

CRM Media

A Division of Information Today, Inc.

CRM magazine | destinationCRM.com | SmartCustomerService.com

Webcasts | Lead-Generation Programs | CPL Programs

2024 MEDIA KIT

ONLINE MEDIA KIT

- > Email Opportunities
- > On-Site Rates & Specs

LEAD GENERATION

- > CPL Programs
- > Solo & Roundtable Web Events
- > Lead-Gen Programs
- > Best Practices & Roundtable Schedules
- > Buyer's Guide & Directory

MEDIA KIT

- > CRM Magazine Editorial Calendar
- > CRM Magazine Rates & Specs
- > Market Summaries
- > Our Audience
- > Demographics
- > Audience Budgets



WWW.DESTINATIONCRM.COM

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CONNECT

 CRM Magazine

 @CRM
@destinationCRM

 CRM Magazine - Sales | Marketing
| Customer Service

ABOUT CRM MEDIA

➤ CRM MEDIA EXECUTIVE SUMMARY

CRM Media

- › CRM Media launched in 1997 and has served the customer relationship management field through its growth for 25 years.
- › 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.
- › Our audience is self-selected, attracted, and engaged by our business technology content in print, online, webcasts, and in-person conferences.

CRM Magazine

- › 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.
- › CRM magazine began publication in 1997 and launched destinationCRM.com the following year.

Online

- › **destinationCRM.com** is CRM magazine's website and online presence. New and unique original content posted daily including news, analysis, and case studies.
- › **SmartCustomerService.com** is focused exclusively on customer service.
- › **Solo and Roundtable Webcast** opportunities are offered every Wednesday since 1998. See our schedule beginning on page 10 for topics and available dates.

Information Today, Inc.

- › Our parent company is Information Today, Inc. (ITI), a privately held, B2B publishing, conference, and exhibition company founded in 1980. ITI has grown to include expert content domain coverage including magazines, websites, and conferences, in speech technology, customer relationship management, customer experience, database trends and technologies, streaming media, and other related business technologies.



Your publication is a great source of what is happening within the CX and contact center industry. I have used your white papers and articles to get funding or change the mindset within our organization."

**RTS OPERATIONS (CONTACT CENTER) DIRECTOR
BAXTER INTERNATIONAL**

CRM MEDIA DEMOGRAPHICS

Who Are Our Subscribers?

BY JOB LEVEL:

C Level	18%
Vice President	14%
Director	25%
Manager	23%
Supervisor	4%
Staff	10%
Technical	6%

BY JOB FOCUS:

Customer Service/ Customer Experience	36%
Technical	27%
Corporate/General Management	21%
Marketing	9%
Sales	7%

Company's Primary Industry

Advertising Agency/Public Relations.....	1%	Media/Publishing	6%
Automotive	1%	Medical/Healthcare.....	3%
Banking/Finance.....	6%	Nonprofit.....	4%
Call Center.....	4%	Pharmaceutical.....	1%
Consulting/Integrator/Var.....	11%	Professional Services.....	7%
Consumer Product Goods.....	4%	Retail/Etail.....	4%
CRM Solution Provider.....	4%	Technology.....	15%
Education/Training.....	6%	Telecommunication.....	2%
Government—Federal, State, Local.....	4%	Travel/Hospitality.....	2%
Insurance.....	5%	Wholesale/Distribution.....	4%
Manufacturing.....	7%		
Marketing.....	2%		

Percentages may not total 100 due to rounding

Company Size by Sales Revenue

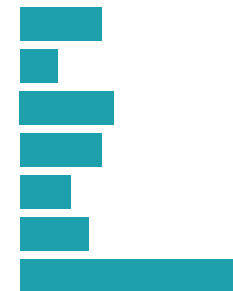
18%	\$5 billion or more in revenue
6%	\$1 billion to \$4.99 billion
6%	\$500 million to \$999 million
6%	\$250 million to \$499 million
6%	\$100 million to \$249 million
10%	\$50 million to \$99 million
50%	\$49 million or less



Average sales revenue is more than \$1.1 billion.

Company Size by Number of Employees

13%	20,000 or more employees
6%	10,000 to 19,999 employees
15%	1,000 to 9,999 employees
13%	500 to 999 employees
8%	250 to 499 employees
11%	100 to 249 employees
34%	99 or less employees



Average number of employees is 4,500.

Contact Center Size

- 75% of our subscribers' companies have a contact center, outsource their contact center, or both.
- 20% have more than 1,000 seats.
- 275 seats is the average.

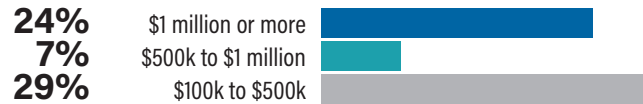
Sales Force Size

20% of our readers' companies have sales forces in excess of 50 representatives. The average sales force size is 249 people.

