



EMAIL OPPORTUNITIES

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

■ Circulation: 35,000

■ Frequency: Monday & Wednesday

1X	\$750 per issue
4X	\$650 per issue
8X	\$600 per issue
12X	\$500 per issue

CRM Bulletin Email Blast

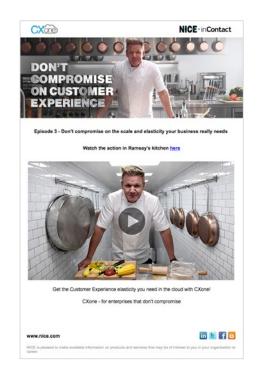
■ Circulation: 26,000

■ 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



Smart Customer Service eWeekly Newsletter

■ Circulation: 6,200 ■ 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: 4,400

■ Frequency: Tuesday & Wednesday

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

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.



Relevant and ahead of the curve subject matter. " IT PROJECT MANAGER LEE COMPANY

www.destinationCRM.com





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

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





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

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 bfernekees@infotoday.com

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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@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

2 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

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