CRM Media

A Division of Information Today, Inc.

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WHO READS *CRM* MAGAZINE?

The growth of customer relationship management (CRM) spending continues to be strong, with no signs of slowing down. According to a recent report by Gartner, the CRM market will hit $37 billion in 2017.

According to another report, "Global Customer Experience Management (CEM) Market—Size, Trend, Share, Opportunity Analysis & Forecast, 2014-2025," the global customer experience management market is expected to grow at a register CAGR of around 22% during the forecast period 2017–2025.
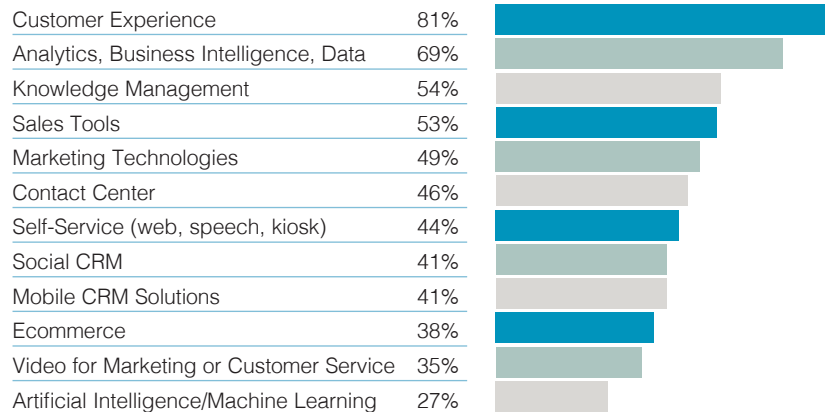
With 20 years of publishing excellence serving the market, *CRM* magazine is at the forefront of the CRM movement and related customer focused business strategies and technologies.

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.

Our readers' TOP PRIORITIES in the next 12 months

Customer Experience	81%
Analytics, Business Intelligence, Data	69%
Knowledge Management	54%
Sales Tools	53%
Marketing Technologies	49%
Contact Center	46%
Self-Service (web, speech, kiosk)	44%
Social CRM	41%
Mobile CRM Solutions	41%
Ecommerce	38%
Video for Marketing or Customer Service	35%
Artificial Intelligence/Machine Learning	27%

WHO SUBSCRIBES TO *CRM* MAGAZINE?

By job level:

C Level	13%
Vice President	9%
Director	16%
Manager	30%
Supervisor	7%
Staff	14%
Technical	11%

By job area:

Sales	11%
Marketing	18%
Customer Service	20%
CRM Professional	14%
Corporate	13%
IT/Web/Technical	24%

- **89%** are involved in the decision-making process, and **26%** of our readers cite themselves as their companies' final decision makers for CRM-related products and services.
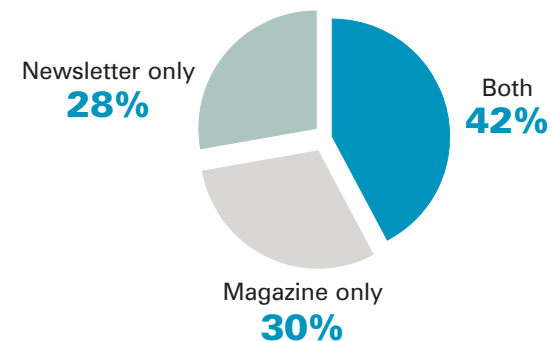
- **74%** of our readers view themselves as their companies' champions/advocates for CRM implementations.

How our readers view their purchasing role

- **27%** Business decision maker
- **24%** Technical decision maker
- **49%** Both
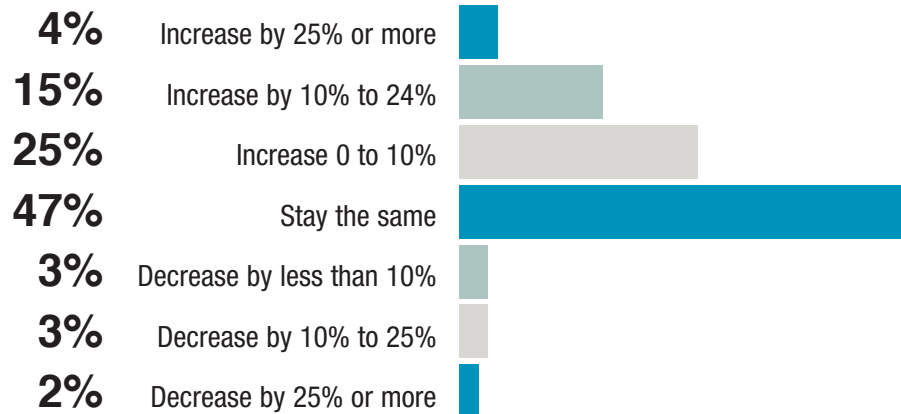
Total Circulation 22,000

HOW TO REACH OUR AUDIENCE

Newsletter only **28%**

Both **42%**

Magazine only **30%**

Updated on 10/17/2017

CRM MAGAZINE **DATA POINTS**

CRM Budgets *for 2018*

19% $1 million or more

7% $500k to $1 million

17% $100k to $500k

Average expected CRM budget for 2018 is more than $322,000, up from $265,000 in 2017.

Expected **CRM Budget Changes** *in 2018*

4% Increase by 25% or more

15% Increase by 10% to 24%

25% Increase 0 to 10%

47% Stay the same

3% Decrease by less than 10%

3% Decrease by 10% to 25%

2% Decrease by 25% or more

Average CRM budget is expected to be up 4% from 2017.

Source: Survey Methods, August 2017

Company Size *by* **Sales Revenue**

16% $5 billion or more in revenue

12% $1 billion to $4.99 billion

6% $500 million to $999 million

4% $250 million to $499 million
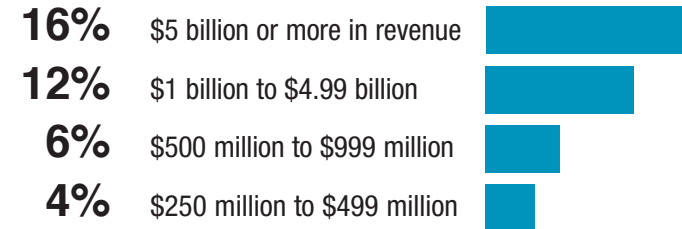
Average sales revenue is more than $1.237 billion.

Company Size *by* **Number of Employees**

14% 20,000 or more employees

6% 10,000 to 19,999 employees

22% 1,000 to 9,999 employees

8% 500 to 999 employees

8% 250 to 499 employees

Average number of employees is 4,968.

