

EMAIL OPPORTUNITIES

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

- **Circulation:** 46,000
- **Frequency:** Monday & Wednesday

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

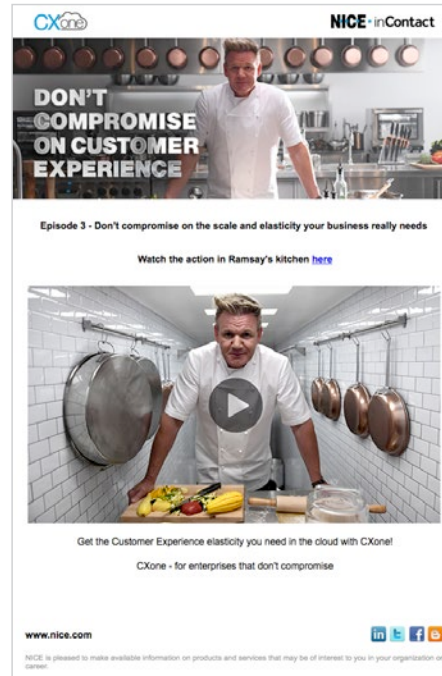
➤ **CRM Bulletin Email Blast**

- **Circulation:** 37,000
- **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:** 8,800
- **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.



I'm always sharing updated information about the industry from CRM magazine with my peers."

COMMAND CENTER
GNP

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
with 1/2-page print listing	\$1,750
with full page print listing	\$2,250



I particularly like to reference CRM magazine to keep up-to-date on content and help to get new ideas."

SENIOR MANAGER BUSINESS SOLUTIONS
HEALTH ADVANCES

ADVERTISING CONTACTS

Mountain & Pacific
Dennis Sullivan
Advertising Director
203-650-6920
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Eastern & Central
Adrienne Snyder
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Bob Fernekees,
VP/Group Publisher
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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

- **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



A very good publication to stay on top of trends in CRM, the contact center, and customer experience.”

SENIOR DIRECTOR, MARTECH
GE HEALTHCARE

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



2022 ULTIMATE DIRECTORY OF CRM SOLUTIONS AND SERVICES

CRM magazine's Short List and Online Directory

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

Online for One Year, Print Directory in July!

- Published in CRM magazine—11,000 subscribers
- Marketed in all 94 eWeeklies
- 20,000 average online page views (12 months)
- Printed in the July/August issue of CRM magazine in a special section
- Your listing is totally integrated throughout all content within destinationCRM.com.
- Lead generation: five links to your white papers, case studies, or landing pages that you control 24x7
- All print advertisers automatically become Premium Partners on destinationCRM.com for 1 full year.
- Act now and have your online status begin immediately.
- Any editorial content we've ever written about your company will automatically be pulled into your listing
- Add your social networks in your online listing

Deadline for print listings (July/Aug issue) is May 21, 2022.
(Online listings go live immediately.)

Get Listed!

1. Check to see if your company is currently listed in destinationCRM.com's database. All of our lead-generation programs require advertisers to be listed in our directory. www.destinationcrm.com/BuyersGuide
2. If it is not listed, ADD it to our database; EDIT it if it was created prior to 9/1/21.
3. Call your representative to upgrade your listing to a Premium Listing in online for just \$1,000 net.

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

- ➕ **ADD a new record:**
www.destinationcrm.com/BuyersGuide/Add
- 🔧 **EDIT an existing record:**
www.destinationcrm.com/BuyersGuide/Edit

**Got video content?
Embed it right into
your listing!**



Check out some of the great listing examples we have created.

Advertise in the 2022 CRM Buyer's Guide and Generate Leads All Year Long.

CHOOSE FROM ANY OF THESE TOPIC CENTERS:

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

RATES

Online Premium Profile and 1/2 Page in PDF issue download — \$1,000

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

>> See this example of a well-crafted online listing:
<http://www.destinationcrm.com/BuyersGuide/bpmonline-3307.aspx>

CRM CUSTOM RESEARCH

➤ OUR CUSTOM RESEARCH PROGRAM INCLUDES:

PHASE 1: The Survey

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

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

PHASE 2: Lead-Generation: Marketing the Findings

- Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
 - Dedicated Email Promotion (37,000 subscribers)
 - Newsletter Sponsorships (46,000 subscribers)
 - Sponsored Content Listing (homepage and newsletters) (500,000 impressions/month)

- CRM Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- Print distribution of “single page takeaway” in *CRM* magazine (21,000 subscribers)

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

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

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

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

➤ CONTACT

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