ONLINE MEDIA KIT
Email Opportunities
On-Site Rates & Specs
CPL Programs
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Lead-Gen Programs
Best Practices & Roundtable Schedules
Buyer’s Guide & Directory
Custom Research

MEDIA KIT
Market Summaries
Our Audience
Demographics
Audience Budgets
Editorial Calendar
CRM magazine Rates & Specs

CONNECT
CRM Magazine
destinationCRM.com
SmartCustomerService.com
Webcasts
Lead-Generation Programs
CPL Programs
Conferences

ADVERTISING CONTACTS
Mountain & Pacific
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adrienne@infotoday.com

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VP/Group Publisher
(212) 251-0608, ext. 106
bfernekees@infotoday.com
ABOUT CRM MEDIA’S MARKETS

CRM Media Executive Summary

CRM magazine is the publication of record covering the field of CRM. The magazine—written, edited, and produced by our award-winning staff of journalists and designers—offers executives a unique blend of strategic business information, case studies, and in-depth analysis.

Our editorial and circulation strategy targets five main categories of readers—all important at different stages of a CRM program’s lifecycle: executive management, sales, marketing, customer service management, and IT management.

CRM magazine began publication in 1997 and launched destinationCRM.com the following year. CRM launched its first conference in 2006.

Market Summary

The global CRM software market was valued at about $25.5 billion in 2018 and is expected to grow to $36.53 billion at a CAGR of 9.4% through 2022. —BusinessResearchReport.com

The global cloud-based contact center market is projected to grow by $28.6 billion by 2025. —ResearchAndMarkets.com

The global customer experience management market is estimated to register a healthy CAGR of 30% over the forecast period 2019–2026. —Data Bridge Market Research

TECHNOLOGY PURCHASING BY CATEGORY*

Large Enterprise
- Employees: More than 1000 employees
- Annual Revenue: More than $1 billion
- IT Staff: Full time IT staff, including several specialists
- IT Skills: A wide variety of broad and specific skills
- Location: Several office locations domestically and internationally
- Large CapEx
- Main considerations for technology purchases include guaranteed up-time, advanced features, and security.
- Large enterprises employ 9 million people in the U.S. (51.6% of all employees).

Mid-Market
- Employees: 101–500 employees
- Annual Revenue: $10 million–$1 billion
- IT Staff: A small group to several employees
- IT Skills: Generalist skills. Employees often lack specialty skills.
- Location: Likely to have more than one office location and more remote employees
- Some CapEx
- Main considerations for technology purchases include capabilities, functionality, and reporting.
- If the middle market were a country, its GDP would rank it as the fourth-largest economy in the world.

Small Businesses
- Employees: 0–100
- Annual Revenue: $5–$10 million
- IT Staff: Typically one or a few
- IT skills: Modest. Employees usually learn on the job.
- Limited CapEx
- SMBs prefer the pay-as-you-go subscription model for software purchases.
- The 28 million small businesses in the U.S. account for 54% of the country’s sales.

*Source: Digium Blog
HOW TO REACH OUR AUDIENCE — ONLINE, PRINT, WEBCASTS, CONFERENCES, CPL

destinationCRM.com & SmartCustomerService.com

Launched: 1999

CRM eWeekly Newsletter ........................................... 45,000
CRM Bulletin Email Blast ............................................. 32,000
Smart Customer Service eWeekly Newsletter .................. 7,700
Smart Customer Service Bulletin Email Blast .................. 5,500

- 625,000+ Monthly Impressions
- 125,000+ Monthly Page Views
- 65,000+ Visits Per Month
- 55,000+ Unique Monthly Visitors

CRMagazine

- 21,000 Qualified Subscribers
- Publishing since 1997
- Engaged Readers
  - 86% report that they are regular or avid readers of CRM magazine.
  - 49% of readers have saved an article for future reference or sent it to a colleague for discussion.
  - More than 21% have shared an article on social media.
  - More than 22% have initiated a change in their own company’s CRM process after reading CRM magazine.

- How Important is CRM magazine to our readers?
  - 94% say that CRM is an important source of information they can’t find anywhere else.
  - 95% cite that it helps them professionally.
  - 90% say that CRM magazine is their favorite CRM-related publication.

CRM Webcasts

- More than 2,000 live webcasts since 1998
- Roundtable or solo events.

Conferences

- April 27–29, 2020, Washington, D.C.
  - CRM Evolution
  - Smart Customer Service
Who Are Our Subscribers?

**BY JOB LEVEL:**
- C Level: 18%
- Vice President: 5%
- Director: 21%
- Manager: 32%
- Supervisor: 3%
- Staff: 12%
- Technical: 9%

**BY JOB AREA:**
- Sales: 14%
- Marketing: 14%
- Customer Service: 35%
- Technical: 21%
- Corporate/General Management: 17%

Company's Primary Industry

- Advertising Agency/Public Relations: 2%
- Banking/Finance: 9%
- Call Center: 2%
- Consulting/Integrator/Var: 8%
- Consumer Product Goods: 2%
- CRM Solution Provider: 5%
- Education/Training: 4%
- Government—Federal, State, Local: 7%
- Insurance: 4%
- Manufacturing: 7%
- Marketing: 3%
- Media/Publishing: 4%
- Medical/Healthcare: 4%
- Nonprofit: 3%
- Professional Services: 6%
- Retail/Email: 5%
- Sports: 1%
- Technology: 13%
- Telecommunication: 7%
- Travel/Hospitality: 2%
- Utility/Energy: 4%
- Wholesale/Distribution: 2%

*Percentages may not total 100 due to rounding*

Company Size by Sales Revenue

- 13% $5 billion or more in revenue
- 13% $1 billion to $4.99 billion
- 5% $500 million to $999 million
- 7% $250 million to $499 million

Average sales revenue is more than $1.119 billion.