" *You have some IVR information that isn't even in* Speech Technology, *which is very valuable to me."*

SENIOR IVR ENGINEER
EMMI

CRM MAGAZINE **DATA POINTS**

How engaged are CRM *magazine readers?*

- **80%** report that they are regular or **avid readers** of *CRM* magazine.
- **71%** of readers have **saved an article for future reference** or sent it to a colleague for discussion.
- **More than 22%** 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.

How important is CRM *magazine to our readers?*

- **87%** say that *CRM* is an **important source of information** they can't find anywhere else.
- **93%** cite that it helps them professionally.
- **85%** say that *CRM* magazine is their **favorite** CRM-related publication.

Contact Center Budgets

- **59%** of our readers' companies have in-house contact centers. More than **22%** will spend more than **$500,000** on contact center-related products and services. The average company will spend more than **$255,000** on contact center-related solutions.
- **33%** of readers' companies' in-house contact centers have more than 100 seats.

Sales Force Size

- **23%** of our readers' companies have sales forces in excess of **500** representatives. The average sales force size is **244** people.

Who makes CRM or Customer Experience purchasing decisions?

	Final Decision	Involved in Decision
I do	26%	79%
Executive Management	60%	90%
Sales Management	9%	78%
Marketing Management	14%	75%
Customer Service Management	15%	82%
IT Management	15%	85%

How long has our audience been reading CRM *magazine?*

24% 1 year or less

23% 1–2 years

53% More than 2 years
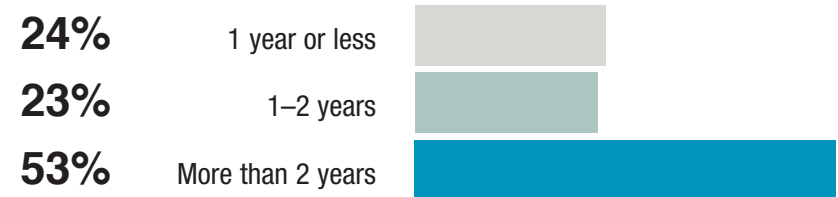
> Articles on new methods of attracting customers are my favorite."
> DIRECTOR OF CRM AND DIGITAL MARKETING
> **VERA BRADLEY**

Updated on 10/17/2017

CRM
CUSTOMER RELATIONSHIP MANAGEMENT

2018 EDITORIAL CALENDAR

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD GENERATION PROGRAMS
JANUARY/ FEBRUARY	Space Close: 11/8/17 Ads/Copy: 11/15/17 Mail Date: 12/14/17	Identifying Influencers for Social Media Marketing	Customer Journey Mapping Across the Sales Cycle	Contact Center/ Customer Service Trends and Technologies to Watch in 2018	**BEST PRACTICES PROGRAMS** • 2018 Megatrends: CRM Predictions From Top Industry Experts • Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents **ROUNDTABLE WEBCASTS** • The CIO's Role in CRM: Indispensable Partners in Business Decisions *(Roundtable Date: January 17, 2018)* • Customer Communications Management: The Cornerstone of Customer Interactions *(Roundtable Date: January 31, 2018)* • Call Centers to Customer Engagement Centers *(Roundtable Date: February 28, 2018)*
MARCH	Space Close: 1/12/18 Ads/Copy: 1/19/18 Mail Date: 2/15/18	Using Expiring Content in Marketing	Tips for Creating a Partner Relationship Management (PRM) Strategy	Customer Service Q&A	**BEST PRACTICES PROGRAMS** (Marketed in February Online/March Print Issue) • Voice of the Customer Programs: From Listening to Action • The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving **BEST PRACTICES PROGRAMS** (Marketed in March Online/March Print Issue) • Intelligent Contact Centers in 2018: An Industry Update • Actionable Insights With Predictive Analytics for Marketers **ROUNDTABLE WEBCASTS** • The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving *(Roundtable Date: March 14, 2018)* • Smooth Customer Journeys Deliver Smooth Customer Experiences *(Roundtable Date: March 21, 2018)*
APRIL	Space Close: 2/9/18 Ads/Copy: 2/16/18 Mail Date: 3/15/18	**CRM Service Awards Issue**	**CRM Service Awards Issue**	**CRM Service Awards Issue**	**BEST PRACTICES PROGRAMS** • Knowledge Management: Crucial for Customer Service Success • The CIO's Role in CRM: Indispensable Partners in Business Decisions **ROUNDTABLE WEBCASTS** • Intelligent Contact Centers in 2018: An Industry Update *(Roundtable Date: April 4, 2018)* • Getting Big Data in Shape: Quality, Cleansing, and Data Management *(Roundtable Date: April 25, 2018)*

CRM magazine's monthly PR editorial preview includes deadlines, writers' contact information, and detailed article descriptions.
To be added to our Editorial Preview Distribution List, sign up at **http://www.destinationcrm.com/About/How_to_Advertise**.

Calendar is subject to change.

> *I read* **CRM** *magazine for the trends and strategies coverage."*
> MANAGING DIRECTOR
> ECOMMERCE AND DIGITAL MARKETING
> **BLAIN SUPPLY**

www.**destinationCRM**.com

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2018 EDITORIAL CALENDAR

KEY: **Awards Issue**

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD GENERATION PROGRAMS
MAY	Space Close: 3/13/18 Ads/Copy: 3/20/18 Mail Date: 4/17/18	Machine Learning and Cognitive Computing as Marketing Tools	Dismantling Data and Department Siloes	Taking Call Recording to Other Contact Center Interactions	**BEST PRACTICES PROGRAMS** • Smooth Customer Journeys Deliver Smooth Customer Experiences • What's Hot in Sales Enablement **ROUNDTABLE WEBCASTS** • Mobile Customer Service: The First Line of Service *(Roundtable Date: May 2, 2018)* • Actionable Insights With Predictive Analytics for Marketers *(Roundtable Date: May 9, 2018)* • The Fundamentals of B2B Marketing *(Roundtable Date: May 23, 2018)*
JUNE	Space Close: 4/11/18 Ads/Copy: 4/18/18 Mail Date: 5/15/18	Interactive Marketing	Building Sales Security With Blockchain Solutions	Hiring Temps to Fill in During Spikes in Contact Center Demand	**BEST PRACTICES PROGRAMS** • Smart Customer Service That Wows Customers • Getting Big Data in Shape: Quality, Cleansing, and Data Management **ROUNDTABLE WEBCASTS** • Knowledge Management: Crucial for Customer Service Success *(Roundtable Date: June 6, 2018)* • Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents *(Roundtable Date: June 20, 2018)*
JULY/ AUGUST	Space Close: 5/10/18 Ads/Copy: 5/17/18 Mail Date: 6/14/18	**The Globalization Issue** Maintaining Compliance With Local Laws	**The Globalization Issue** Selling to Customers in International Markets	**The Globalization Issue** Providing the Same Levels of Service in the U.S. and Abroad	**BEST PRACTICES PROGRAMS** • Transforming Customer Service With Artificial Intelligence • Customer Communications Management: The Cornerstone of Customer Interactions **ROUNDTABLE WEBCASTS** • Smart Customer Service That Wows Customers *(Roundtable Date: July 11, 2018)* • Choosing the Right Marketing Technology Stack *(Roundtable Date: July 25, 2018)* • Business Intelligence and Analytics: A CRM Perspective *(Roundtable Date: August 1, 2018)* • Highly Effective Customer Experience Strategies *(Roundtable Date: August 15, 2018)* • AI-Powered Sales Teams *(Roundtable Date: August 29, 2018)*

