



CRM Media

A Division of Information Today, Inc.

CRM magazine | destinationCRM.com | SmartCustomerService.com | Webinars | Content Syndication

2027 MEDIA KIT

ADVERTISING CONTACTS

Eastern & Central

Adrienne Snyder,
Advertising Director
(201) 966-1439
adrienne@infotoday.com

Mountain & Pacific

Dennis Sullivan,
Advertising Director
(203) 650-6920
dennis@infotoday.com

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

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CONNECT



CRM Magazine



@CRM
@destinationCRM



CRM Magazine -
Sales | Marketing |
Customer Service

WWW.DESTINATIONCRM.COM



ABOUT CRM MEDIA

CRM MEDIA EXECUTIVE SUMMARY

CRM Media

- › Founded in 1997, **CRM Media** has been at the center of the customer relationship management (CRM) and customer experience (CX) industry for more than 30 years.
- › Our editorial and circulation strategy targets the five key audiences that drive CRM success: **executive leadership, customer service, sales, marketing, and IT management.**
- › These readers are self-selected, highly engaged professionals drawn to our trusted business technology content—delivered through print, digital, webcasts, and in-person conferences.

CRM Magazine

- › **CRM magazine** is the publication of record for the CRM and CX industry. Written and produced by an **award-winning team of journalists and designers**, the magazine delivers a blend of strategic insight, case studies, and in-depth analysis for business leaders.
- › The magazine is celebrating 30 years of publication. Launched in 1997, *CRM* magazine expanded its reach with **destinationCRM.com** the following year, continuing to inform and connect CRM professionals worldwide.

Online Platforms

- › **destinationCRM.com** — The online hub for *CRM* magazine features original daily content including news, expert commentary, analysis, and case studies.
- › **SmartCustomerService.com** — This site is dedicated exclusively to the evolving customer service and support landscape.
- › **CRM Webcasts** — Our Solo and Roundtable Webcast series have run **every Wednesday since 1998**, offering sponsors unmatched thought-leadership exposure and lead-generation opportunities.

(See the current webinar schedule on page 8.)

Information Today, Inc.

- › **Information Today, Inc. (ITI)** is CRM Media's parent company—an independent B2B media, conference, and exhibition organization founded in 1980.
- › ITI's portfolio includes leading brands spanning CRM, CX, speech technology, streaming media, and database technologies. For more than 4 decades, ITI has connected technology innovators with the decision makers who shape the future of enterprise communication and customer engagement.

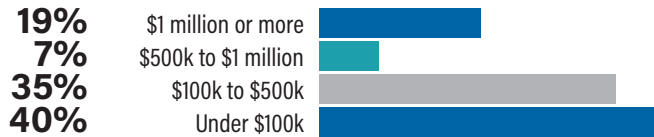


*"CRM gives me a **clear view** of the technology landscape and the systems, features, and trends I need to follow."*

— DIRECTOR OF CUSTOMER EXPERIENCE,
FORD MOTOR COMPANY

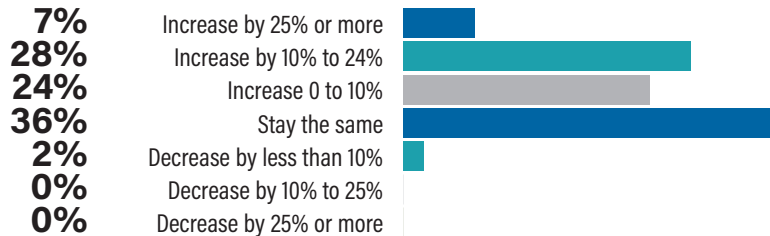
CRM MEDIA AUDIENCE BUDGETS & INFLUENCE

CRM/CX Budgets for 2027



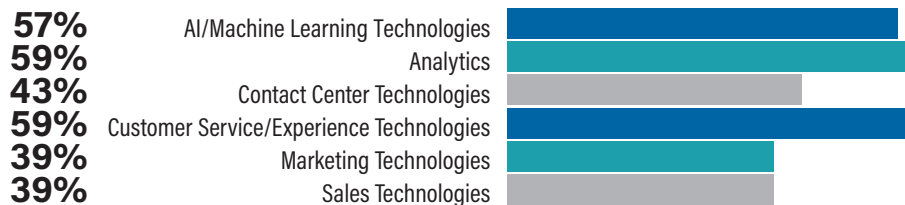
The average expected CRM budget for 2027 is \$382,500.