Company Size by Number of Employees

- 10% 20,000 or more employees
- 4% 10,000 to 19,999 employees
- 27% 1,000 to 9,999 employees
- 7% 500 to 999 employees
- 8% 250 to 499 employees

Average number of employees is 4,064.

Contact Center Size

- 69% of our subscribers’ companies have a contact center, outsource their contact center, or both.
- 29% have more than 100 seats.
- 52 seats is the average.

Sales Force Size

- 21% of our readers’ companies have sales forces in excess of 250 representatives. The average sales force size is 183 people.

*DestinationCRM.com is a great source for trends and real-world solutions for business. We use it as a source for educational and technology decision making for our company.*

CEO, OMI

Source: August 2019 Audience Survey
**CRM Budgets for 2020**

- 13% $1 million or more
- 4% $500k to $1 million
- 16% $100k to $500k

Average expected CRM budget for 2020 is $350,370, up slightly from 2019.

**Expected CRM Budget Changes in 2020**

- 6% Increase by 25% or more
- 12% Increase by 10% to 24%
- 20% Increase 0 to 10%
- 31% Stay the same
- 3% Decrease by less than 10%
- 1% Decrease by 10% to 25%
- 0% Decrease by 25% or more

Average CRM budget is expected to be up 6% from 2019.

**Our Readers’ Top Priorities in the Next 12 Months**

Customer Experience: 85%
Analytics, Business Intelligence, Data: 80%
Sales Tools: 58%
Knowledge Management: 58%
Marketing Technologies: 56%
Contact Center: 49%
Mobile CRM Solutions: 47%
Social CRM: 45%
Self-Service (Web, Speech, Kiosk): 44%
Artificial Intelligence/Machine Learning: 43%
Video for Marketing or Customer Service: 42%
Ecommerce: 41%

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**Contact Center Budgets**

- 64% of our readers’ companies have in-house contact centers.
- More than 27% will spend more than $500,000 on contact center-related products and services. The average company will spend more than $273,000 on contact center-related solutions.

**Our Subscribers’ Influence**

- 81% of our readers are involved in the decision-making process, and 28% cite themselves as their companies’ final decision makers for CRM-related products and services.
- 84% of our readers view themselves as their companies’ champions/advocates for CRM implementations.

**How Our Readers View Their Purchasing Role**

- 30% Business Decision Maker
- 21% Technical Decision Maker
- 30% Both

**CRM or Customer Experience Decision Makers**

- Myself: 28% makes final decision, 54% involved in decision, 19% not involved in decision
- Executive Management: 63% makes final decision, 28% involved in decision, 9% not involved in decision
- Sales Management: 16% makes final decision, 67% involved in decision, 17% not involved in decision
- Marketing Management: 14% makes final decision, 67% involved in decision, 19% not involved in decision
- Customer Service/Experience Management: 17% makes final decision, 67% involved in decision, 16% not involved in decision
- IT Management: 16% makes final decision, 65% involved in decision, 18% not involved in decision

Percentages may not total 100 due to rounding.

"Appreciate your coverage of a wide spectrum of CRM related updates and latest industry trends." 

EQUINOX CONSULTING GROUP
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSE DATES</th>
<th>MARKETING/BUSINESS INTELLIGENCE FEATURES</th>
<th>SALES/ENTERPRISE STRATEGIES FEATURES</th>
<th>CUSTOMER SERVICE FEATURES</th>
<th>CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD-GENERATION PROGRAMS</th>
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| JANUARY/FEBRUARY | Space Close: 11/20/19 Ads/Copy: 12/2/19 Mail Date: 12/31/19 | Choosing the Right Customer Data Platform | The Promise of 5G in the Sales Cycle | An Omnichannel Update: Which Customer Service Channels Will Be Most in Demand in 2020? | BEST PRACTICES PROGRAMS  
- CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020  
- Customer Communications Management — The Key to Consistent Communications  
ROUNDTABLE WEBCASTS  
- CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020 (Roundtable Date: 1/22/2020)  
- Data Quality: The Key Ingredient in a Data-Driven Customer Strategy (Roundtable Date: 1/29/2020)  
- Is Voice-First Technology a Must-Have in 2020 and Beyond? (Roundtable Date: 2/12/2020)  
- Customer Journey Analytics: Delivering the Best Possible Customer Experience (Roundtable Date: 2/26/2020) |
- Cloud Contact Center Solutions  
- Mobile-First Customer Care  
BEST PRACTICES PROGRAMS (Marketed in March Online/March Print Issue)  
- AI-Based Speech Analytics for Actionable Insights  
- Self-Service for Higher Customer Satisfaction  
ROUNDTABLE WEBCASTS  
- AI and the Contact Center (Roundtable Date: 3/11/2020)  
- Smarketing: The Integration of Sales and Marketing (Roundtable Date: 3/25/2020) |
| APRIL          | Space Close: 2/10/20 Ads/Copy: 2/18/20 Mail Date: 3/13/20 | Getting Back to Basics With Direct Mail: Is There Still Value in Letting the Post Office Deliver Your Marketing Message? | Ensuring Customers Pick Up the Phone When Your Sales Reps Call | Zero-Contact Resolution: The Agentless Interaction | BEST PRACTICES PROGRAMS  
- Customer Authentication, Identity Resolution, & Voice Biometrics  
- Creating a Great Omnichannel Experience for Great Customer Experiences  
ROUNDTABLE WEBCASTS  
- Voice-of-the-Customer Programs for Better Customer Experiences (Roundtable Date: 4/8/2020)  
- Business Intelligence and Customer Analytics: Uncovering Hidden Value (Roundtable Date: 4/22/2020) |

CRM magazine’s monthly PR editorial preview includes deadlines, writers’ contact information, and detailed article descriptions. To be added to our Editorial Preview Distribution List, sign up at http://www.destinationcrm.com/About/How_to_Advertise.

CRM Magazine has resulted in us looking differently at our CRM solution and has helped us to realize our full potential.”