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" *Research on best software solutions and current articles on what and how other organizations tackle objectives are most important to me.*"
MARKET RESEARCH ANALYST
EVERSOURCE

www.destinationCRM.com

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2018 EDITORIAL CALENDAR

KEY: Awards Issue

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD GENERATION PROGRAMS
SEPTEMBER	Space Close: 7/12/18 Ads/Copy: 7/19/18 Mail Date: 8/15/18	**CRM Market Leader Awards Issue**	**CRM Market Leader Awards Issue**	**CRM Market Leader Awards Issue**	**BEST PRACTICES PROGRAMS** (Marketed in August Online/ September Print Issue) • Mobile Customer Service: The First Line of Service • Advanced Analytics for Better Customer Experiences **BEST PRACTICES PROGRAMS** (Marketed in September Online/ September Print Issue) • 2018 Contact Center Innovations • Business Intelligence and Analytics: A CRM Perspective **ROUNDTABLE WEBCASTS** • What's Hot in Sales Enablement *(Roundtable Date: September 12, 2018)* • Transforming Customer Service With Artificial Intelligence *(Roundtable Date: September 26, 2018)*
OCTOBER	Space Close: 8/10/18 Ads/ Copy: 8/17/18 Mail Date: 9/14/18	Capitalizing on Customer Intent Data	Market Spotlight on CRM at College Campuses	What Effect Will Raising the Minimum Wage Have on Contact Center Operations?	**BEST PRACTICES PROGRAMS** • Proactive Customer Service: Anticipating Customer Needs • CRM and Ecommerce: A Winning Combination **ROUNDTABLE WEBCASTS** • 2018 Contact Center Innovations *(Roundtable Date: October 10, 2018)* • Advanced Analytics for Better Customer Experiences *(Roundtable Date: October 24, 2018)*
NOVEMBER	Space Close: 9/11/18 Ads/Copy: 9/18/18 Mail Date: 10/15/18	Adding Video to the Marketing Mix	Customer Segmentation as a Sales Strategy	Cloud Contact Center Deployment Trends	**BEST PRACTICES PROGRAMS** • Choosing the Right Marketing Technology Stack • Highly Effective Customer Experience Strategies **ROUNDTABLE WEBCASTS** • Voice of the Customer Programs: From Listening to Action *(Roundtable Date: November 7, 2018)* • CRM and Ecommerce: A Winning Combination *(Roundtable Date: November 14, 2018)*
DECEMBER	Space Close: 10/12/18 Ads/Copy: 10/19/18 Mail Date: 11/15/18	Strategies for Mastering Master Data Management	Case Studies in Digital Sales Transformation	Messaging Apps for Contacting Customer Support Agents	**BEST PRACTICES PROGRAMS** • Call Centers to Customer Engagement Centers—Make the Transition Now • AI-Powered Sales Teams **ROUNDTABLE WEBCASTS** • Proactive Customer Service: Anticipating Customer Needs *(Roundtable Date: December 5, 2018)* • Top 2018 Innovations in CRM *(Roundtable Date: December 12, 2018)*

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To be added to our Editorial Preview Distribution List, sign up at **http://www.destinationcrm.com/About/How_to_Advertise.**

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2018 EDITORIAL CALENDAR

2018 CRM SERVICE AWARDS*

Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM)
April 2018
- *Customer Service Leader Awards*
- *Elite Practitioner Awards*
- *Customer Service Rising Stars*

CRM **magazine presents its annual customer service awards.**

Customer Service Leader Awards
CRM editors pick the top vendors in several categories based on a combination of weighted criteria, company direction, depth of functionality/services, and reputation for customer satisfaction.

Elite Practitioner Awards
The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from customer service-related CRM initiatives.

Customer Service Rising Stars
This award recognizes emerging or turnaround companies that have made a significant impression on the industry in the past year.

2018 CRM MARKET AWARDS*

Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM)
September 2018
- *CRM Market Leader Awards*
- *Elite Practitioner Awards*
- *CRM Influential Leader Awards*

CRM **magazine's 2018 CRM Market Awards recognize superior performance in three areas: ROI excellence in customer companies, individual achievement, and vendor leadership.**

CRM Market Leader Awards
The top five vendors are recognized in nine categories based on a combination of weighted criteria, including revenues and revenue growth, market share, reputation for customer satisfaction, company direction, and depth of functionality. The categories include enterprise suite CRM, midmarket suite CRM, small business suite CRM, CRM consultancies, marketing automation, SFA, data quality, business intelligence, and sales performance management.

Elite Practitioner Awards
The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from CRM initiatives.

CRM Influential Leader Awards
Recognizing individuals who, by their words and actions, have made a significant impact either within their company or on the industry in the past year. *CRM* magazine may also induct one chosen executive into the CRM Hall of Fame.

WHAT'S IN EVERY ISSUE

FRONT OFFICE:
Letter from CRM *magazine editor Leonard Klie.*

INSIGHT:
News analysis of the most topical CRM stories.

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 hard and soft business benefits and how they were achieved.

COLUMNS:
Connect, Customer Experience, The Next Step, Pint of View, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer.