Expected CRM/CX Budget Changes in 2027

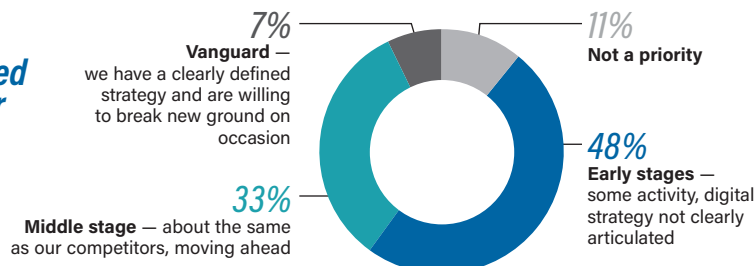


The average CRM budget for 2027 is expected to be up by 7% from 2026.

Our Readers' Top Priorities in the Next 12 Months



Path to AI-Assisted Customer Service



Contact Center Budgets

- 59% of our readers' companies have in-house or outsourced contact centers.
- More than 20% will spend more than **\$750,000** on contact center-related products and services.
- The average company will spend more than **\$382,500** on contact center-related solutions.
- 54% of agents work off-site.

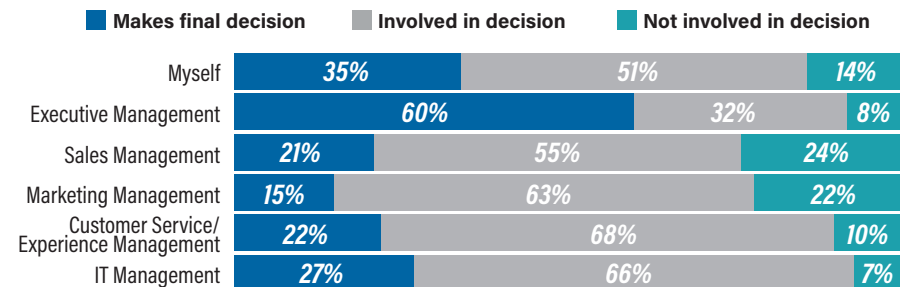
Our Subscribers' Influence

- 89% of our readers view themselves as their companies' champions/advocates for CRM implementations.
- 86% of our readers are involved in the decision-making process.
- 45% cite themselves as their companies' final decision makers for CRM- and CX-related products and services.

How Our Readers View Their Purchasing Role

- 19% Business Decision Maker
- 14% Technical Decision Maker
- 44% Both
- 23% Neither

CRM or Customer Experience Decision-Making Team

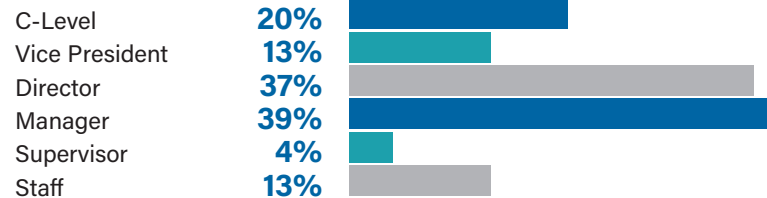


Source: August 2026 Audience Survey
Percentages may not total 100 due to rounding.