DIRECTOR OF INFORMATION TECHNOLOGY
GRAVER WATER SYSTEMS, LLC

www.destinationCRM.com
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<td>How Do You Measure Customer Experience?</td>
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<td>Zero-Party Data: How to Get It and Put It to Good Use</td>
<td>Demystifying Cryptocurrencies and What Customer Data They Can Provide</td>
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<td>Creating a Customer Engagement Center (Roundtable Date: 5/20/2020)</td>
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<td>AI-Based Speech Analytics for Actionable Insights (Roundtable Date: 7/28/2020)</td>
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<td>• Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts</td>
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<td>• Cognitive Customer Service and Support</td>
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<td>Space Close: 8/12/20</td>
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<td>Tips for Using Statistical Modeling in Digital Marketing</td>
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**Editorial Calendar**

**2020 Editorial Calendar**

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<th>Sales/Enterprise Strategies Features</th>
<th>Customer Service Features</th>
<th>Conferences, Sponsorship Opportunities, and Lead-Generation Programs</th>
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</table>

**Special Issue Key:**

- **SEPTEMBER**
  - The CRM Industry Leader Awards

**Best Practices Programs:**

- Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts
- Cognitive Customer Service and Support

**Roundtable Webcasts:**

- Cloud Contact Center Solutions (Roundtable Date: 9/16/2020)
- Self-Service for Higher Customer Satisfaction (Roundtable Date: 9/30/2020)

**November/December**

- SEO Marketing: Keeping Up With the Ever-Changing Algorithms
- Building a B2B2C Mindset
- Predictive Customer Service: Tips for Identifying and Addressing Customer Issues Before a Problem Develops

**Best Practices Programs:**

- Voice-of-the-Customer Programs for Better Customer Experiences
- Smart IVRs for Better Customer Experiences

**Roundtable Webcasts:**

- Customer Authentication, Identity Resolution, & Voice Biometrics (Roundtable Date: 11/4/2020)
- Customer Support Transformation for 2020 (Roundtable Date: 11/18/2020)
- 2021 Contact Center Innovations: A Preview (Roundtable Date: 12/2/2020)
- Customer Communications Management—The Key to Consistent Communications (Roundtable Date: 12/16/2020)
THE 2020 CRM TOP 100
Appears in the July/August 2020 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 2020 Buyers Guide, available on our website (DestinationCRM.com).

THE 2020 CRM MARKET LEADER AWARDS
Appears in the September 2020 issue.

Customer Service Leader Awards
Industry analysts and consultants help our editors identify the leading vendors providing contact center services and technologies across a number of categories, including customer case management, contact center infrastructure, interactive voice response, web support, workforce optimization, contact center search, enterprise feedback management, contact center analytics, and contact center outsourcing.

Sales and Marketing Leader Awards
Industry analysts and consultants help our editors identify the leading vendors providing sales and marketing technologies across a number of categories, including enterprise, midmarket, and small business CRM suite; marketing automation; sales force automation; data quality; business intelligence; and sales performance management.

Rising Stars
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.)

CORPORATION OF THE PRESIDING BISHOP

Wonderfully balanced coverage, innovative thinking and strategy, providing better insights of ‘how to’ be better than our competitors

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 hard and soft business benefits and how they were achieved.

COLUMNS:

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Managing Editor
Chris Cronis
ccronis@infotoday.com
RATE CARD & AD SPECIFICATIONS

NET RATES

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<tr>
<th>4-color</th>
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<th>3 Issues</th>
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<th>9 Issues</th>
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<tr>
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<td>$2,375</td>
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Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES

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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.

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 inquiries, contact: Ad Trafficking Coordinator (609) 654-6266, ext. 130 • adsubmit@infotoday.com
**PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS**

- **Ad production requirements — downloadable 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:
    - Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

- **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.

For proper sizing of your ad, please refer to the Rate Card & Advertising Specs on page 16.

**For production questions contact:**
Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com
609/654-6266, ext. 130

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

ROUNDTABLE WEB EVENTS (see schedule on pages 14-19)

What are CRM magazine Web Events?
- Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.
- Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio.
- Web Events are fully interactive: Live polling, survey, video clips, screen sharing (demo), and Q&A sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

What You Get
- Highly qualified, actionable leads—from preregistration, live event logon, and postevent registration and logon to the archived event.
- Extensive event registration program with multiple marketing touchpoints.
- Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in these single-sponsored events.
- Brand leverage—Use the strength of our CRM brand. Moderated by the CRM publisher and marketed under the CRM brand.
- A managed process—We take care of all of the details: marketing, registration, technology, and follow-up.

We Take Care of All the Details
CRM magazine will produce, market, and broadcast your 1-hour audio Web Event.

Visit destinationCRM.com/Webinars for a complete schedule of events.

Action List
Our aggressive online and print advertising campaign includes the following:
- HTML email invitation of your best customers and prospects to our 32,000-name database.
- Banner advertising on destinationCRM.com.
- Posts to all of CRM’s social networks: Twitter, Facebook, and LinkedIn.
- 3 advertisements in CRM’s eWeekly HTML newsletter with 45,000 circulation.
- A reminder email to all registrants prior to event.
- Phone call reminder to all registrants.
- Collaboration with other Information Today, Inc. media properties where applicable.
- Complete registration of attendees with sponsors’ customized qualifying questions.
- Confirmation emails with Outlook iCalendar reminder.
- Reminder email with registration information.
- Postevent thank you email with links to archive for both attendees and nonattending registrants.
- Optional postevent survey of registration list.
- Access to all registrations, including postevent registration for the archived version.
- Searchable on destinationCRM.com for extended lead generation.
- Complete production and management of the technology.
- Sponsored webcast archived on destinationCRM.com.
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Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, destinationCRM.com.