Regular destinationCRM.com editorial opportunities

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 CRM Magazine

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 CRM Magazine

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- Assigning and Editing Content

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- Business Intelligence

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RATE CARD & AD SPECIFICATIONS

NET RATES	1 Issue	3 Issues	6 Issues	10 Issues
Full Page	$3,250	$3,025	$2,560	$2,055
2/3 Page	$2,350	$2,185	$1,875	$1,485
1/2 Page	$1,760	$1,635	$1,410	$1,110
1/3 Page	$1,240	$1,150	$990	$785
1/4 Page	$945	$880	$755	$560

(4-color)

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Space Reservations Due	Copy and Materials Due	Mail Date
January/February 2018	11/8/2017	11/15/2017	12/14/2017
March 2018	1/12/2018	1/19/2018	2/15/2018
April 2018	2/9/2018	2/16/2018	3/15/2018
May 2018	3/13/2018	3/20/2018	4/17/2018
June 2018	4/11/2018	4/18/2018	5/15/2018
July/August 2018	5/10/2018	5/17/2018	6/14/2018
September 2018	7/12/2018	7/19/2018	8/15/2018
October 2018	8/10/2018	8/17/2018	9/14/2018
November 2018	9/11/2018	9/18/2018	10/15/2018
December 2018	10/12/2018	10/19/2018	11/15/2018

	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"
2/3 Page-Vertical	5-1/8"	10-3/4"	4-5/8"	9-3/4"
Half-Page-Vertical	4-1/6"	10-3/4"	3-9/16"	9-3/4"
Half-Page-Island	5-1/8"	7-1/4"	4-5/8"	7"
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"
1/3 Page-Vertical	2-5/8"	10-3/4"	2-1/4"	9-3/4"
1/3 Page-Square	5-1/8"	5-1/8"	4-5/8"	4-5/8"
1/4 Page-Vertical	N/A	N/A	3-9/16"	4-3/4"

➜ AD SIZES

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.

For inquiries, contact: Ad Trafficking Coordinator
(609) 654-6266, ext. 130 • adsubmit@infotoday.com

PRODUCTION REQUIREMENTS

➔ **www.infotoday.com/advert/CTPAdSpecs.pdf**

Please identify material by name of advertiser, publication, and issue date. *High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.*

➔ **We accept the following formats:**

› **Press Quality or PDF X-1a 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
  › Bleeds and crops included

› **We can also accept high-resolution Macintosh format Photoshop TIFF files.**

  › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

  › When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif).
  › For proper sizing of your ad, please refer to the publication's rate card.
  › Add 1/4" on all sides for bleed.

➔ **File submission instructions:**

› **To upload files via the web (prefered):**

  › 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.

› **Submission on disc:**

  › Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
  › Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

  › **Mail disc to:**
    Ad Trafficking Coordinator
    Information Today, Inc.
    143 Old Marlton Pike
    Medford, NJ 08055-8750
    (800) 300-9868 • (609) 654-6266, ext. 130
    adsubmit@infotoday.com

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hardcopy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please identify material by name of advertiser and magazine issue.

CRM
CUSTOMER RELATIONSHIP MANAGEMENT
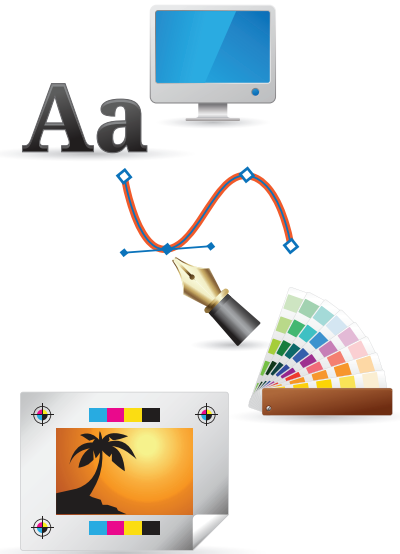
LEAD-GEN OPPORTUNITIES

⮕ *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.
- Your individual PDF will be delivered to you for your own marketing efforts.

Enormous distribution, reach, and frequency

- Published in *CRM* magazine (22,000 print & online subscribers)
- 42,000 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 (58,000 per issue)
- Archived on destinationCRM.com for 1 year
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Receive a custom PDF of the section for your website
- 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) $10,500 net.*
Gold — *3 pages (2,250 words) $14,000 net.*
Platinum — *4 pages (3,000 words) $16,500 net.*

ADVERTISING CONTACTS

Mountain & Pacific
Dennis Sullivan
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dennis@infotoday.com

Eastern & Central
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(201) 327-2773
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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 three 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 1,400 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 42,000-name database
- A full-page, 4-color, on-demand event advertisement in *CRM* magazine (post-event) and on-site banner advertising on destinationCRM.com
- Three advertisements in *CRM*'s *eWeekly* HTML newsletter with a circulation of 58,000
- 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
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CRM
CUSTOMER RELATIONSHIP MANAGEMENT

2018 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts		
JANUARY Space Close: 11/8/17 Ads/Copy: 11/15/17 Mail Date: 12/14/17	2018 Megatrends: CRM Predictions From Top Industry Experts	Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents	The CIO's Role in CRM: Indispensable Partners in Business Decisions *Roundtable Date: January 17, 2018*	Customer Communications Management: The Cornerstone of Customer Interactions *Roundtable Date: January 31, 2018*	
FEBRUARY Space Close: 12/22/17 Ads/Copy: 12/22/17 **March Mail Date:** 2/15/18	Voice of the Customer Programs: From Listening to Action	The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving	2018 Megatrends: CRM Predictions From Top Industry Experts *Roundtable Date: February 14, 2018*	Call Centers to Customer Engagement Centers *Roundtable Date: February 28, 2018*	
MARCH Space Close: 1/12/18 Ads/Copy: 1/19/18 Mail Date: 2/15/18	Intelligent Contact Centers in 2018: An Industry Update	Actionable Insights With Predictive Analytics for Marketers	The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving *Roundtable Date: March 14, 2018*	Smooth Customer Journeys Deliver Smooth Customer Experiences *Roundtable Date: March 21, 2018*	
APRIL Space Close: 2/9/18 Ads/Copy: 2/16/18 Mail Date: 3/15/18	Knowledge Management: Crucial for Customer Service Success	The CIO's Role in CRM: Indispensable Partners in Business Decisions	Intelligent Contact Centers in 2018: An Industry Update *Roundtable Date: April 4, 2018*	Getting Big Data in Shape: Quality, Cleansing, and Data Management *Roundtable Date: April 25, 2018*	
MAY Space Close: 3/13/18 Ads/Copy: 3/20/18 Mail Date: 4/17/18	Smooth Customer Journeys Deliver Smooth Customer Experiences	What's Hot in Sales Enablement	Mobile Customer Service: The First Line of Service *Roundtable Date: May 2, 2018*	Actionable Insights With Predictive Analytics for Marketers *Roundtable Date: May 9, 2018*	The Fundamentals of B2B Marketing *Roundtable Date: May 23, 2018*
JUNE Space Close: 4/11/18 Ads/Copy: 4/18/18 Mail Date: 5/15/18	Smart Customer Service That Wows Customers	Getting Big Data in Shape: Quality, Cleansing, and Data Management	Knowledge Management: Crucial for Customer Service Success *Roundtable Date: June 6, 2018*	Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents *Roundtable Date: June 20, 2018*	

Schedule is subject to change.