Source: August 2023 Audience Survey

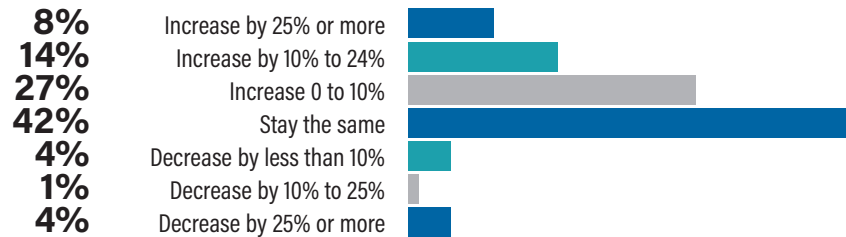
CRM MEDIA AUDIENCE BUDGETS AND INFLUENCE

CRM/CX Budgets for 2024



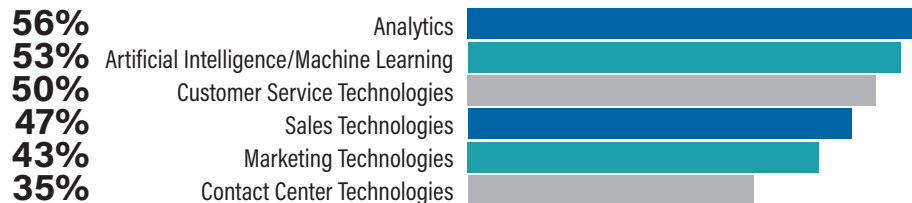
Average expected CRM budget for 2024 is \$418,000.

Expected CRM/CX Budget Changes in 2024

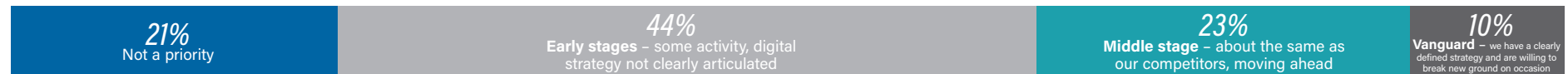


Average 2024 CRM budget is expected to be up 4.5% from 2023.

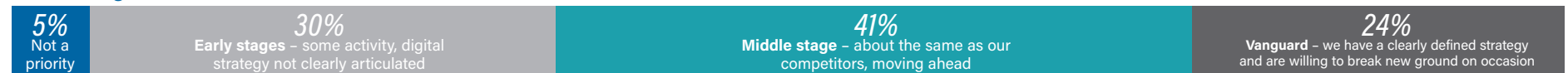
Our Readers' Top Priorities in the Next 12 Months



Path to AI-Assisted Customer Service



Path to Digital Transformation



Contact Center Budgets

- 75% of our readers' companies have in-house or outsourced contact centers.
- More than 29% will spend more than **\$1 million** on contact center-related products and services.
- The average company will spend more than **\$472,000** on contact center-related solutions.

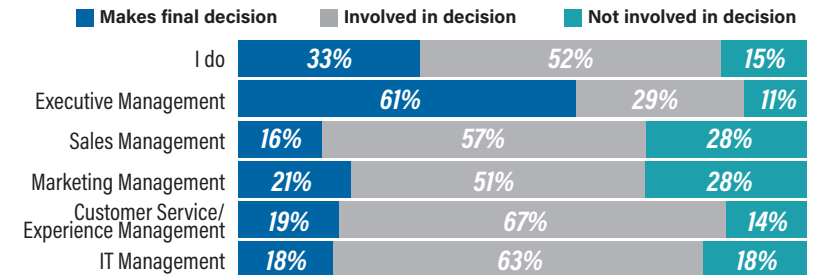
Our Subscribers' Influence

- 85% of our readers view themselves as their companies' champions/advocates for CRM implementations.
- 85% of our readers are involved in the decision-making process.
- 33% cite themselves as their companies' final decision makers for CRM- and CX-related products and services.

How Our Readers View Their Purchasing Role

- 24% Business Decision Maker
- 18% Technical Decision Maker
- 36% Both

CRM or Customer Experience Decision-Making Team



MARKET METRICS

➤ Enterprise

- Fortune Business Insights valued the global CRM market at **\$64.4 billion** in 2022 and expects it to top out at **\$71.1 billion** this year and **\$157.5 billion** by 2030, growing at a compound annual rate of **12 percent**.

➤ Midmarket/SMB

- Fortune Business Insights projects SMBs to record **15.3 percent** compound annual growth, accounting for **\$92.9 billion** of the total **\$181.9 billion** CRM market by 2030, while larger enterprise adoption is expected to grow by only **9.5 percent** per year over that time. Global Industry Analysts expects it to outpace larger enterprises.

➤ Contact Center Infrastructure

- Verified Market Research valued the global contact center infrastructure market at **\$19.5 billion** in 2020 and expects it to reach **\$55.6 billion** by 2028, growing at a compound annual rate of **13.9 percent**.

➤ Contact Center Interaction Analytics

- Emergen Research valued the contact center analytics market at **\$1.2 billion** in 2021 and expects it to grow at a compound annual rate of **18.9 percent** through 2030, when it is projected to reach **\$5.7 billion**. Small and midsize firms are anticipated to register the fastest growth through 2030.

➤ Workforce Engagement Management (WEM)

- Research firm SNS Insider valued the worldwide market for workforce engagement management (WEM) solutions at **7.6 billion** in 2022 and projects it to reach **\$15.2 billion** by 2030, growing at a compound annual rate of **9.2 percent**.

➤ Business Intelligence/Analytics

- Future Market Insights expects the global business intelligence market to top **\$28.2 billion** this year and hit **\$56.2 billion** by 2033, growing at a compound annual rate of **7.1 percent**.

➤ Customer Data Platforms

- Research firm Mordor Intelligence values the worldwide customer data platforms market at **\$2.6 billion** this year and expects it to reach **\$8.6 billion** by 2028, growing at a compound annual rate of **27.4 percent**.

➤ Marketing Automation

- Market research firm MarketsandMarkets expects the worldwide marketing automation software market to grow from **\$5.2 billion** in 2022 to **\$9.5 billion** by 2027, at a compound annual rate of **12.8 percent**.