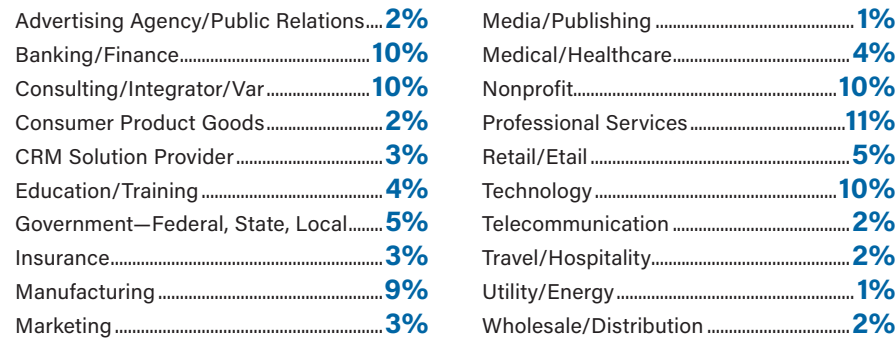
CRM MEDIA DEMOGRAPHICS

Who Are Our Subscribers?

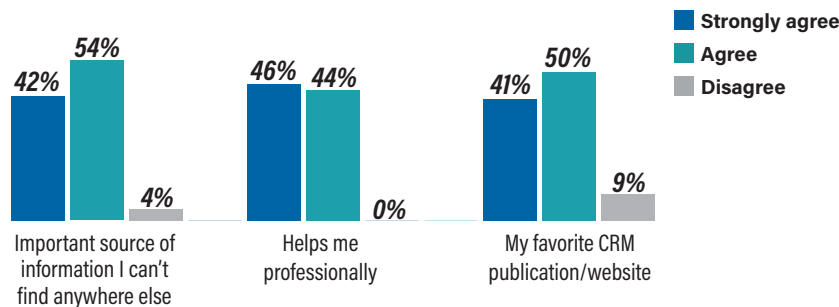
BY JOB LEVEL:



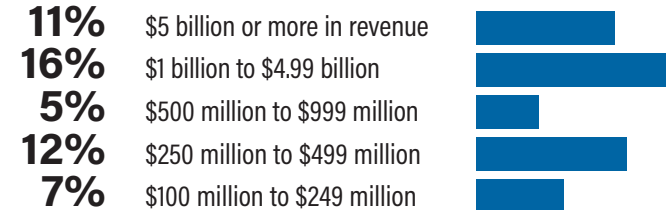
Company's Primary Industry



Our Readers Rate Us



Company Size by Sales Revenue



The average sales revenue is more than \$1.1 billion.

Company Size by Number of Employees



The average number of employees is 4,100.

83% of our readers
are their company's advocate or champion for Customer Experience.

Source: August 2026 Audience Survey. Percentages may not total 100 due to rounding.



"CRM magazine's **strong customer experience coverage** keeps me reading."

— DIRECTOR CX, PROCTER & GAMBLE

2027 CRM MAGAZINE EDITORIAL CALENDAR

	CUSTOMER SERVICE	MARKETING/SALES	CUSTOMER EXPERIENCE/ ENTERPRISE STRATEGY
January/February	Tying pay and incentives to customer service outcomes	Connecting influencer marketing to AEO/GEO/SEO search results	Tools and technologies to get swarms of AI agents to work together
March/April	THE CRM TOP 100 ISSUE AND THE TOP TRENDS AND TECHNOLOGIES FOR CUSTOMER SERVICE, MARKETING, AND SALES		
May/June	Extending Availability: Tools for offering round-the-clock customer service without having operations all around the world	Time Management: What to do with all the time that AI is supposedly giving back to sales and marketing reps	AI Governance: How organizations can balance AI automation with human oversight without sacrificing cost efficiencies and customer experiences
July/August	Creating Memory-Rich AI Agents: Systems for carrying full context across all channels in real time	Knowledge Management Updates: Turning human agents into AI-augmented subject matter experts to improve marketing and sales outcomes	Assessing Your Data Readiness for Full End-to-End Customer Experience AI Automation
September/October (PRINT ISSUE)	THE CRM INDUSTRY LEADER AWARDS AND CONVERSATION STARTERS		
November/December	What Happens When Chat Overtakes the Phone and Email as the Customer Support Channel of Choice?	What Kind of Architecture Do You Need to Manage Your Unique Marketing and Sales Workflows with AI Agents?	Voice of the Customer Orchestration: Technologies for bringing together customer signals from multiple sources to uncover what will actually improve marketing and sales outcomes

➔ THE 2027 CRM TOP 100

Appears in the
March/April 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 Buyers Guide, available on our website (destinationCRM.com).