> " DestinationCRM presents great webinars on current topics and has whitepapers/articles to explain information in a clear way."
> TECHNICAL SERVICE SPECIALIST
> **WELLS FARGO BANK**

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2018 BEST PRACTICES & ROUNDTABLE **SCHEDULE** *(cont.)*

Issue	Best Practices **Deep Dives**		Hot Topic **Roundtable Webcasts**		
JULY Space Close: 5/10/18 Ads/Copy: 5/17/18 Mail Date: 6/14/18	Transforming Customer Service With Artificial Intelligence	Customer Communications Management: The Cornerstone of Customer Interactions	Smart Customer Service That Wows Customers *Roundtable Date: July 11, 2018*	Choosing the Right Marketing Technology Stack *Roundtable Date: July 25, 2018*	
AUGUST Space Close: 6/10/18 Ads/Copy: 6/17/18 **Sept Mail Date: 8/15/18**	Mobile Customer Service: The First Line of Service	Advanced Analytics for Better Customer Experiences	Business Intelligence and Analytics: A CRM Perspective *Roundtable Date: August 1, 2018*	Highly Effective Customer Experience Strategies *Roundtable Date: August 15, 2018*	AI-Powered Sales Teams *Roundtable Date: August 29, 2018*
SEPTEMBER Space Close: 7/12/18 Ads/Copy: 7/19/18 Mail Date: 8/15/18	2018 Contact Center Innovations	Business Intelligence and Analytics: A CRM Perspective	What's Hot in Sales Enablement *Roundtable Date: September 12, 2018*	Transforming Customer Service With Artificial Intelligence *Roundtable Date: September 26, 2018*	
OCTOBER Space Close: 8/10/18 Ads/ Copy: 8/17/18 Mail Date: 9/14/18	Proactive Customer Service: Anticipating Customer Needs	CRM and Ecommerce: A Winning Combination	2018 Contact Center Innovations *Roundtable Date: October 10, 2018*	Advanced Analytics for Better Customer Experiences *Roundtable Date: October 24, 2018*	
NOVEMBER Space Close: 9/11/18 Ads/Copy: 9/18/18 Mail Date: 10/15/18	Choosing the Right Marketing Technology Stack	Highly Effective Customer Experience Strategies	Voice of the Customer Programs: From Listening to Action *Roundtable Date: November 7, 2018*	CRM and Ecommerce: A Winning Combination *Roundtable Date: November 14, 2018*	
DECEMBER Space Close: 10/12/18 Ads/Copy: 10/19/18 Mail Date: 11/15/18	Call Centers to Customer Engagement Centers—Make the Transition Now	AI-Powered Sales Teams	Proactive Customer Service: Anticipating Customer Needs *Roundtable Date: December 5, 2018*	Top 2018 Innovations in CRM *Roundtable Date: December 12, 2018*	

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CRM magazine keeps me up-to-date on the technology and business use cases."
CRM AND REPORTING MANAGER
AUTOZONE

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2018 BEST PRACTICES **DEEP DIVES**

JANUARY 2018

2018 Megatrends: CRM Predictions From Top Industry Experts

Every January, *CRM* magazine offers industry experts the chance to make their predictions for the upcoming year and discuss what they anticipate will be the major trends and themes and how they are positioning their solutions to leverage the market's direction. This special installment of *CRM*'s Best Practices series is a perennial favorite among our readers and provides them with an insider's preview of what will be the driving trends in the ensuing 12 months.

Roundtable Date: February 14, 2018

Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents

Creating good customer experiences in a contact center environment should really start with creating great agent and supervisor experiences. More effective training and coaching, combined with easier access to tools and information to help agents do their jobs better and more efficiently, create better customer experiences, more productive agents, and less agent turnover. Join us in this month's Best Practices section and give our readers your recommendations for more intelligent WFO solutions.

Roundtable Date: June 20, 2018

FEBRUARY 2018

Voice of the Customer Programs: From Listening to Action

According to Gartner Group, nearly 89% of companies are primarily competing based on the level of customer experience (CX) they provide. Voice of the customer programs are critical for helping businesses gauge their level of success or failure, enabling them to make adjustments and improve CX. Join us in this month's Best Practices installment and give your best advice to readers grappling with these issues.

Roundtable Date: November 7, 2018

The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving

The backbone of many organizations' customer service has been their interactive voice response (IVR) systems, whose customer-serving contributions may have been overlooked as new channels were added. But IVR still accounts for much of the heavy lifting when it comes to self-service, and that won't change anytime soon. Join us in this month's Best Practices installment, where we present our readers with reasons to continue investing in IVR as the cornerstone of customer experience initiatives.

Roundtable Date: March 14, 2018

MARCH 2018

Intelligent Contact Centers in 2018: An Industry Update

Intelligent contact centers are a reality in 2018. Big Data, artificial intelligence, smart call routing, omnichannel service, and operational excellence are not only possible but demanded by discerning clients. In this installment of *CRM*'s Best Practices, we offer our readers guidance on how to create an intelligent contact center in 2018.

Roundtable Date: April 4, 2018

Actionable Insights With Predictive Analytics for Marketers

Traditional marketing analytics or scoreboards are essential for evaluating the success or failure of past marketing activities. But today's marketers want to be able to predict how future programs will fare before they are launched. Enter predictive marketing techniques, like predictive modeling for customer behavior, predictive lead scoring, and all sorts of marketing strategies based on predictive analytics insights. Join us for this Best Practices topic and provide forward-thinking marketers with the information they need to meet the promise of predictive analytics.

Roundtable Date: May 9, 2018

APRIL 2018

Knowledge Management: Crucial for Customer Service Success

Knowledge management (KM) can make or break your organization's delivery of customer service. Not only can it impact productivity and profit, it can also affect customer and agent satisfaction. KM done right in customer service can increase customer (and employee) satisfaction, reduce costs, and improve all sorts of efficiencies when dealing with customers. Creating a KM culture within an organization is dependent on the tools and strategies you select and their ability to drive true business impact with ease and accuracy. Join us in this month's Best Practices installment and give your best insights to our loyal readership.

Roundtable Date: June 6, 2018

The CIO's Role in CRM: Indispensable Partners in Business Decisions

In many ways, the CIO's role has changed dramatically in the past few years as more cloud-based technology has come online in sales, marketing, and customer service departments. The traditional role of ensuring technology is deployed on time and on budget has been expanded to include creating value from investments in CRM technologies and related infrastructure. Join us in this month's installment and share your perspective on how CIOs can partner with their counterparts in sales, marketing, and service to derive more value from customer-facing technologies.

Roundtable Date: January 17, 2018

Updated on 10/17/2017

2018 BEST PRACTICES **DEEP DIVES** *(cont.)*

MAY 2018

Smooth Customer Journeys Deliver Smooth Customer Experiences

Creating smooth customer journeys starts with mapping the various stages that customers must follow on the passage from prospect to customer to service client or repeat customer. These journeys can be simple or quite complex, but every customer journey needs to be carefully examined and scripted to ensure the experience is smooth and customer momentum is sustained. Join our Best Practices installment and share your insights, case studies, or experiences on improving and refining customer journey efforts.