➤ Sales Force Automation

- Research firm IMARC Group valued the global sales force automation software market at **\$7.5 billion** in 2022 and expects it to reach **\$14.7 billion** by 2028, growing at a compound annual rate of **11.6 percent**.

➤ E-Commerce Platforms

- Research firm MarketsandMarkets valued the worldwide e-commerce platform market at **\$7.1 billion** today and expects it to reach **\$13.5 billion** by 2028, growing at a compound annual rate of **13.8 percent**.

“**The future of contact center software is in the cloud**, although there will continue to be organizations that use premises-based solutions for the foreseeable future.”
DONNA FLUSS, PRESIDENT
DMG CONSULTING

2024 CRM MAGAZINE EDITORIAL CALENDAR

ISSUE DATE	MARKETING FEATURE	SALES FEATURE	CUSTOMER SERVICE/CX FEATURE	BEST PRACTICES
January/February <i>THE GENERATIVE ARTIFICIAL INTELLIGENCE ISSUE</i>	Steps for Integrating Generative AI into Your Existing Tech Stack Without Having to Rip Out What's Already There and Buy New Software	ChatGPT, Bard, Bing Chat, Meta AI, Salesforce EinsteinGPT, or Your Own LLM? Which One Is Right for You?	Virtual Assistants and the Benefits of Large Language Models	January <ul style="list-style-type: none"> 2024 CX Megatrends to Watch: Expert Predictions Nurturing Agent Experience in an AI Environment February <ul style="list-style-type: none"> Conversational Customer Service: Convenience Everywhere CDPs: Boosting Service, Marketing, & Sales
March	Podcasting as a Marketing Tool	Integrating Calendaring with CRM: Tools to help supervisors and colleagues see where everyone is and who is meeting with whom	Bringing Voice Assistants to Your Mobile Apps	<ul style="list-style-type: none"> Digital-First Customer Service in a Human World Contact Center Transformation with AI and Automation
April (Print Issue)	VERTICAL MARKETS SPOTLIGHTS: A thorough examination of major industry sectors, looking at their unique needs and how they and the technology vendors have adapted CRM systems to meet those needs			<ul style="list-style-type: none"> Built to Last: CX Strategies for the Long Haul Workforce Engagement Management for Empowered Agents
May	Tips and Technologies for Reducing Ad Fraud and Waste	Accepting Payments in CRM Systems: The last piece of the integration of e-commerce and CRM	The Contact Center Supervisor Workspace: What new dashboards and notifications are available?	<ul style="list-style-type: none"> Harnessing AI in Modern Customer Engagement Centers How AI Can Unlock the Voice of the Customer
June	Conducting an Internal Audit of Your Data Privacy and Security Protocols and Processes	The Continuing Rise of Bring-Your-Own Devices: Tips and technologies for remote device administration and data synchronization	Moving Back Onshore: As more companies decide to ditch their outsourcers, what do they need to do to successfully bring operations back in house?	<ul style="list-style-type: none"> Managing a Remote Contact Center Elevate Customer Experiences with Hyper-Personalization
July/August	THE CRM TOP 100: The Hottest Marketing Trends and Technologies of 2024	THE CRM TOP 100: The Hottest Sales Trends and Technologies of 2024	THE CRM TOP 100: The Hottest Customer Service Trends and Technologies of 2024	July <ul style="list-style-type: none"> Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement Navigating the World of Smart Customer Service August <ul style="list-style-type: none"> AI's Role in Modern Customer Support Centers Drive Revenue with Omnichannel Integration
September (Print Issue)	THE CRM INDUSTRY LEADER AWARDS			<ul style="list-style-type: none"> Managing Security and Compliance Issues in the Contact Center Customer Experience Management: Real-World Solutions
October	The Integration of DSP and SSP: Demand-side platforms and supply-side platforms used to operate in isolation. Now they're coming together in one advertising ecosystem.	The Generation Alpha Employee: What the newest employees want from the CRM systems their bosses insist that they use	Voice and Conversational AI Integration with CRM Systems	<ul style="list-style-type: none"> AI & Knowledge Management for Customers and Agents How AI-Assisted Self-Service Can Transform Your CX
November/December	The Rise of Digital Experience Platforms (DXPs)	CRM and Interdepartmental Alignment: Linking CRM systems with internal collaboration platforms	Push Notifications for Proactive Outreach	November <ul style="list-style-type: none"> Leveraging Omnichannel Customer Engagement to Stay Connected Call Center Analytics for Better Customer Experiences December <ul style="list-style-type: none"> 2024 Contact Center Success Stories: What Went Right! How to Improve Your E-Commerce Customer Experience

2024 CRM MAGAZINE EDITORIAL CALENDAR

➔ THE 2024 CRM TOP 100

Appears in the **August** 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 Buyer's Guide, available on our website (DestinationCRM.com).

➔ THE 2024 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 optimization, contact center analytics, contact center outsourcing, enterprise CRM suite, midmarket/SMB CRM suite, marketing automation, sales force automation, customer data platforms, ecommerce 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).



*I appreciate the **industry knowledge and coverage breadth**. The magazine is particularly good at providing **insights that I can't get elsewhere** without an investment in time on my end. I prefer to have it aggregated and provided to me."*

DIRECTOR
HEALTH ADVANCES LLC

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:

Connect, Customer Experience, The Next Step, The Last Line, 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.

