3 Page	\$2,060	\$1,955	\$1,760	\$1,500
	1/2 Page	\$1,650	\$1,570	\$1,415	\$1,200
	1/3 Page	\$1,125	\$1,070	\$960	\$815
	1/4 Page	\$850	\$810	\$725	\$615

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Commit	Copy and Materials Due
January/February 2022	1/13/22	1/20/22
March 2022	2/13/22	2/20/22
April 2022	3/7/22	3/14/22
May 2022	4/13/22	4/20/22
June 2022	5/13/22	5/20/22
July/August 2022	6/13/22	6/20/22
September 2022	7/25/22	8/1/22
October 2022	9/13/22	9/20/22
November/December 2022	11/13/22	11/20/22

AD SIZES	Bleed Width	Bleed Height	Nonbleed Width	Nonbleed Height
Full Page	8 1/8"	10 3/4"	7 1/8"	9 3/4"
2/3 Page	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"
2/3 Page Vertical	5 1/8"	10 3/4"	4 5/8"	9 3/4"
Half-Page Vertical	4 1/6"	10 3/4"	3 9/16"	9 3/4"
Half-Page Island	5 1/8"	7 1/4"	4 5/8"	7"
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"
1/3 Page Vertical	2 5/8"	10 3/4"	2 1/4"	9 3/4"
1/3 Page Square	5 1/8"	5 1/8"	4 5/8"	4 5/8"
1/4 Page Vertical	N/A	N/A	3 9/16"	4 3/4"

## AD SIZES

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](http://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.

## For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator [jcrawford@infotoday.com](mailto:jcrawford@infotoday.com)

# PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

## ➔ Ad production requirements — downloadable PDF

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://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 on to <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.**

## ➔ 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.