➔ THE 2027 CRM INDUSTRY AWARDS

Appears in the **September/October** 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.

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).

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: Customer Experience, The Next Step, End Notes, Reality Check, Scouting Report, Last Line, Tipping Point, and Voice of the Customer, written by some of the top analysts and consultants in the CRM industry.

EDITORIAL CONTACT

Editor
Leonard Klie
lklie@infotoday.com

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 2027	1/5	1/19
March/April 2027	2/1	2/16
May/June 2027	4/2	4/16
July/August 2027	6/2	6/16
September/October 2027 (Print)	7/29	8/12
November/December 2027	10/1	10/15

AD SIZES	Trim Size	Bleed Size
Full Page	8.5" x 10.875"	8.75" x 11.125"
Spread	17" x 10.875"	17.25" x 11.125"
1/2-Page-Horizontal	7" x 5"	n/a
1/2-Page-Spread	17" x 5"	17.25" x 5"

Each magazine is printed web offset, to SWOP standards; and jogs to the foot.

Trimmed page size is 8.5" x 10.875".

Bleed page size is 8.75" x 11.125", 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 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. 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

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.

➤ 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

YOUR EXPERTS. OUR AUDIENCE. CRM MAGAZINE WEBINARS

Connect with decision makers in customer experience, CRM, and contact centers. Bring your expertise—we'll handle promotion, registration, and production.

29+ years producing web events	60-minute live programs	Live + on-demand lead generation
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➤ Choose Your Format

➤ SOLO WEBINAR

An event built around your message.

As the sole sponsor, shape the session around your topic and expertise, with room for presentations, demonstrations, and audience questions.

Sponsorship: Contact us for pricing

➤ ROUNDTABLE WEBINAR

Bring your perspective to an industry conversation.

Join fellow sponsors for a discussion of a scheduled CRM, customer experience, or contact center topic, moderated by CRM Magazine's publisher.

Sponsorship: \$8,500

➤ Included With Your Sponsorship

➤ Generate qualified leads

Generate qualified registrations from pre-event promotion, the live event, and on-demand viewing.

➤ CRM magazine promotion and hosting

Reach our established audience through email, destinationCRM.com, and social channels.

➤ Complete event management

Marketing, registration, technology, production, and post event follow-up.

➤ Your Webinar. Managed From Start to Finish.

➤ Producing sponsored webinars since 1998.

Hundreds of successful sponsored webinars. More than 29 years of experience. The same webinar producer throughout.

When you sponsor a CRM magazine webinar, you put an experienced team in charge of promotion, registration, production, the live presentation, and follow-up. Your experts bring the subject knowledge. We manage the program.

➤ A Defined Program. Specific Deliverables.

Your sponsorship includes a contracted program of promotional and production services.

Promotion & Audience Recruitment

- Targeted email invitations to CRM Media's audience and your prospect list
- Banner promotion on destinationCRM.com
- Promotion through CRM's LinkedIn, X, and Facebook channels
- Coordination with related Information Today, Inc. media properties

Registration & Attendee Communications

- Customized registration forms with sponsor-defined qualifying questions
- Confirmation emails, calendar invitations, and scheduled reminders
- Phone outreach to registrants
- Registration management for live and on-demand participation

Production & Live Presentation

- Complete production and technical management of your 1-hour webinar
- Hosting and moderation by CRM magazine's publisher
- Management of the live presentation and audience Q&A
- Support for polling, surveys, video clips, and demonstrations

Follow-Up & Lead Delivery

- Access to all registrants, including those who register but do not attend
- Post-event emails linking attendees and no-shows to the recording
- A searchable archive on destinationCRM.com
- Continued collection of on-demand registrations

**LET'S
FIND YOUR
TOPIC AND
DATE**

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

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

**EXPLORE
THE SCHEDULE**

destinationCRM.com/Webinars

An experienced producer. An established audience. A complete program managed for you.