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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 2024	12/29/23	1/5/24
March 2024	2/20/24	2/25/24
April 2024 (Print)	2/27/24	3/5/24
May 2024	4/20/24	4/25/24
June 2024	5/20/24	5/25/24
July/August 2024	6/20/24	6/25/24
September 2024 (Print)	7/26/24	8/5/24
October 2024	9/20/24	9/25/24
November/December 2024	10/20/24	10/25/24

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.

LEAD-GEN OPPORTUNITIES

➤ CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP AND LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM

Impact our audience

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.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24x7.

Enormous distribution, reach, and frequency

- 75,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com (150,000 visitors per month)
- Inclusion in all eight *eWeekly* newsletters (46,000 per issue)
- Archived on destinationCRM.com for 1 year
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Editorial and production services included—copy editing, layout, and design

Your editorial topics can range from:

- Third-party white papers or white paper abstracts
- Successful customer case studies
- 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

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➤ 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 2,500 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

Our action list

Aggressive online and print advertising campaign including:

- Three HTML email invitations to our 37,000-name database
- Three advertisements in *CRM's eWeekly* HTML newsletter with a circulation of 46,000
- 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
- Complete production and management of the technology
- Event archiving on destinationCRM.com for 90 days for anytime, on-demand viewing
- 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

2024 BEST PRACTICES & ROUNDTABLE SCHEDULE

JANUARY		
Roundtable Webcast	1/17/24	2024 CX Megatrends to Watch: Expert Predictions
Roundtable Webcast	1/31/24	Managing a Remote Contact Center
Best Practices Download	Copy Due 1/5/24	2024 CX Megatrends to Watch: Expert Predictions
Best Practices Download	Copy Due 1/5/24	Nurturing Agent Experience in an AI Environment
FEBRUARY		
Roundtable Webcast	2/14/24	How to Improve Your E-Commerce Customer Experience
Roundtable Webcast	2/28/24	Navigating the World of Smart Customer Service
Best Practices Download	Copy Due 1/25/24	Conversational Customer Service: Convenience Everywhere
Best Practices Download	Copy Due 1/25/24	CDPs: Boosting Service, Marketing, & Sales
MARCH		
Roundtable Webcast	3/6/24	Built to Last: CX Strategies for the Long Haul
Roundtable Webcast	3/20/24	Nurturing Agent Experience in an AI Environment
Best Practices Download	Copy Due 2/25/24	Digital-First Customer Service in a Human World
Best Practices Download	Copy Due 2/25/24	Contact Center Transformation with AI and Automation
APRIL		
Roundtable Webcast	4/3/24	AI's Role in Modern Customer Support Centers
Roundtable Webcast	4/17/24	Digital-First Customer Service in a Human World
Best Practices Print & Download	Copy Due 3/5/24	Built to Last: CX Strategies for the Long Haul
Best Practices Print & Download	Copy Due 3/5/24	Workforce Engagement Management for Empowered Agents
MAY		
Roundtable Webcast	5/1/24	Workforce Engagement Management for Empowered Agents
Roundtable Webcast	5/15/24	Managing Security and Compliance Issues in the Contact Center
Roundtable Webcast	5/29/24	CDPs: Boosting Service, Marketing, & Sales
Best Practices Download	Copy Due 4/25/24	Harnessing AI in Modern Customer Engagement Centers
Best Practices Download	Copy Due 4/25/24	How AI Can Unlock the Voice of the Customer
JUNE		
Roundtable Webcast	6/12/24	Contact Center Transformation with AI and Automation
Roundtable Webcast	6/26/24	How AI-Assisted Self-Service Can Transform Your CX
Best Practices Download	Copy Due 5/25/24	Managing a Remote Contact Center
Best Practices Download	Copy Due 5/25/24	Elevate Customer Experiences with Hyper-Personalization

Continued on next page >>

2024 BEST PRACTICES & ROUNDTABLE SCHEDULE

JULY		
Roundtable Webcast	7/10/24	How AI Can Unlock the Voice of the Customer
Roundtable Webcast	7/24/24	Customer Experience Management: Real-World Solutions
Best Practices Download	Copy Due 6/25/24	Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement
Best Practices Download	Copy Due 6/25/24	Navigating the World of Smart Customer Service
AUGUST		
Roundtable Webcast	8/7/24	Drive Revenue with Omnichannel Integration
Roundtable Webcast	8/21/24	Elevate Customer Experiences with Hyper-Personalization
Best Practices Download	Copy Due 7/25/24	AI's Role in Modern Customer Support Centers
Best Practices Download	Copy Due 7/25/24	Drive Revenue with Omnichannel Integration
SEPTEMBER		
Roundtable Webcast	9/11/24	Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement
Roundtable Webcast	9/25/24	Call Center Analytics for Better Customer Experiences
Best Practices Print & Download	Copy Due 8/5/24	Managing Security and Compliance Issues in the Contact Center
Best Practices Print & Download	Copy Due 8/5/24	Customer Experience Management: Real-World Solutions
OCTOBER		
Roundtable Webcast	10/2/24	Conversational Customer Service: Convenience Everywhere
Roundtable Webcast	10/16/24	Leveraging Omnichannel Customer Engagement to Stay Connected
Best Practices Download	Copy Due 9/25/24	AI & Knowledge Management for Customers and Agents
Best Practices Download	Copy Due 9/25/24	How AI-Assisted Self-Service Can Transform Your CX
NOVEMBER		
Roundtable Webcast	11/6/24	Harnessing AI in Modern Customer Engagement Centers
Roundtable Webcast	11/20/24	AI & Knowledge Management for Customers and Agents
Best Practices Download	Copy Due 10/25/24	Leveraging Omnichannel Customer Engagement to Stay Connected
Best Practices Download	Copy Due 10/25/24	Call Center Analytics for Better Customer Experiences
DECEMBER		
Roundtable Webcast	12/4/24	2024 Contact Center Success Stories: What Went Right!
Best Practices Download	Copy Due 11/25/24	2024 Contact Center Success Stories: What Went Right!
Best Practices Download	Copy Due 11/25/24	How to Improve Your E-Commerce Customer Experience

