EMAIL OPPORTUNITIES

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

- **Circulation:** 45,000
- **Frequency:** Monday & Wednesday

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$750 per issue</td>
</tr>
<tr>
<td>4X</td>
<td>$650 per issue</td>
</tr>
<tr>
<td>8X</td>
<td>$600 per issue</td>
</tr>
<tr>
<td>12X</td>
<td>$500 per issue</td>
</tr>
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</table>

CRM Bulletin Email Blast

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

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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$5,000</td>
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<tr>
<td>3X</td>
<td>$4,500</td>
</tr>
<tr>
<td>6X</td>
<td>$4,000</td>
</tr>
<tr>
<td>12X</td>
<td>$3,500</td>
</tr>
<tr>
<td>24X+</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

De-duplicating against suppression lists, plus $500

Smart Customer Service eWeekly Newsletter

- **Circulation:** 7,700
- **Frequency:** Thursday

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$350 per issue</td>
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<tr>
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<td>$250 per issue</td>
</tr>
<tr>
<td>12X</td>
<td>$200 per issue</td>
</tr>
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</table>

Smart Customer Service Bulletin Email Blast

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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
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<tr>
<td>8X</td>
<td>$1,250</td>
</tr>
<tr>
<td>12X</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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
ONLINE RATE CARD

ON-SITE ADVERTISING

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

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

NATIVE ADVERTISING

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

Hosted Research & Reports
(white papers, case studies, research reports, video content)

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

- 1 month Homepage Exposure
  (150,000 impressions)
- Eight editions of enewsletter exposure
  (400,000 impressions)

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

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

ADVERTISING CONTACTS

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

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

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

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

MARKETING AND BUSINESS DEVELOPMENT MANAGER
FOREST INTERACTIVE

www.destinationCRM.com
The destinationCRM.com site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager). All banners must conform to the following specifications:

- Maximum file size is the same for either static, animated, or rich media creative.
- All ads are served through DoubleClick for Publishers (DFP).

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

Reporting

Reports detailing campaign performance are available.

Submission Instructions

Submit banner creative to your sales representative:

- **Eastern & Central:** adrienne@infotoday.com
- **Mountain & Pacific:** dennis@infotoday.com

Include live linking URL and ALT text. (ALT text may not exceed 25 characters including spaces.)

Creative Specifications

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

Counting Impressions & Clicks

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

Banner Size

<table>
<thead>
<tr>
<th>Standard Creative Units</th>
<th>Max File Size</th>
<th>Banner Location</th>
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<tbody>
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</tr>
<tr>
<td>text ads</td>
<td>30-35 words</td>
<td>within articles</td>
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<tr>
<td>970x250 (billboard ads)</td>
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</table>
COST PER LEAD (CPL) PROGRAMS

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

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

Content Marketing on destinationCRM.com

We offer a variety of different channels to get your marketing messages in front of our audience to provide you with actionable leads on a CPL basis. We have a variety of different programs, based on your lead criteria and content offering, which your sales representative can explain to you. Typical filters include geographic, title, and company size.

What You Get

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

Recent Cost Per Lead Clients

[Image of various brands]
**2020 ULTIMATE DIRECTORY** OF CRM SOLUTIONS AND SERVICES

**CRM magazine’s Short List and Online Directory**

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

Online for One Year, Print Directory in July!

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

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

---

**Get Listed!**

1. Check to see if your company is currently listed in destinationCRM.com’s database of **FREE listings**. All of our lead-generation programs require advertisers to be listed in our directory.
2. If it is not listed, **ADD it to our database**; **EDIT it if it was created prior to 9/1/18**.
3. Call your representative to upgrade your **FREE listing to a Premium Listing in online for as little as just $1,000 net**.
4. **Begin your Premium Partnership with the No. 1 CRM publication and website.**

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

**To ADD a listing:**

http://www.destinationcrm.com/directory/addlisting

**To EDIT a listing:**

http://www.destinationcrm.com/directory/editlisting

---

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

**Choose from any of these topic centers:**

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

**RATES**

**Online Only Premium Profile (1 Year) — $1,000**

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

>> See this example of a well-crafted online listing:


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

**Print and PDF — Half-Page Profile — $1,750**

Includes Online Premium Partner Listing for 1 Year

*Print Advertisement includes:* Logo, company name, address, phone, fax, email, five online links, 150-word Corporate Description and/or Product Description.

**Print and PDF — Full-Page Profile — $2,250**

Includes Online Premium Partner Listing for 1 Year

*Print Advertisement includes:* Logo, company name, address, phone, fax, email, five online links, 300-word Corporate Description and/or Product Description.

---

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

Check out some of the great listing examples we have created.
Our Custom Research Program Includes:

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

Aside from gaining valuable information for your own internal use, research findings and analysis can then be used as the basis for the following:

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

- 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**

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

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

www.destinationCRM.com

Updated 10/25/2019
ABOUT CRM MEDIA’S MARKETS

CRM Media Executive Summary

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

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

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

Market Summary

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

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

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

TECHNOLOGY PURCHASING BY CATEGORY*

Large Enterprise

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

Mid-Market

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

Small Businesses

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

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

destinationCRM.com & SmartCustomerService.com

Launched: 1999

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

How Important is CRM magazine to our readers?

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

21,000 Qualified Subscribers

Published since 1997

Engaged Readers

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

CRM Webcasts

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

Conferences

April 27–29, 2020, Washington, D.C.
CRM Evolution
Smart Customer Service

SOCIAL NETWORKS

26.5k Twitter followers
2,729 Facebook followers
2,766 LinkedIn followers
CRM MEDIA DEMOGRAPHICS

Who Are Our Subscribers?

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

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

Company’s Primary Industry

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

Percentages may not total 100 due to rounding.

Company Size by Sales Revenue

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

Average sales revenue is more than $1.119 billion.

Company Size by Number of Employees

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

Average number of employees is 4,064.

Contact Center Size

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

Sales Force Size

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

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

CEO, OMI

Source: August 2019 Audience Survey
**CRM MEDIA AUDIENCE BUDGETS**

### CRM Budgets for 2020

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

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

### Expected CRM Budget Changes in 2020

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

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

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

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

### Contact Center Budgets

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

### Our Subscribers’ Influence

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

### How Our Readers View Their Purchasing Role

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

### CRM or Customer Experience Decision Makers

- **Myself** 28%
- **Executive Management** 63%
- **Sales Management** 16%
- **Marketing Management** 14%
- **Customer Service/Experience Management** 17%
- **IT Management** 16%

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

Equinox Consulting Group

Percentages may not total 100 due to rounding.