2027 ROUNDTABLE/WEBINAR SCHEDULE

DATE	ROUNDTABLE TITLE	ROUNDTABLE TOPIC DESCRIPTION	TAGS
Jan. 13	2027 CX Megatrends: What's Next for Customer Experience?	A look at the technologies, customer expectations, and investment priorities shaping CX in 2027—and where organizations are finding opportunities to improve.	<i>CX Strategy, AI, Trends</i>
Jan. 27	The AI-Powered Contact Center: What Changes in 2027	How AI is changing contact center operations, from self-service and agent assistance to quality management, with a focus on practical applications and measurable improvements.	<i>Contact Center, AI, Automation</i>
Feb. 10	Smarter Self-Service: The Path to Effortless Resolution	How conversational AI, connected knowledge, and automation help customers resolve more complex issues themselves while making the transition to human assistance easier.	<i>Self-Service, AI, Knowledge</i>
Feb. 24	CRM in the Age of AI: From System of Record to System of Action	How AI-enabled CRM connects customer information to recommendations, workflows, and actions that help sales, marketing, and service teams respond more effectively.	<i>CRM, AI, Customer Engagement</i>
Mar. 10	AI-Ready Knowledge: The Foundation for Better CX	What it takes to make enterprise knowledge accessible, reliable, and useful to AI—and why content quality and governance matter as much as the models themselves.	<i>Knowledge Management, AI, Governance</i>
Mar. 31	Conversation Intelligence: Turning Every Interaction into Insight	How analyzing customer conversations reveals recurring problems, emerging needs, and successful behaviors that can inform decisions across service, sales, and CX.	<i>Conversation Intelligence, Analytics, CX</i>
Apr. 14	Agentic AI: From Pilots to Production	The practical requirements for deploying AI agents at scale, including connecting business systems, defining responsibilities, and managing performance beyond the pilot.	<i>Agentic AI, Integration, Automation</i>
Apr. 28	Customer Journey Orchestration: Don't Just Map the Journey—Change It	How organizations connect customer data, decisioning, and workflows to coordinate experiences across channels and respond as customer needs change.	<i>Journey Orchestration, Data, Personalization</i>
May 12	Reimagining Agent Experience: AI, Automation, and the Human Advantage	How AI assistance, better knowledge access, and redesigned workflows can reduce routine work and help agents handle the interactions that require human judgment.	<i>Agent Experience, AI, Workforce</i>
May 26	Proactive Customer Service: Solve the Problem Before the Customer Calls	How customer signals, predictive analytics, and automated outreach help organizations detect problems earlier and resolve them with less effort for the customer.	<i>Proactive Service, Analytics, Automation</i>
Jun. 9	Proving the Value of AI: The New CX Business Case	How CX leaders evaluate AI investments, connect operational improvements to financial outcomes, and build a credible case for expanding successful deployments.	<i>AI, ROI, CX Strategy</i>
Jun. 30	The New Voice of the Customer: From Feedback to Action	How organizations combine feedback, conversations, and behavioral data to identify meaningful improvements—and get those insights to the teams that can act on them.	<i>Voice of the Customer, Analytics, Data</i>