2024 BEST PRACTICES DEEP DIVES

JANUARY	FEBRUARY
<p>Copy Due: 1/05/24</p> <p>➤ 2024 CX Megatrends to Watch: Expert Predictions</p> <p>In the ever-transforming realm of CX, it's the insights from industry luminaries that guide the way forward. As we anticipate the pivotal trends of 2024, we seek seasoned professionals to shed light on these developments for our readership.</p> <p>Provide your perspectives on cutting-edge innovations, strategic breakthroughs, and the prospective direction of customer experience. By sharing your expertise, you stand alongside fellow visionaries in our forthcoming installment, 2024 CX Megatrends to Watch Best Practices!</p> <p>Live Roundtable Webcast: January 17, 2024</p>	<p>Copy Due: 1/25/24</p> <p>➤ CDPs: Boosting Service, Marketing, & Sales</p> <p>The art of comprehending your customer has transitioned from being a mere advantage to an absolute imperative. Customer data platforms (CDPs) emerge as a cornerstone in this transformation, streamlining varied data, formulating holistic customer profiles, and empowering enterprises to preemptively address customer needs across every interaction.</p> <p>We invite thought leaders to impart their wisdom on the transformative potential of CDPs in elevating customer experience (CX). Share insights on its practical implementations, from reinforcing privacy measures to orchestrating precise marketing initiatives. Lend your expertise to our installment, CDPs: Boosting Service, Marketing, & Sales Best Practices!</p> <p>Live Roundtable Webcast: May 29, 2024</p>
<p>➤ Nurturing Agent Experience in an AI Environment</p> <p>In the midst of AI's ascent in the customer service sphere, this dilemma emerges: How can contact center leaders harmonize human acumen with the capabilities of AI, especially when faced with issues like high agent turnover, waning job satisfaction, and disjointed workflows?</p> <p>We're reaching out to industry visionaries to share their expertise on this transformative journey. Delve into the nuances of balancing agent autonomy with AI-driven efficiency, gauging performance metrics, and prioritizing agents' emotional well-being. Your actionable insights have the potential to redefine the standards of agent experience in this AI-driven era.</p> <p>Lend your expertise to our installment, Nurturing Agent Experience in an AI Environment Best Practices!</p> <p>Live Roundtable Webcast: March 20, 2024</p>	<p>➤ Conversational Customer Service: Convenience Everywhere</p> <p>In today's fast-evolving engagement landscape, technologies like AI, chatbots, and real-time messaging are revolutionizing customer service. These tools not only provide continuous support but also ensure quick, efficient responses, boosting loyalty and reducing costs.</p> <p>As the industry shifts, expert insights and best practices are in high demand. We invite industry leaders to share their knowledge, highlighting the transformative effects of conversational approaches across sectors such as retail, healthcare, and finance. Contribute to our edition, Conversational Customer Service: Convenience Everywhere Best Practices!</p> <p>Live Roundtable Webcast: October 2, 2024</p>

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Your publication is a great source of what is happening within the CX and contact center industry. I have used your white papers and articles to get funding or change the mindset within our organization."

**RTS OPERATIONS (CONTACT CENTER) DIRECTOR
BAXTER INTERNATIONAL**

2024 BEST PRACTICES DEEP DIVES *(continued)*

MARCH	APRIL (Print Issue)
<p>Copy Due: 2/25/24</p> <p>➤ Digital-First Customer Service: Humanizing Digital Interactions</p> <p>In today's digital era, embracing a customer service approach that goes beyond technology to truly prioritize human interaction is crucial. Digital touchpoints, from apps to live chats, offer insights into customer behaviors, enabling tailored experiences. This strategy is about personalization, scalability, and meeting today's demand for fast, seamless service.</p> <p>We invite industry leaders to highlight this evolution. Share your expertise on perfecting digital-first engagement and ensuring each interaction feels genuinely human. Contribute to Digital-First Customer Service: Humanizing Digital Interactions Best Practices!</p> <p>Live Roundtable Webcast: April 17, 2024</p>	<p>Copy Due: 3/5/24</p> <p>➤ Built to Last: CX Strategies for the Long Haul</p> <p>In today's competitive landscape, a staggering 66% of consumers value experience over price, spotlighting the imperative for a steadfast commitment to exceptional customer experiences as a linchpin for sustained organizational growth.</p> <p>We're reaching out to recognized experts: Share your knowledge on sculpting and maintaining a resilient CX strategy. Your insights on ensuring technology investments align with long-term CX visions and crafting interactions that resonate with customers are invaluable. Contribute to our Best Practices Series, Built to Last: CX Strategies for the Long Haul, and guide our readership on the path to enduring success.</p> <p>Live Roundtable Webcast: 3/6/2024</p>
<p>➤ Contact Center Transformation with AI and Automation</p> <p>The future of customer service is unfolding now, spearheaded by the rapid advancements in AI and automation. As the contact center teeters on the edge of this groundbreaking evolution, the benefits are twofold: remarkable cost-efficiency, with AI slated to save an estimated \$80 billion by 2026, and unparalleled, enriched experiences for both customers and employees. By automating routine tasks, agents can channel their efforts into fostering authentic human connections, while customers enjoy streamlined, intuitive interactions.</p> <p>This transformative wave is reshaping the industry, and we're seeking insights from those leading the change. We invite industry experts to enrich our audience's perspective and contribute to Contact Center Transformation with AI and Automation Best Practices!</p> <p>Live Roundtable Webcast: June 12, 2024</p>	<p>➤ Workforce Engagement Management for Empowered Agents</p> <p>Providing agents with the right resources—ongoing learning, flexible scheduling, relief from monotony, and easy data access—is pivotal for their effectiveness and, subsequently, outstanding customer experience (CX). The adoption of workforce engagement management (WEM) can be instrumental in this regard, irrespective of an agent's work setup: remote, hybrid, or on-site. Furthermore, leveraging AI can amplify task efficiency, heighten productivity, and elevate the entire employee journey.</p> <p>We call on industry experts to delve into maximizing agent potential through WEM and the transformative influence of AI. Contribute to our Workforce Engagement Management for Empowered Agents Best Practices edition!</p> <p>Live Roundtable Webcast: May 1, 2024</p>