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Your editorial topics can range from:
- Third-party white papers or white paper abstracts
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- Your company’s unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it’s important

Sponsorship rates
- Standard — 1 page (750 words) $7,500 net
- Silver — 2 pages (1,500 words) $8,500 net
- Gold — 3 pages (2,250 words) $9,500 net
- Platinum — 4 pages (3,000 words) $10,500 net

SOLO AND ROUNDTABLE WEB EVENTS

THESE ONLINE WEB EVENTS ARE GEARED TO GENERATE LEADS FOR SPONSORS WHILE PROVIDING A VALUABLE RESOURCE FOR OUR READERSHIP ON A NUMBER OF TOPICS.

Format
- One to four sponsors and a moderator from CRM magazine
- Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience
- 60 minutes in total length

What you get
- Highly Qualified, Actionable Leads: Generated from preregistration, live-event logon, and registration to the archived event for 90 days, with leads delivered every Monday
- Extensive Event Registration: A program offering multiple marketing touchpoints
- Brand Leverage: Use the strength of our CRM brand, moderated by a senior CRM editor and marketed under the aegis of CRM Media.
- Managed Process: We take care of all of the details—advertising materials, marketing, registration, technology, and follow-up.
- Experience: CRM Media is the most experienced webcast producer in the field, having produced more than 2,000 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

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Aggressive online and print advertising campaign including:
- Three HTML email invitations to our 32,000-name database
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- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with calendar reminder
- Reminder email with registration information
- Post-event “thank you” email with links to archive for both attendees and nonattending registrants
- Registration reports, including postevent registrations, for the archived version, delivered every Monday for 90 days
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- One affordable price, a fraction of the cost of an a la carte event without any of the headaches

Solo Sponsorship Rate — Call for details
Roundtable Sponsorship Rate — $8,500
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Roundtable Date: 1/29/2020 |
|            |                |                             |                                |
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| MARCH      | AI Based Speech Analytics for Actionable Insights | Self-Service for Higher Customer Satisfaction | AI and the Contact Center  
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Roundtable Date: 4/22/2020 | Business Intelligence and Customer Analytics: Uncovering Hidden Value  
Roundtable Date: 4/15/2020 |
Roundtable Date: 5/20/2020 | Creating a Customer Engagement Center  
Roundtable Date: 5/20/2020 |
| JUNE       | Smart Customer Service Transformation | Conversational AI Use Cases in Customer Service | Why Is Customer Experience So Damn Important? And How to Improve Your CX Efforts  
Roundtable Date: 6/17/2020 | Smart IVRs for Better Customer Experiences  
Roundtable Date: 6/17/2020 |

Schedule is subject to change.

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NEW YORK UNIVERSITY
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Schedule is subject to change.
CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020

Join us on one of our most popular Best Practices installments of the year, where our contributors will detail the most important trends to follow in 2020. We expect to cover everything from artificial intelligence and machine learning to advances in voice technologies and analytics. This preview of what’s hot in CRM and customer experience will help our readers understand which technologies are poised to change customer interactions and which ones — like blockchain and cryptocurrency — need more time to incubate before becoming must-have integrations.

Our megatrends special supplement is always an extremely popular lead generation program and a great way to highlight your company’s thought leadership.

Roundtable Date: 1/22/2020

Customer Communications Management: The Key to Consistent Communications

Customer communications management (CCM) software and processes allow organizations to centralize communications with customers across a diverse range of channels, both analog and digital. In some industries, like finance and insurance, regulatory compliance is imperative.

 omnichannel communications only work well if the proper content is created and can be retrieved. This includes communications for marketing, new product introductions, renewal notifications, claims correspondence and documentation, and bill and payment notifications.

Contribute to this Best Practices installment and uncover new prospects among our engaged audience.

Roundtable Date: 12/16/2020

Cloud Contact Center Solutions

According to a recent report by Research and Markets, the “Cloud-Based Contact Center market worldwide is projected to grow by US $28.6 billion, driven by a compounded growth of 23.6% through 2025.” What are the factors and conditions driving this tremendous forecasted growth?

Participate in this Best Practices installment and educate our readers why business leaders will be favoring cloud contact center solutions over on-premises solutions so strongly over the next several years. Everything from scalability to cost controls and frequent iterations to improved customer experience will be discussed.

Roundtable Date: 9/16/2020

Mobile-First Customer Care: Many Channels, One Device

Smartphones are a perfect example of the convergence of omnichannel customer communications, the Internet of Things, and devices that are literally always accessible — as evidenced by the fact that consumers check theirs 80 times a day, or every 12 minutes, according to one study. But in designing their customer service, many companies haven’t yet made the leap from a bygone era where customers used discrete devices and channels and corresponded with them, like phones or laptops, rather than smartphones, which can combine all channels — internet, voice, SMS, chat, video, and social media. Many organizations have merely made traditional support channels accessible to mobile devices without starting with the idea that consumers will increasingly be reaching out first with a mobile device, rather than a desktop, laptop, or home phone.

Join us in this Best Practices special section and educate our audience on what it means to have a mobile-first mindset when it comes to customer care that corresponds to the way customers are making use of their mobile devices. Discover how to build an experience specifically around customers’ needs instead of contact centers’ needs by transforming the existing interaction model.

Roundtable Date: 7/15/2020

AI-Based Speech Analytics for Actionable Insights

Speech analytics tools can prove to be invaluable for analyzing the vast amounts of unstructured information pouring into the contact center; they can evaluate everything from call compliance to sentiment analysis, often in real time. All of this information is essential for improving the customer experience and achieving better business outcomes. The best speech analytics tools extract real value, uncovering information that is easily converted into insights that can determine the best course of action.

Contribute to this month’s Best Practices installment and tell our readers why they should invest in AI-based speech analytics and what they can expect from these remarkable contact center technologies.