Continued on next page >>

2027 ROUNDTABLE/WEBINAR SCHEDULE (Continued)

DATE	ROUNDTABLE TITLE	ROUNDTABLE TOPIC DESCRIPTION	TAGS
Jul. 14	Autonomous Customer Service: How Far Should AI Go?	Where autonomous service can deliver dependable resolution, where human involvement remains essential, and how organizations establish the controls and handoffs that support both.	<i>Autonomous Service, AI, Customer Trust</i>
Jul. 28	AI Agents for Sales: From Prospecting to Pipeline	How AI agents support prospect research, outreach, follow-up, and pipeline management, with a focus on fitting those capabilities into existing sales processes.	<i>Sales, Agentic AI, CRM</i>
Aug. 11	The High-Performance Contact Center: Coaching, Quality, and AI	How AI-powered quality management and coaching help contact centers identify effective behaviors, target performance gaps, and extend successful practices across the team.	<i>Quality Management, Coaching, AI</i>
Aug. 25	The Real-Time Customer Experience: Right Customer. Right Moment. Right Action.	How real-time customer data and decisioning help organizations recognize important moments and deliver relevant responses while there is still an opportunity to influence the outcome.	<i>Real-Time CX, Personalization, Decisioning</i>
Sep. 15	The Knowledge-Driven Customer Experience: Put Trusted Answers Everywhere They're Needed	How connected knowledge supports consistent, contextual answers across employee tools, customer self-service, and AI-powered interactions.	<i>Knowledge Management, Self-Service, AI</i>
Sep. 29	Why Are Your Customers Calling? Find—and Fix—the Problems Behind Customer Contacts	How interaction analytics and operational data uncover the causes of repeat contacts, helping organizations address underlying problems and reduce avoidable service demand.	<i>Contact Analytics, Service Improvement, CX</i>
Oct. 13	The Connected Customer: Breaking Down Data and Channel Silos	How unified customer information and connected channels help teams preserve context, coordinate engagement, and deliver a more consistent experience across the relationship.	<i>Customer Data, Omnichannel, Integration</i>
Oct. 27	The Customer Service Platform: Bringing Automation, Data, and People Together	How service platforms bring AI, knowledge, customer data, and workflows into a coordinated environment that supports both automated resolution and human assistance.	<i>Service Platforms, Automation, Integration</i>
Nov. 3	The New Rules of Marketing: From Campaigns to Customer Relationships	How marketers use CRM, AI, and customer data to build ongoing engagement with communications and experiences that evolve as the relationship develops.	<i>Marketing, CRM, Customer Engagement</i>
Nov. 17	CX Success Stories 2027: What Worked and Why	A review of real-world CX initiatives, examining the technology choices, implementation decisions, and measurable results behind successful programs.	<i>CX Strategy, Case Studies, ROI</i>
Dec. 1	Enterprise AI for CX: Integration, Governance, and Scale	How organizations connect AI initiatives across functions, establish shared governance, and build the infrastructure needed to expand adoption while maintaining accountability.	<i>Enterprise AI, Governance, Integration</i>
Dec. 15	The Customer Growth Loop: Win Them. Keep Them. Grow the Relationship.	How marketing, sales, and service coordinate customer insight and engagement to improve retention, identify expansion opportunities, and grow long-term customer value.	<i>Customer Growth, Retention, CRM</i>

TELL YOUR STORY THROUGHOUT THE YEAR

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

➤ AI & Automation

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

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

➤ Knowledge & Customer Intelligence

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

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

➤ Customer Data & Connected Experiences

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

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

➤ Contact Center & Customer Service

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

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

➤ Agent Performance & Workforce

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

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

➤ CRM, Marketing, & Sales

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

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

EMAIL OPPORTUNITIES

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

- **Circulation:** 130,000
- **Frequency:** Monday & Wednesday

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

➔ CRM Bulletin Email Blast

- **Circulation:** 130,000
- **Frequency:** Tuesday & Friday

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

1X	\$4,000
3X	\$3,750
6X	\$3,500
12X	\$3,250
24X+	\$3,000

De-duplicating against suppression lists, plus \$500

➔ EXCLUSIVE NEWSLETTER SPONSORSHIP INCLUDES:

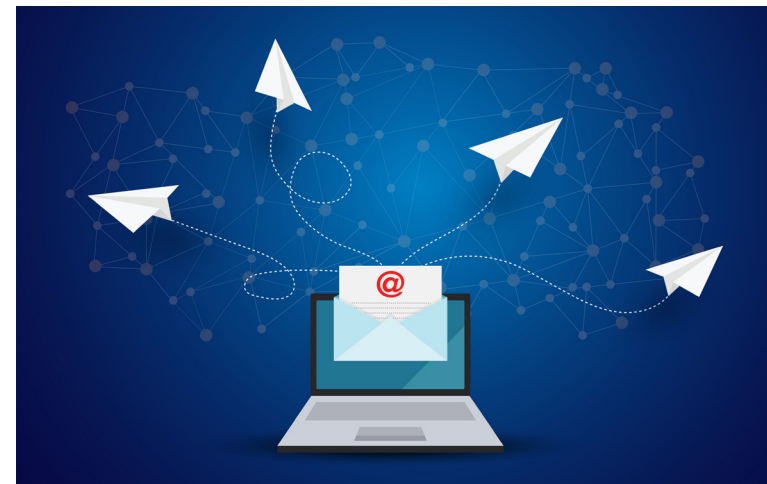
- 75-word text description
- 1200 x 630 pixel web banner (.gif or .jpg format) – product photo optional
- Linking URL
- We track click-throughs on all links and banners. Reports provided at advertiser's request.

Cancellation of all online advertising without 14 days' notice will result in 50% charge.

➔ Smart Customer Service eWeekly Newsletter

- **Circulation:** 8,000
- **Frequency:** Thursday

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



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

— CIO, **GSI INC.**

ONLINE RATE CARD & BANNER SPECIFICATIONS

➤ ON-SITE ADVERTISING

Ad Size	Location (Run-of-Site (ROS))	Minimum 50,000	Minimum 100,000
728x90	leaderboard	\$75 CPM	\$65 CPM
300x250	box ad	\$75 CPM	\$65 CPM
970x250 billboard ad	top homepage	\$90 CPM	—

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

➤ Hosted Research & Reports

(white papers, case studies, research reports, video content)

1–2 months	\$500 per month
3–5 months	\$450 per month
6+ months	\$400 per month

- 1 month Homepage Exposure (150,000 impressions)
- 8 editions of 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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➤ Creative Specifications

- File size: maximum of **200K** for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media

➤ Counting Impressions & Clicks

Google Ad Manager counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

➤ ADVERTISING CONTACTS

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Advertising Director
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dennis@infotoday.com

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

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

All banners must conform to the following specifications:

- Maximum file size is the same for either static, animated, or rich media creative.
- All ads are served through Google Ad Manager.

Testing

- DestinationCRM.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

Reporting

- Reports detailing campaign performance are available.

Submission Instructions

- Submit banner creative to your sales representative:
 - **Eastern & Central:** adrienne@infotoday.com
 - **Mountain & Pacific:** dennis@infotoday.com
- Include live linking URL and ALT text.
(ALT text may not exceed 25 characters including spaces.)



CONTENT SYNDICATION / REPORTS & RESEARCH PROGRAMS

➤ We deliver thousands of qualified leads per year to marketers just like you.

We guarantee predictable lead volumes, so you plan your budgets and lead flow throughout the month. And we have the highest standard of lead quality in the industry, period.

➤ Content Marketing on destinationCRM.com

We offer a variety of different channels to get your content assets (white papers, case studies, research, ebooks) in front of our audience to provide you with actionable leads on a CPL basis. We have a variety of different programs, based on your lead criteria and content offering, which your sales representative can explain to you. Typical filters include Title, Industry, Company Size, Targeted Account List (TAL).

➤ What You Get

- **Highly qualified, actionable leads** — These are generated from your white papers, research reports, case studies, or ebooks.
- **Extensive registration program** — This includes multiple marketing touchpoints.
- **Sponsor exclusivity** — Enjoy 100% exclusive leads with these content programs.
- **Brand leverage** — Use the strength of our CRM brand and engagement of our audience.
- **A managed process** — We take care of all of the details: marketing, registration, and lead delivery.

➤ Recent Content Syndication Clients



LEAD PROGRAM OPTIONS

1 Touch

1 Touch + Intent

Double Touch

Downloads two white papers or other content assets.

Intent + Double Touch

CONTACT US FOR RATES

Adrienne Snyder
adrienne@destinationCRM.com
(201) 966-1439

Dennis Sullivan
dennis@infotoday.com
(203) 650-6920