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CRM magazine produces **a wide variety** of content that has **a real depth in subject matter.**

DIRECTOR, CUSTOMER EXPERIENCE
UDR

2024 BEST PRACTICES DEEP DIVES *(continued)*

MAY	JUNE
<p>Copy Due: 4/25/24</p> <p>➤ Harnessing AI in Modern Customer Engagement Centers</p> <p>In today's fast-paced digital landscape, staying updated is crucial, with AI leading the charge. We're reaching out to experts to discuss the real-world impacts and practical strategies for integrating AI into customer engagement centers. Explore how AI refines various aspects of customer engagement, from task automation to delivering real-time, personalized solutions.</p> <p>We welcome insights on balancing automation with human touch and emerging AI technologies that promise to transform customer interactions. Contribute to this edition, Harnessing AI in Modern Customer Engagement Centers Best Practices!</p> <p>Live Roundtable Webcast: November 6, 2024</p>	<p>Copy Due: 5/25/24</p> <p>➤ Managing a Remote Contact Center</p> <p>The adoption of remote work has reshaped the contact center landscape, ushered in by technology advancements and changing workplace norms. While the benefits of a remote workforce, such as tapping into a broader talent pool in an industry with notable turnover, are evident, remote work introduces challenges in agent engagement and upholding service quality.</p> <p>We invite industry experts to share their strategies and experiences in navigating this new terrain. Delve into the nuances of technology solutions for agent training, quality assurance, and workforce management. Offer insights on fostering agent satisfaction and ensuring teams are equipped to deliver top-tier customer service. Contribute to our edition, Managing a Remote Contact Center Best Practices!</p> <p>Live Roundtable Webcast: January 31, 2024</p>
<p>➤ How AI Can Unlock the Voice of the Customer</p> <p>The rapidly evolving landscape of Voice of the Customer (VoC) offers many opportunities and challenges. As vast customer feedback datasets emerge, traditional methods are being overshadowed. However, with AI tools like machine learning and natural language processing, there's an exciting opportunity to reshape the VoC analysis, from churn forecasting to sentiment analysis.</p> <p>You, with your unique knowledge, experiences, and expertise, are perfectly poised to guide and inform on this transformative journey. We invite you to share your insights and actionable strategies that are changing the game in customer experience. Join us and contribute to our edition, How AI Can Unlock the Voice of the Customer Best Practices!</p> <p>Live Roundtable Webcast: July 10, 2024</p>	<p>➤ Elevate Customer Experiences with Hyper-Personalization</p> <p>Deepening customer engagement requires more than traditional strategies; it demands a hyper-personalized approach that fosters lasting, meaningful relationships. By harnessing the power of AI-driven analytics, businesses can offer tailor-made product recommendations and predictive services, taking personalization to new heights and securing enduring customer loyalty.</p> <p>We're reaching out to industry experts with a call to share their knowledge on this pivotal shift. Enlighten our audience on the profound impact of hyper-personalization, highlighting its role in not only driving sales but also in building strong emotional connections. Share your insights in our edition on Elevate Customer Experiences with Hyper-Personalization Best Practices!</p> <p>Live Roundtable Webcast: August 21, 2024</p>

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Great source of information that I use to stay current with new tech and my general scope of CX knowledge."