Roundtable Date: 7/29/2020

Self-Service for Higher Customer Satisfaction

Most people don’t want to speak to customer service representatives, especially for minor questions or possibly major questions that may be better answered with a link to an instructional video. Certainly intelligent chatbots, new self-learning technologies like artificial intelligence and robotic process automation, and knowledgesbases can help customers get their inquiries answered swiftly and accurately without escalation to a human agent. These automated processes can also be proactive, as with service outage alerts, canceled airline bookings, and known issue notifications. All of these tools help customers resolve their problems in a way they prefer, and without making that dreaded call to the contact center.

Contribute to this Best Practices installment and help our audience find out what options are available to deliver world-class self-service that will improve your customer experience, cut costs, and insulate your customer care team from mundane repetitive tasks, allowing them to concentrate on higher-level issues.

Roundtable Date: 9/30/2020

Really great topic selection and so timely!?

VOICE OF THE CUSTOMER LEAD
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### 2020 BEST PRACTICES DEEP DIVES (cont.)

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#### Customer Authentication, Identity Resolution, and Voice Biometrics

One of the most frustrating aspects of contacting any company can be proving who you are. Customers are well aware of identity theft, security issues, and privacy concerns, so they are willing to put up with the interrogation, but that doesn’t mean they enjoy it. In fact, this first bit of friction can cause annoyance to escalate into anger if information needs to be repeated or if initial attempts at resolution fail. Plus, an opportunity for personalization and efficiency can be wasted when a customer reaches out using a different device. Participate in this first ever Best Practices topic and help our audience learn more about your authentication solution.

**Roundtable Date:** 11/4/2020

#### Creating a Great Omnichannel Experience for Great Customer Experiences

All omnichannel customer experiences use multiple channels, but not all multichannel experiences are omnichannel. This sounds like splitting hairs, but when it comes to creating a great customer experience, it’s not. The big distinction is that the multiple channels must be cohesive, coordinated, seamless, and consistent. Everyone in the value chain—from product management to marketing, sales, and customer support—has to be on the same page in terms of delivering a cohesive and consistent experience regardless of the channel or device of choice. Alignment between messaging and execution is the key to building brands that engender loyalty.

Join us in this Best Practices installment and help our readers find out how to create a great omnichannel experience that will ultimately improve the experiences of all their customers.

**Roundtable Date:** 10/7/2020

#### How Do You Measure Customer Experience?

We all want to improve our customer experience (CX) for all the well-documented reasons: to create more loyal customers, to differentiate products or services and actually change more, even to build more shareholder value with higher stock prices. But what is the best way to stay on track and choose the best measuring tools, from Net Promoter Scores to voice-of-the-customer programs, customer journey analytics, and other key performance indicators? Many of these tools offer benchmarks that allow executives to see if their CX is getting better or not. Contribute to this popular Best Practices topic and help our readers determine the best way to measure their CX initiatives and make continual improvements over time.

**Roundtable Date:** 8/12/2020

#### Customer Data Platforms: Creating a Unified View of the Customer

Organizations have done a great job of collecting customer data from all sorts of inputs: contact info, transactional data, demographic and behavioral data, and all the data flowing from websites and third-party providers. But there is so much data, with much of it always changing, that it’s become even more difficult for companies to provide consistent customer experiences across the various channels and consumer devices.

Participate in this Best Practices installment and show our readers how customer data platforms can help their organization create a unified view of their customers in a way that was all but impossible just a few years ago. Instruct them how to improve their customer experience, marketing, and operational efficiencies by achieving a single view of their customers.

**Roundtable Date:** 8/26/2020

#### Customer Support Transformation

Today’s consumers have tremendous expectations when it comes to choice, personalization, and demands for high levels of customer service. For many businesses, competing on a customer experience (CX) value proposition without raising costs to a prohibitive level is a real challenge. After all, everyone wants to deliver great CX.

In this Best Practices topic, we discuss improving the structure and performance of operations, using analytics to spot areas ripe for a technology transformation, and rethinking the delivery of personalized and seamless experiences across digital channels. Meeting both customer expectations and budget expectations could literally be the million-dollar question for your organization.

Contribute to this month’s installment and educate our readers on how to execute a cost-effective customer service strategy while simultaneously increasing revenue through improved customer loyalty and advocacy.

**Roundtable Date:** 11/18/2020

#### Conversational AI Use Cases in Customer Service

Conversational AI offers a seminal advancement in the way we interact with computers. Forget the menus, touchscreens, or mouse-clicks: Customers can now just use their voice to engage with a computer, an action that requires no learning curve.

The implication for customer service applications is life-altering: better, faster, more accurate service for customers; lower costs with higher customer satisfaction metrics for companies. Plus, the value of these conversational AI applications will improve with use as they learn on the job.

Join this month’s Best Practices series and help our readers find out which types of real-world use cases are showing the most promise and the best ROI, and where to begin for quick wins.

**Roundtable Date:** 10/21/2020

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**Quality content, interest topics, best practices, white papers.”**