Roundtable Date: March 21, 2018

What's Hot in Sales Enablement

Sales enablement tools have had a huge impact on productivity and revenue in recent years. Many companies have done a much better job of providing salespeople with the tools to spot opportunities and the information to close deals. Searching for marketing content, cobbling together contracts, and looking for the most promising prospects can be accelerated with stronger sales enablement strategies and technologies. If your company has a sales enablement solution, tell our readers how they can speed revenue growth and close bigger deals using your solutions and processes.

Roundtable Date: September 12, 2018

The Fundamentals of B2B Marketing (Roundtable Only)

Join us on this roundtable webcast, where we go over the fundaments of business-to-business marketing. We are covering everything from account-based marketing and content marketing for lead generation to SEO and sales and marketing alignment.

Roundtable Date: May 23, 2018

JUNE 2018

Smart Customer Service That Wows Customers

Great customer service starts with viewing all touchpoints through the perspective of your customers. Any process or technology gaps need to be identified and addressed. In this month's Best Practices installment we look at how organizations can scan their customer service efforts and plan for improvements that will fix the gaps and wow their customers.

Roundtable Date: July 11, 2018

Getting Big Data in Shape: Quality, Cleansing, and Data Management

What shape is your data in? Is it ready to support the business analytics initiatives you're planning in 2018? In this Best Practices topic, we are looking for recommendations that our readers can use to prepare their data to provide relevant insights. What are the issues that need to be addressed when improving data quality, cleansing imperfect or incomplete data, and creating a master data management strategy that will yield meaningful results? This installment focuses on all of the issues affecting data quality.

Roundtable Date: April 25, 2018

JULY 2018

Transforming Customer Service With Artificial Intelligence

Artificial intelligence and machine learning technologies in customer service and other customer-facing departments have attracted a lot of attention in the past year and a half. One study shows that 80% of companies plan to incorporate AI into their customer service departments by 2020. Whether it's AI-powered bots or AI assisting a human agent, the technology promises vast improvements in everything from first-call resolution to shorter handling times, leading, of course, to resulting improvements in service and experiences. Join us for this new Best Practices topic and advise our readers on making the transition to incorporating AI in customer service.

Roundtable Date: September 26, 2018

Customer Communications Management: The Cornerstone of Customer Interactions

Communicating with customers is the goal behind most of the large initiatives organizations have started in the past few years. Customer experience, omnichannel support, and all manner of relationship building happen through good solid communications. But managing the process of delivering personalized, consistent, and compliant communications to customers through many channels and devices can be extremely difficult. In this new addition to *CRM* magazine's monthly Best Practices topics, we take a look at how and why a comprehensive CCM solution can improve all customer relationships.

Roundtable Date: January 31, 2018

2018 BEST PRACTICES **DEEP DIVES** *(cont.)*

AUGUST 2018

➡ Mobile Customer Service: The First Line of Service

As smartphones have clearly become the preeminent mode of communications, the notion of delivering customer service via mobile devices has really taken off. Searches on mobile devices will exceed those on desktop computers by 28 billion inquiries in 2017. Sixty-three percent of U.S. adults use mobile devices at least several times per month to seek customer support, and 90% have had poor experiences doing so. Clearly, there is much work to be done in improving the mobile customer service channel. Join us in this Best Practices installment and present your case studies, recommendations, and strategies for delivering amazing customer experiences on mobile devices.

Roundtable Date: May 2, 2018

➡ Advanced Analytics for Better Customer Experiences

Can delivering better customer experiences improve revenue and shareholder value? You bet. But how can companies target areas for improving customer experiences and stay on course while continually improving CX at every stage in the customer journey? That's where analytics solutions become crucial. Join us in this month's Best Practices installment and make your case to our readers on how analytics can help them reach their strategic goals and differentiate themselves with continuous CX improvement.

Roundtable Date: October 24, 2018

SEPTEMBER 2018

➡ 2018 Contact Center Innovations

Our contact center innovations installment is perennially one of our readers' favorite Best Practices topics and a great opportunity to alert our audience to all of the breakthroughs occurring in contact centers during the previous year. Past innovations have spotlighted social customer support, WebRTC, the move to omnichannel support, and many other efforts that have driven better customer experiences.

Roundtable Date: October 10, 2018

➡ Business Intelligence and Analytics: A CRM Perspective

The proliferation of data tools has made their use far more widespread throughout an organization—and made them less intimidating to non-technical employees. The result is a higher level of data literacy across the board as more employees see the value in access to information. This Best Practices installment focuses on business intelligence and analytics tools and their practical applications for CRM.

Roundtable Date: August 1, 2018

OCTOBER 2018

➡ Proactive Customer Service: Anticipating Customer Needs

There are many reasons to provide superb customer care, but getting noticed for your efforts can be difficult. Shifting from purely reactive to more proactive customer care can get the attention, in a good way, of customers. Proactive customer care is a visible differentiator that translates into better customer experiences, loyalty, and positive attitudes toward your brand. Join us in this month's Best Practices installment and share your expertise and recommendations with our readers.

Roundtable Date: December 5, 2018

➡ CRM and Ecommerce: A Winning Combination

Every online store spends an enormous amount of effort trying to attract new customers while retaining previous ones, or at least trying to entice them to purchase again. This is where a CRM strategy and solution can help. An ecommerce CRM system can provide online stores with information about customer habits, interests, and shipping preferences, and even help to create a clear customer journey map for developing better marketing strategies and increasing sales. With so many options available to consumers, a strong CRM and ecommerce strategy is crucial to online merchants. Join us in this month's Best Practices installment and share your wisdom with our readership.

Roundtable Date: November 14, 2018

NOVEMBER 2018

➡ Choosing the Right Marketing Technology Stack

Investment in marketing technologies has exploded in the past few years. Amazingly, CMOs have outspent CIOs in 2017, according to a report by Gartner. Separate solutions are applied to each stage in the customer journey—awareness, acquisition, conversion, retention, advocacy, data collection, and analysis. The majority of businesses now have more than two dozen applications in their marketing technology stacks, and integrating the components is no easy task. In this month's Best Practices installment, we will take a look at the issues to be considered when building a well-planned marketing technology infrastructure.

Roundtable Date: July 25, 2018

➡ Highly Effective Customer Experience Strategies

According to a recent report by Grand View Research, the global customer experience management (CEM) market is expected to grow at a compound annual growth rate of 22 percent between 2017 and 2025. Another report, by Econsultancy, found that 72 percent of business leaders pointed to customer experience as the single most exciting opportunity; it topped the list for the third straight year. But what are the best strategies for creating highly effective customer experiences? This Best Practices installment will offer our readers your expert guidance for improving their own CX initiatives.