**TREASURY ASSOCIATE
WELLS FARGO**

2024 BEST PRACTICES DEEP DIVES *(continued)*

JULY	AUGUST
<p>Copy Due: 6/25/24</p> <p>➤ Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement</p> <p>The transformative potential of AI-driven chatbots and virtual assistants is revolutionizing customer service. As generative AI paves the way for unprecedented customer experiences, an impressive 88% of business leaders have recognized the positive paradigm shift in customer perceptions of AI and automation.</p> <p>From basic, rules-based bots to sophisticated, conversational agents, the evolution is palpable. The advancements signal a future where human-like interactions become the norm, not the exception.</p> <p>As a valued industry expert, we invite you to share your profound insights and experiences, guiding our readers through this transformative journey. Lend your expertise to our edition, Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement Best Practices!</p> <p>Live Roundtable Webcast: September 11, 2024</p> <hr/> <p>➤ Navigating the World of Smart Customer Service</p> <p>As smart customer service systems continue their rapid ascent, the landscape is rife with opportunities and challenges. As technology evolves and customer expectations shift, there's a pressing need for seasoned insights to navigate this transformative era.</p> <p>We invite you, a recognized expert in the field, to delve deeper, offering a comprehensive view of emerging technologies, methodologies, and best practices. Your invaluable expertise can provide direction and clarity to our informed audience, shaping the discourse and setting benchmarks in an ever-evolving domain.</p> <p>Share your insights and be the beacon of knowledge as we explore the current map of solutions and trends in this installment, Navigating the World of Smart Customer Service, in our Best Practices series.</p> <p>Live Roundtable Webcast: February 28, 2024</p>	<p>Copy Due: Copy Due 7/25/24</p> <p>➤ AI's Role in Modern Customer Support Centers</p> <p>The future landscape of customer support centers is being reshaped by AI's burgeoning influence. With AI investments eclipsing \$10 billion in Q1 2023, the imperative to adapt has never been more compelling.</p> <p>We seek insights from recognized experts like you to elucidate this transformation. Share your knowledge on how AI acts not as a replacement, but as an augments, of human capabilities. Provide strategies on harnessing AI-driven tools that refine response times, minimize errors, and amplify operational efficiency.</p> <p>Join the discussion and share your wisdom in our edition, AI's Role in Modern Customer Support Centers Best Practices!</p> <p>Live Roundtable Webcast: April 3, 2024</p> <hr/> <p>➤ Drive Revenue with Omnichannel Integration</p> <p>The integration of sales, marketing, and service strategies, when executed seamlessly, holds the power to reshape a company's revenue potential. A unified omnichannel strategy not only aligns with crucial business metrics but also provides tangible insights, enhancing customer loyalty and revenue growth.</p> <p>We invite recognized experts like you to delve into this paradigm shift. Share your insights backed by empirical data, illustrating the positive impact of integrated omnichannel strategies on ROI and customer loyalty. Provide comprehensive insights that businesses are seeking to navigate this complex landscape. Lend your wisdom to our edition, Drive Revenue with Omnichannel Integration Best Practices!</p> <p>Live Roundtable Webcast: August 7, 2024</p>



*You do a great job of **organizing events and putting out content** for those who are concerned with providing the best customer experience possible for their customers."*

**CUSTOMER RELATIONS MANAGER
SAFE RETRIEVE, LLC**

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2024 BEST PRACTICES DEEP DIVES *(continued)*

SEPTEMBER (Print Issue)	OCTOBER
<p>Copy Due: 8/5/24</p> <p>➤ Managing Security and Compliance Issues in the Contact Center</p> <p>In the face of rising security threats, such as phishing and account takeovers, contact centers grapple with ensuring robust security measures. Meeting compliance standards is not just the best practice, but is vital to avoid hefty penalties. In such a landscape, understanding and implementing the best defense strategies are paramount.</p> <p>We're calling on industry experts to share insights, illuminating our readers on best practices for safeguarding contact centers. Share your real-world experiences and strategies to foster a secure environment for contact centers. Contribute your knowledge to our current installment, Managing Security and Compliance Issues in the Contact Center Best Practices!</p> <p>Live Roundtable Webcast: May 15, 2024</p>	<p>Copy Due: 9/25/24</p> <p>➤ AI & Knowledge Management for Customers and Agents</p> <p>In the era of rapid technological evolution, AI and knowledge management stand at the forefront, revolutionizing both customer and agent interactions. Harness AI to sift through extensive data, streamlining client engagement and enhancing communication quality.</p> <p>We invite recognized experts to discuss AI's pivotal role in shaping content strategies and extracting actionable business insights. Delve into AI's capacity to refine knowledge creation, foster effective exchanges, and adapt dynamically to customer feedback. Share your insights in our edition, AI & Knowledge Management for Customers and Agents Best Practices!</p> <p>Live Roundtable Webcast: November 20, 2024</p>
<p>➤ Customer Experience Management: Real-World Solutions</p> <p>In an environment marked by escalating customer demands, mastery in customer experience management has emerged as a defining factor for businesses. With the global CXM market valuation at an impressive \$10.65 billion in 2022 with an anticipated growth at 15.4% annually until 2030, the emphasis on top-notch CXM is undeniable.</p> <p>We invite recognized industry experts to share their knowledge on this crucial topic. Share insights on tangible strategies for elevating customer experiences in real-world settings. Explore nuances such as securing a competitive edge, nurturing loyalty, and accurately gauging CXM impacts. Lend your wisdom to our installment, Customer Experience Management: Real-World Solutions Best Practices!</p> <p>Live Roundtable Webcast: July 24, 2024</p>	<p>➤ How AI-Assisted Self-Service Can Transform Your CX</p> <p>In the ever-evolving landscape of customer service, intelligent automation emerges as more than a trend—it's essential. With a notable 69% of consumers taking charge of their issues, AI-assisted solutions are key to catering to this self-service paradigm, streamlining operations in the process. Such platforms enable effortless subscription renewals, prompt purchases, and efficient problem-solving, all without immediate human intervention.</p> <p>We invite solution providers to share their insights on this transformative shift. Share your knowledge and experiences, highlighting the value of AI in self-service domains. Contribute to our edition, How AI-Assisted Self-Service Can Transform Your CX Best Practices!</p> <p>Live Roundtable Webcast: June 26, 2024</p>

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*Informative **webinars** with quality speakers. Keeps me informed of the tech trends in customer engagement. Extremely useful for our business."*