CX SR MANAGER

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<td><strong>Customer Journey Analytics: Delivering the Best Possible Customer Experiences</strong>&lt;br&gt; To optimize customer interactions and predict future behavior, analytics are clearly needed to measure the vast amounts of historical data documenting customer behaviors and motivations across touchpoints over time, according to Gartner and Forrester Research. Customer journey mapping is intuitive only to a certain extent, as best-case plans are often disrupted when the rubber meets the road and assumptions, large or small, are proved false by actual customer behavior. Journey analytics are crucial for uncovering these fundamental misjudgments or changes in situational reality that can make your journey maps ineffective. Contribute to this Best Practices installment and connect with readers who are looking for customer journey analytics to become more efficient while gaining valuable insights into their customers.&lt;br&gt; <strong>Roundtable Date:</strong> 2/26/2020</td>
<td><strong>Cognitive Customer Service and Support</strong>&lt;br&gt;What is cognitive customer service and support? The term “cognitive” is a catchall phrase for technologies that simulate human thought processes and includes self-learning algorithms that use data mining, pattern recognition, and natural language processing that mimic the way the human brain works. What does this mean for customer service and support applications? It virtually ensures improved customer satisfaction, better customer experiences and engagement, and actionable customer insights. Organizations that employ cognitive customer service and support technologies early and correctly will realize a major competitive advantage in the marketplace. Contribute to this month’s Best Practices installment and illuminate our readers on how to plan for cognitive customer service and support.&lt;br&gt; <strong>Roundtable Date:</strong> 5/6/2020</td>
<td><strong>AI and the Contact Center: What You Need to Know</strong>&lt;br&gt;The contact center is where artificial intelligence will have perhaps the greatest impact on organizations in the next decade. It will reshape traditional IVRs with natural language processing, machine learning, and robotic process automation. It will capture data from customer interactions to provide better future recommendations and outcomes. And it will speed up all of these processes for customers and make agents more effective and even improve their engagement, as they are relieved of mind-numbing repetitive tasks and have access to more accurate problem-solving tools. Contribute to this installment of our Best Practices series and help our readers understand how your AI solutions will help their organization improve customer service, predict customer needs and behavior, and increase operational efficiencies.&lt;br&gt; <strong>Roundtable Date:</strong> 3/11/2020</td>
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<td><strong>Business Intelligence and Customer Analytics: Uncovering Hidden Value</strong>&lt;br&gt;Data by itself is useless. Without gleanig actual insights from data that can be acted upon to solve a business issue, collecting vast amounts of it will only obscure patterns and prevent any understanding of what it all means. Luckily, there has been an explosion of business intelligence (BI) and customer analytics tools in the past several years to help make sense of all that information. Ultimately, these tools enable users to make better, data-backed decisions, and they are becoming easier to use thanks to enhancements like natural language processing, search, and conversational analytics. In 2020, augmented analytics will be a dominant driver behind new purchases of analytics and business intelligence, data science and machine learning platforms, and embedded analytics. BI and customer analytics tools are about to deliver on the promise of allowing everyone—organizations of all sizes and line-of-business users who aren’t data scientists—to reap the benefits of data-backed decision making. Participate in this Best Practices installment and educate our readers on what to consider with their BI and customer analytics initiatives.&lt;br&gt; <strong>Roundtable Date:</strong> 4/22/2020</td>
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<td><strong>Smartworking: The Integration of Sales and Marketing</strong>&lt;br&gt;“Smartworking” is a cleverly descriptive term illustrating the integration of sales and marketing, which seems to be more and more appropriate as both disciplines evolve closer together. The whole sales process has changed dramatically in the past decade, with buyers having much better access to product details, competitive alternatives, pricing, and online reviews. Participate in this Best Practices installment and instruct our readers on how the concept of smartworking can help their companies adjust to this new type of customer, one who is better educated and not reliant on salespeople for information to create their short lists of possible vendors.&lt;br&gt; <strong>Roundtable Date:</strong> 3/25/2020</td>
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Updated 10/25/2019
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#### Is Voice-First Technology a Must-Have in 2020 and Beyond?
Voice-first platforms and interfaces such as Amazon Alexa, Google Assistant, Microsoft Cortana, Samsung’s Bixby, Apple Siri, and Alibaba’s AliGenie seem to be everywhere in the consumer world, with smart speaker sales growing at over 78% a year and 53% of all smart speaker owners using their device daily. Major brands like Proctor & Gamble are making bank with Alexa-powered voice search, and other brands are looking to leverage voice-powered ecommerce as well. Voice-activated technology is increasing every day, and brands need to be in the mix when it comes to voice search and voice-related customer experience outcomes. The interface of choice is quickly shifting for screens to voice for both consumers and business users as voice technologies, real-world applications, and fundamental business strategies are looking to “voice first” as the next huge area for growth. Participate in this Best Practices installment and help our readers understand how voice-first strategies and tools are changing the way consumers interact with devices and businesses alike.

**Roundtable Date:** 2/12/2020

#### Data Quality: The Key Ingredient in a Data-Driven Customer Strategy
Data quality is the most elemental ingredient of any attempt at digital transformation or a data-driven customer strategy. Maintaining superior data quality requires an unyielding 24/7 effort as new bits of information are captured or imported. Everything changes constantly—addresses, contact information, and other critical pieces of data—leading to duplicates or erroneous records. A recent report estimates that data scientists spend over 80% of their time doing simple mechanical tasks such as labeling and cleaning their data. That’s an issue because data scientists are hard to hire and very expensive. Contribute to this month’s Best Practices installment and tell our readers how they can maintain high-quality databases.

**Roundtable Date:** 1/29/2020

#### Voice-of-the-Customer Programs: Building Better Customer Experiences
What’s the cost of delivering poor customer service in the United States? The answer to that question is about $83 billion a year, according to research conducted by Greenfield Online and Datamonitor/Ovum analysts. That’s a big number that could have been minimized if executives realized what their customers were thinking before they missed their quarterly numbers and experienced stunted potential growth. Well-implemented voice-of-the-customer (VoC) programs could have given executives exactly the insights they needed to make the adjustments, large and small, to stay on track and consistently deliver great customer experiences that keep customers coming back.

It’s a well-documented fact that customer-perceived quality and above-average customer service are leading drivers of business success and shareholder value. Participate in this Best Practices installment and educate our readers on how to build and benefit from VoC programs.

**Roundtable Date:** 4/8/2020

#### Smart IVRs for Better Customer Experiences
Interactive voice response (IVR) software is still the workhorse of customer self-service, especially in the voice channel. Managing large volumes of common customer queries cost-effectively while delivering superior experiences is uniquely challenging. In this Best Practices installment, we focus on the advances in IVR that have helped elevate it past the traditional menu trees to incorporate enabling technologies such as natural language processing, chatbots, callback integration, omnichannel support, visual IVR, and artificial intelligence. Contribute to this special section and uncover prospects who are currently interested in this topic.