Roundtable Date: August 15, 2018

DECEMBER 2018

➜ Call Centers to Customer Engagement Centers— Make the Transition Now

Providing seamless customer support across all channels is the goal of most organizations. Unfortunately, many organizations still have not been able to create a true customer engagement model. Agents don't have the information they need; information is still in separate silos and out of reach; and the customers' journeys are still interrupted when they change channels. But some organizations have managed to make the transition, despite facing all of these obstacles. How did they do it? That's the topic of this month's Best Practices installment, where our readers look to experts who have seen what works and how to make that transition.

Roundtable Date: February 28, 2018

➜ AI-Powered Sales Teams

According to a report by McKinsey Global Institute, 40% of the time spent on sales activities can be automated if companies would just adopt current AI technologies. And AI can do far more than just automate routine administrative tasks; it can also uncover better leads; provide stronger, more relevant information; shorten sales cycles; and assist salespeople with closing deals. Join us in this Best Practices installment and show our readers how to help their revenue producers be more successful with AI sales tools.

Roundtable Date: August 29, 2019

➜ Top 2018 Innovations in CRM (Roundtable Webcast only)

What innovations have been produced in the world of customer relationship management in 2018? Join us on this final roundtable webcast of the year, where we ask participants to give us their take on the significant breakthroughs of 2018 and how they contributed to their customers' successes throughout the year.

Roundtable Date: December 12, 2018

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SITE OVERVIEW

➜ ***destinationCRM.com*** is the leading online news and research center for senior-level decision makers in sales, marketing, customer service, and information technology departments. Our content is written by the editors of *CRM* magazine, the award-winning, leading magazine in the field of customer relationship management.

➜ ***destinationCRM.com*** helps drive targeted and quality lead generation by offering readers an enormous amount of original, unbiased, third-party editorial content that is complemented by sponsored content—not replaced by it.

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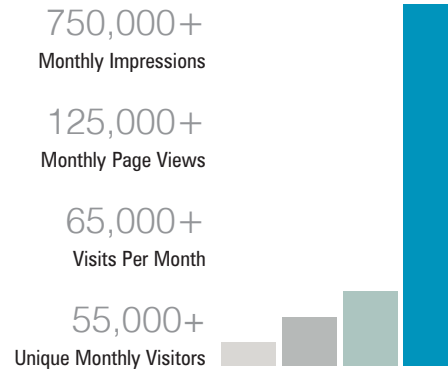|	
Sales	15%
Marketing	18%
Customer Service	17%
CRM Professional	16%
Technical	22%
General Management	12%

Job Level

C Level	13%
VP	9%
Director	17%
Manager	31%
Supervisor	4%
Staff	15%
Technical	11%

Decision Maker

Business Decision Maker	27%
Technical Decision Maker	24%
Both	49%

By Region

Americas	51%
Asia	29%
Europe	14%
Oceania	3%
Africa	3%

750,000+
Monthly Impressions

125,000+
Monthly Page Views

65,000+
Visits Per Month

55,000+
Unique Monthly Visitors

BUDGETS for CRM-related products and services this year

10%	More than $1 million
10%	$500,000 to $1 million
18%	$100,000 to $499,999

Average CRM budget is more than $265,000.

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What's your company's PRIORITY in 2018?

Analytics, Business Intelligence, Data	69%
Artificial Intelligence/Machine Learning	27%
Contact Center	46%
Customer Experience	81%
Ecommerce	38%
Knowledge Management	54%
Marketing Technologies	49%
Mobile CRM Solutions	41%
Sales Tools	53%
Self-Service (web, speech, kiosk)	44%
Social CRM	41%
Video for Marketing or Customer Service	35%

Company's Primary Industry*

Advertising Agency/Public Relations – **1%**	**3%** – Media/Publishing
Automotive – **2%**	**6%** – Medical/Healthcare
Banking/Finance – **9%**	**3%** – Nonprofit
Call Center – **2%**	**1%** – Pharmaceutical
Consulting/Integrator/Var – **7%**	**4%** – Professional Services
Consumer Product Goods – **3%**	**6%** – Retail/Etail
CRM Solution Provider – **1%**	**8%** – Technology
Education/Training – **6%**	**2%** – Telecommunication
Government–Federal, State, Local – **2%**	**2%** – Travel/Hospitality
Insurance – **6%**	**2%** – Utility/Energy
Manufacturing – **11%**	**4%** – Wholesale/Distribution
Marketing – **2%**	**6%** – Other

Percentages may not total 100 due to rounding

Source: August 2017 Audience Survey

Updated on 10/17/2017

EMAIL **OPPORTUNITIES**

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

- ■ *Circulation:* 60,000
- ■ *Frequency:* Monday & Wednesday

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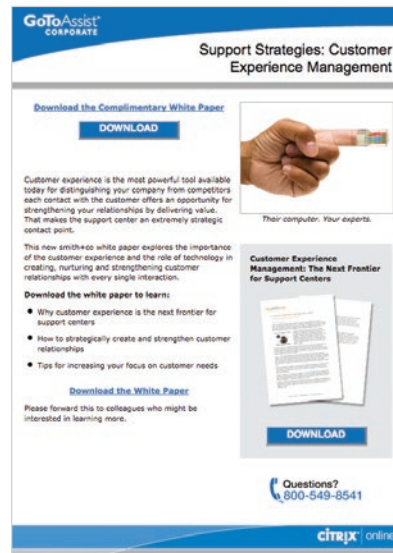
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72% of readers prefer getting the digital version of *CRM* magazine or getting both the print and digital versions.

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160x600	right or left side	$75 CPM	$65 CPM
336x280	within articles/homepage	$75 CPM	$65 CPM
text ads	within articles	$75 CPM	$65 CPM
welcome banners	before homepage	$100 CPM	—

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

Sponsored Content Listings —
(white papers, case studies, research reports, video content)

1–2 months	$1,000 per month
3–5 months	$750 per month
6+ months	$500 per month

- *1 month Homepage Exposure (150,000 impressions)*
- *Eight editions of enewsletter exposure (560,000 impressions)*

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

Online only	$2,000/year
with 1/2-page print listing	$2,900
with full page print listing	$5,900

Marketplace Text Ads
(bottom of every page of destinationCRM.com; 175,000 page views)

1–5 months	$1,000/month
6–9 months	$750/month
9+ months	$500/month

Event Listings
(trade shows, conferences, user groups)

$200 per event

$1,000 per year, unlimited

- Events Page (25,000 impressions per month)
- Promoted eight editions of enewsletter per month (480,000 monthly impressions)

Ask about retargeting campaigns.