**TECHNICAL ARCHITECT DIRECTOR
SALESFORCE**

2024 BEST PRACTICES DEEP DIVES *(continued)*

NOVEMBER	DECEMBER
<p>Copy Due: 10/25/24</p> <p>➤ Leveraging Omnichannel Customer Engagement to Stay Connected</p> <p>In today's digital era, an omnichannel approach isn't just an option—it's essential for establishing and maintaining strong customer connections. The power of a seamless, integrated digital journey ensures businesses meet their customers precisely where they are, building lasting relationships.</p> <p>We invite industry experts to share their insights: How do you craft consistent, integrated customer experiences across varied channels? Your expertise can shape the conversation and guide our readers to excel in omnichannel engagement. Contribute to our Best Practices installment, Leveraging Omnichannel Customer Engagement to Stay Connected, and impact our audience with your knowledge.</p> <p>Live Roundtable Webcast: October 16, 2024</p>	<p>Copy Due: 11/25/24</p> <p>➤ 2024 Contact Center Success Stories: What Went Right!</p> <p>The contact center industry is in constant flux, with innovations and novel service approaches driving change. Amidst this evolution, some strategies shine brighter than others, showcasing tangible impacts on performance metrics and delivering impressive ROI.</p> <p>You, as an industry expert, have a unique vantage point on these success stories. We're seeking your firsthand insights and case studies that underscore the most effective strategies and their results. By contributing to our final Best Practices of the year, 2024 Contact Center Success Stories: What Went Right!, you can guide our readers on what truly works in this rapidly changing technology landscape.</p> <p>Live Roundtable Webcast: December 4, 2024</p>
<p>➤ Call Center Analytics for Better Customer Experiences</p> <p>Understanding and optimizing call center analytics is a journey that many are undertaking, but few truly master. With the range of analytics from speech to predictive, the depth and breadth of actionable insights available are unparalleled.</p> <p>Experts like you, with a wealth of experience and strategies, are essential in guiding this evolving narrative. We invite you to contribute to our latest Best Practices installment, Call Center Analytics for Better Customer Experiences. Illuminate our readership with your deep knowledge and practical expertise.</p> <p>Live Roundtable Webcast: September 25, 2024</p>	<p>➤ How to Improve Your E-Commerce Customer Experience</p> <p>In the dynamic e-commerce landscape, setting superior standards is crucial. We invite industry experts to impart their wisdom, navigating our readership through the nuances of refining e-commerce customer experiences.</p> <p>Share insights spanning from user interface designs to conversion methodologies. Play a pivotal role in informing our community of decision makers by contributing to our edition, How to Improve Your E-Commerce Customer Experience Best Practices!</p> <p>Live Roundtable Webcast: February 14, 2024</p>



CRM publishes *great case studies* that I can apply to my business."
DIRECTOR OF CUSTOMER SUPPORT
IMAGE OWL

SOLO & ROUNDTABLE WEB EVENT DELIVERABLES

➤ ROUNDTABLE WEB EVENTS *(see schedule on page 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 75,000-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 33,000 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



*You put on great **webinars** offering a multitude of guests making it easier for me as I go back to my team to pitch recommendations."*

VOIP TECH III SPECIALIST
VGM GROUP, INC.

2024 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title
January	1/17/24	2024 CX Megatrends to Watch: Expert Predictions
	1/31/24	Managing a Remote Contact Center
February	2/14/24	How to Improve Your E-Commerce Customer Experience
	2/28/24	Navigating the World of Smart Customer Service
March	3/6/24	Built to Last: CX Strategies for the Long Haul
	3/20/24	Nurturing Agent Experience in an AI Environment
April	4/3/24	AI's Role in Modern Customer Support Centers
	4/17/24	Digital-First Customer Service in a Human World
May	5/1/24	Workforce Engagement Management for Empowered Agents
	5/15/24	Managing Security and Compliance Issues in the Contact Center
	5/29/24	CDPs: Boosting Service, Marketing, & Sales
June	6/12/24	Contact Center Transformation with AI and Automation
	6/26/24	How AI-Assisted Self-Service Can Transform Your CX
July	7/10/24	How AI Can Unlock the Voice of the Customer
	7/24/24	Customer Experience Management: Real-World Solutions
August	8/7/24	Drive Revenue with Omnichannel Integration
	8/21/24	Elevate Customer Experiences with Hyper-Personalization
September	9/11/24	Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement
	9/25/24	Call Center Analytics for Better Customer Experiences
October	10/2/24	Conversational Customer Service: Convenience Everywhere
	10/16/24	Leveraging Omnichannel Customer Engagement to Stay Connected
November	11/6/24	Harnessing AI in Modern Customer Engagement Centers
	11/20/24	AI & Knowledge Management for Customers and Agents
December	12/4/24	2024 Contact Center Success Stories: What Went Right!

EMAIL OPPORTUNITIES

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

- **Circulation:** 30,000
- **Frequency:** Monday & Wednesday

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

➔ **CRM Bulletin Email Blast**

- **Circulation:** 23,000
- **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:** 4,600
- **Frequency:** Thursday

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

➔ **Smart Customer Service Bulletin Email Blast**

- **Circulation:** 3,200
- **Frequency:** Tuesday & Wednesday

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



*Over the years CRM has been a **trusted resource** for us. We value the quality topics, engagement, and webinars to help us grow our customer service capabilities."*

**DIRECTOR
3RD ROCK ESSENTIALS**

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 **topics are relevant and helpful.** It allows me to stay up-to-date on the latest platforms and best practices within the customer service industry."

OPERATIONS MANAGER
BRIDGESTONE GOLF

ADVERTISING CONTACTS

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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



My overall go-to source of information for new and innovative products and services in the customer service sphere."

AVP, CUSTOMER EXPERIENCE
METROPOLITAN TRANSPORTATION AUTHORITY (NY)

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