**Roundtable Date:** 6/17/2020

#### Creating a Customer Engagement Center
If your contact center is thrilling neither your customers nor management, you should upgrade to a modern customer engagement center (CEC) that includes multiple channels where customers can connect with you, including voice, social media, chat, SMS, webpages, and email. A CEC will also help you retain context around customers as they move across various channels. Participate in this Best Practices installment and engage with readers who are actively looking for advice on transitioning to a customer engagement center.

**Roundtable Date:** 5/20/2020

#### Sales Enablement Tools for Next-Generation Sales Teams (Best Practices Only)
In this Best Practices installment, we look at the current state of sales enablement tools that provide salespeople with the information, content, and resources that help salespeople sell more effectively. Sales enablement solutions are key for sales forces of any size, from SMBs to the enterprise market. But they must be easy to use and demonstrate real value for salespeople, or they just won’t be used. Sales enablement tools help reps learn faster, sell smarter, and sell more effectively. They cut average sales cycle length; raise the number of reps achieving quota; and increase average deal size. And they scale, allowing large sales teams to achieve quota in a predictable and repeatable way.

If you have a sales enablement solution, our readers would love to hear more about what you have to offer.

#### 2021 Contact Center Innovations: A Preview (Roundtable Only)
What are the most valuable contact center innovations so far in 2020? Where are executives deriving the most ROI or operational efficiencies? There are so many technological innovations taking place in the contact center space that it can be difficult to spot the trends that are driving better business outcomes and leveraging stronger competitive advantages. Artificial intelligence, robotic process automation, speech analytics, workforce optimization, customer or employee facing business technologies are topics for discussion and more.

Join us on this wide-ranging roundtable topic and find out from our panel of experts what they consider the biggest innovations to date to take place in the contact center.

**Roundtable Date:** 12/2/2020

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**BEST PRACTICES & ROUNDTABLE SCHEDULE | MEDIA KIT 2020 | 19**

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- **Frequency:** Monday & Wednesday

1X $750 per issue  
4X $650 per issue  
8X $600 per issue  
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CRM Bulletin Email Blast

- **Circulation:** 32,000
- **Frequency:** Tuesday & Friday

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

1X $5,000  
3X $4,500  
6X $4,000  
12X $3,500  
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:** 7,700
- **Frequency:** Thursday

1X $350 per issue  
4X $300 per issue  
8X $250 per issue  
12X $200 per issue

Smart Customer Service Bulletin Email Blast

- **Circulation:** 5,500
- **Frequency:** Tuesday & Wednesday

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

Relevant and ahead of the curve subject matter. ”

IT PROJECT MANAGER
LEE COMPANY
ONLINE RATE CARD

ON-SITE ADVERTISING

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Location (Run-of-Site (ROS))</th>
<th>Minimum 50,000</th>
<th>Minimum 100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>leaderboard</td>
<td>$75 CPM</td>
<td>$65 CPM</td>
</tr>
<tr>
<td>300x250</td>
<td>box ad</td>
<td>$75 CPM</td>
<td>$65 CPM</td>
</tr>
<tr>
<td>text ad</td>
<td>within articles</td>
<td>$75 CPM</td>
<td>$65 CPM</td>
</tr>
<tr>
<td>970x250 billboard ad</td>
<td>top homepage</td>
<td>$90 CPM</td>
<td>—</td>
</tr>
</tbody>
</table>

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

NATIVE ADVERTISING

$1 per page view
1,000 page views per month guaranteed

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 enewsletter exposure
  (400,000 impressions)

Online Buyer’s Guide
Premium Listing
(integrated with all online content)

Online only $1,000/year
with 1/2-page print listing $1,750
with full page print listing $2,250

ADVERTISING CONTACTS

Mountain & Pacific
Dennis Sullivan
Advertising Director
(203) 445-9178
dennis@infotoday.com

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

Bob Fernekees,
VP/Group Publisher
(212) 251-0608, ext. 106
bfernekees@infotoday.com

The depth of coverage that destinationCRM.com offers is unrivaled. The variety of resources that are offered provides my team with an efficient and reliable way to be up-to-date about the latest trends regarding anything and everything in this area. It truly is an irreplaceable resource for us.”

MARKETING AND BUSINESS DEVELOPMENT MANAGER
FOREST INTERACTIVE
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@infotoday.com
- Mountain & Pacific: dennis@infotoday.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

<table>
<thead>
<tr>
<th>Standard Creative Units</th>
<th>Max File Size</th>
<th>Banner Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>200K</td>
<td>top or bottom position</td>
</tr>
<tr>
<td>300X250</td>
<td>200K</td>
<td>within articles/homepage</td>
</tr>
<tr>
<td>text ads</td>
<td>30-35 words</td>
<td>within articles</td>
</tr>
<tr>
<td>970x250 (billboard ads)</td>
<td>200K</td>
<td>before homepage</td>
</tr>
</tbody>
</table>
COST PER LEAD (CPL) 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 marketing messages 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 geographic, title, and company size.

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.

Recent Cost Per Lead Clients
2020 ULTIMATE DIRECTORY OF CRM SOLUTIONS AND SERVICES

CRM magazine’s Short List and Online Directory

Over 2,000 solutions and services represented, but you can be at the top!

Online for One Year, Print Directory in July!

- Published in CRM magazine—21,000 subscribers
- Marketed in all 94 eWeeklies
- 20,000 average online page views (12 months)
- Printed in the July/August issue of CRM magazine in a special section
- Your listing is totally integrated throughout all content within destinationCRM.com.
- Lead generation: five links to your white papers, case studies, or landing pages that you control 24x7
- All print advertisers automatically become Premium Partners on destinationCRM.com for 1 full year.
- Act now and have your online status begin immediately.
- Any editorial content we’ve ever written about your company will automatically be pulled into your listing
- Add your social networks in your online listing

Deadline for print listings (July/Aug issue) is May 20, 2020. (Online listings go live immediately.)

Get Listed!

1. Check to see if your company is currently listed in destinationCRM.com’s database of FREE listings. All of our lead-generation programs require advertisers to be listed in our directory.
2. If it is not listed, ADD it to our database; EDIT it if it was created prior to 3/1/18.
3. Call your representative to upgrade your FREE listing to a Premium Listing in online for as little as just $1,000 net.
4. Begin your Premium Partnership with the No. 1 CRM publication and website.

Go to our online self-service Buyer’s Guide input form to add or update your company’s listing.

To ADD a listing:
http://www.destinationcrm.com/directory/addlisting

To EDIT a listing:
http://www.destinationcrm.com/directory/editlisting

Got video content? Embed it right into your listing!

Advertise in the 2020 CRM Buyer’s Guide and Generate Leads All Year Long.

Choose from any of these topic centers:

- Analytics
- Big Data
- Channel Management
- Cloud-Based CRM
- Customer Service/Call Centers
- Enterprise CRM
- Integration
- Marketing Automation
- Mobile
- Sales Automation
- SMB/Mid-Market CRM
- Social CRM

RATES

Online Only Premium Profile (1 Year) — $1,000
- Link to your Twitter, LinkedIn, and Facebook accounts
- Company Profile
- Products & Services Descriptions
- Unlimited Topic Centers Selection
- Editable Live Links to your case studies, white papers, webcasts, demos, or special landing pages
- Ability to embed video
- Automatically pulls in all editorial mentions from destinationCRM.com or CRM magazine into your listing
- Your listing is fully integrated throughout destinationCRM.com content
- Your logo is displayed next to any article that mentions your company
- Your logo is displayed next to all categories of content that you have chosen
- Premium Partner listings are at the top of every Topic Category

See this example of a well-crafted online listing:

Upgrade and get a print listing in CRM magazine’s July/August Issue:

Print and PDF — Half-Page Profile — $1,750
Includes Online Premium Partner Listing for 1 Year
Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 150-word Corporate Description and/or Product Description.

Print and PDF — Full-Page Profile — $2,250
Includes Online Premium Partner Listing for 1 Year
Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 300-word Corporate Description and/or Product Description.
OUR CUSTOM RESEARCH PROGRAM INCLUDES:

PHASE 1: The Survey
- Survey design and creation
- Capture, cross-indexing, and raw data from the online survey tool
- A complete Final Report delivers “Key Findings” and in-depth data interpretation authored by an industry analyst working closely with your company.
- Final Report also includes an Executive Summary and a full Respondent Profile.
- Full co-branding and affiliation with CRM Media, or anonymity, at the survey sponsor’s discretion
- Competitive intelligence—Each survey may include up to five proprietary questions.
- Vendor owns the rights to the Final Report PDF and the data. CRM Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR THE FOLLOWING:

PHASE 2: Lead-Generation: Marketing the Findings
- Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
  - Dedicated Email Promotion (32,000 subscribers)
  - Newsletter Sponsorships (45,000 subscribers)
  - Sponsored Content Listing (homepage and newsletters) (500,000 impressions/month)

USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD-GENERATION WITH:

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series
- Highly qualified, actionable leads—from preregistration, live event log-on, and postevent registration and log-on to the archived event
- Extensive event registration program with multiple marketing touchpoints
- Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in a single-sponsored event.
- Brand leverage—Use the strength of the CRM Media brand. Moderated by CRM’s publisher and marketed under the CRM brand.
- A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead-Generation (call for pricing)

CONTACT

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

Pacific & Mountain
Dennis Sullivan
Advertising Director
(203) 445-9178
dennis@infotoday.com
CRM Evolution is for professionals interested in innovative approaches that leading organizations are deploying in CRM, customer experience, customer service, and sales and marketing technologies. Speakers include internationally recognized thought leaders, analysts, and industry leaders in this unique conference.

FOR PROFESSIONALS FOCUSED ON:
- Customer Service
- Customer Experience
- Contact Centers
- Customer Data and Analytics
- Digital Marketing

Sales Transformation, Operations, and Technologies
- The Latest Trends in AI, Machine Learning and Other Technologies
- Revolutionizing Customer Experiences

Customer experience from multiple perspectives

Smart Customer Service is the leading event for customer service, customer experience, and contact center professionals who want to learn how to deliver better customer experiences, increase customer satisfaction, and better engage customers.

FOR PROFESSIONALS FOCUSED ON:
- Customer Service
- Customer Experience
- Customer Data and Analytics
- Omnichannel Support
- Intelligent Contact Centers
- Agent Performance/Workforce Management

Digital Experience Conference is for DX leaders and practitioners from technology, marketing, and business disciplines to come together to learn more about connected digital experiences to increase growth, improve customer satisfaction, maintain competitiveness, and support digital transformation initiatives and new business models.

FOR PROFESSIONALS FOCUSED ON:
- Digital Transformation
- Marketing Technology
- Content Management
- Agency or Integrator Issues
- Digital Initiatives and Planning

SpeechTEK is where executives, engineers, developers, users, and adopters of speech technologies come to learn about trends and technologies shaping the future of speech technology, artificial intelligence, and customer interactions.

FOR PROFESSIONALS FOCUSED ON:
- Speech Technology, AI, and Natural Language Processing
- NLP and Speech Applications
- Contact Center Technologies
- VUI and CX Design
- CX & Customer Service
- IoT

How our four co-located conferences fit together

FOUR Events ONE Location

How our four co-located conferences fit together

DIAMOND SPONSORSHIP ............... $19,995
PLATINUM SPONSORSHIP ............. $9,995
GOLD SPONSORSHIP .................. $6,995
CORPORATE SPONSORSHIP .......... $4,995

For more information, visit www.destinationcrm.com/Conferences/2020