Social Media Sponsorship

$600 per week

- *2 tweets a day for 5 days*
- *3 Facebook and LinkedIn posts*

Twitter	25,000 followers
Facebook	2,542 followers
LinkedIn	2,600 members

"*[CRM provides] one-stop shopping for trends and ideas to explore and share with office mates and customers.*"
SALES EXECUTIVE
INET PROCESS

ADVERTISING CONTACTS

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

Eastern & Central
Adrienne Snyder
Advertising Director
(201) 327-2773
adrienne@infotoday.com

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

Updated on 10/17/2017

DESTINATIONCRM.COM MATERIAL SPECS

OTHER ONLINE CREATIVE SPECIFICATIONS AND INSTRUCTIONS

➔ Newsletters

Includes 300x250 GIF or JPEG banner, 75 words of text, and a linking URL.
(No HTML, no Flash.)

➔ White Paper Postings

Includes title of white paper, GIF or JPEG logo (135 pixels wide), three-paragraph synopsis, and linking URL. If we are hosting your content, make sure to send us the PDF of the white paper.

➔ Online Premium Buyer's Guide Listing

Email two GIF or JPEG logos to your sales representative (250 pixels wide by 120 pixels wide). Fill out your online, self-service web form, and make sure to keep the password. Add 10 links and descriptions to your listing.

➔ Run-of-Site Marketplace Text Ads

Includes 50 words of text including subject line and linking URL.

➔ In-Article Text Ads

Includes 35 words of text and linking URL.

➔ Event Listings

Includes event name, dates, location, hotel or specific location, city and state, phone, website/URL, body of text (300-word maximum), and any other contact information you want published.

➔ Email Bulletins

Includes a complete HTML email document with embedded URL links and the subject line.

➔ Submission Instructions

Submit banner creative to your sales representative:

dennis@infotoday.com
Mountain/Pacific

adrienne@infotoday.com
Eastern/Midwest

destinationCRM.com requires ALL online creative to be submitted 5 business days prior to launch to enable proper testing and approvals.

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.)

Banner Size

Standard Creative Units	Max File Size	Banner Location
728x90	200K	top or bottom position
120x600	200K	right or left side
160x600	200K	right or left side
336x280	200K	within articles/homepage
text ads	30-35 words	within articles
640x480 (welcome banners)	200K	before homepage

Creative Specifications
› File size: maximum of 200K for any creative unit.

› Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media, including Flash.

› Flash files (.SWF) must be in Flash 10 (or earlier) format and can use Action Script 3 (or earlier versions).

› Flash 11 is NOT acceptable.

clickTAG Code
On all Flash ads for DoubleClick for Publishers, the .SWF file needs to contain an invisible "action button," the same size as the ad. This button contains code that sends people who click on the Flash ad to the DFP server, where it increments the click-through count, then gets re-directed to the click-through URL.

There needs to be an action object applied to the button (not the frame). Here is the script that needs to be copied into the action panel for Action Script 2:

```
on (release)
{
getURL(_level0.clickTAG, "_blank");
}
```

For Action Script 3 (change 'Link_1' to the instance name of your clickTAG button):

```
Link_1.addEventListener(MouseEvent.MOUSE_UP, function(event: MouseEvent):
void {
var sURL: String;
if ((sURL = root.loaderInfo.parameters.clickTAG)) {
navigateToURL(new URLRequest(sURL), "_blank");
}
```

Advertisers should NOT embed their click-through URL in the .SWF ad. That URL is contained in the coding that serves the Flash ad on DFP, and is specified in that code as the "clickTAG" variable.

N.B. "clickTAG" must be spelled exactly as above ("click" in lower case, and "TAG" in capital letters).

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.

CRM
CUSTOMER RELATIONSHIP MANAGEMENT

NEW **DIGITAL *CRM*** SPONSORSHIP

Digital *CRM* magazine's responsive design looks great on any device because it allows text, graphics, photos, or video to flow according to the device. Fonts automatically resize on small screens and resize again on larger devices.

New Sponsor Opportunities
Our audience's reading experience just got much better, and so have the options for our advertisers and sponsors. You'll be able to add interactive webpages from your site to:

› capture leads
› launch surveys
› view videos, demos, white papers

Featuring – Landing Page (LP) Sponsor Insertions
Just insert a landing page directly into the issue and take our readers to your registration form, video, or any other of your custom or pre-built landing pages.

Landing Page Insertion Rate
■ 1X — $450 per insertion
■ 3X — $400 per insertion
■ 6X — $350 per insertion
■ 9X — $300 per insertion
■ 12X — $250 per insertion

Action Item
Just give us the link of the landing page you'd like to insert, and that's it.

72% of our readers prefer getting *CRM* magazine or getting both the print and digital versions.

Get creative, add video, audio. web forms, or surveys. You can even stream content directly into the digital magazine. Make the most of the digital format.

Featuring — Premium Issue Sponsorship

A Complete Marketing Program
Specifically, as the issue sponsor of digital *CRM* magazine, your company will receive:

› **Exclusive Email Invitation** – Acknowledgment as the Premium issue sponsor in an email invitation we will send to more than 61,000 of our magazine and newsletter subscribers promoting the issue

› **Newsletter Exposure** – Digital *CRM* will be promoted in every issue of *CRM* magazine's *eWeekly* newsletter for the entire month (eight issues with a circulation of 58,000 per issue). The sponsor will be recognized with a logo and up to 75 words under the issue cover.

› **destinationCRM.com** – Homepage exposure (150,000 page views)

› **Digital CRM Exposure** – A Landing Page insertion after the table of contents

› **Posts to All of CRM's Social Networks** – Twitter, Facebook, LinkedIn, Google+

Premium Issue Sponsorship
■ 1X — $1,200 per insertion
■ 3X — $1,100 per insertion
■ 6X — $1,000 per insertion
■ 9X — $900 per insertion
■ 12X — $750 per insertion

" *Great source of consolidated information on CRM systems and trends.*"
DIRECTOR PRODUCT OPERATION MANAGEMENT
ACT, INC.

CRM | CUSTOMER RELATIONSHIP MANAGEMENT

destination CRM.com

2018 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—40,000 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, 2018.
(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 9/1/16.

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

Got video content? Embed it right into your listing!

CLICK HERE

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

Advertise in the 2018 *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:*
http://www.destinationcrm.com/BuyersGuide/bpmonline-3307.aspx

Upgrade and get a print listing in *CRM* magazine's July/August Issue:

Print and PDF — Quarter-Page Profile — $1,250
Includes Online Premium Partner Listing for 1 Year
Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 75-word Corporate Description and/or Product Description.

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.

www.**destinationCRM**.com

Updated on 10/17/2017

SOLO WEB EVENTS

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, 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 post-event registration and logon to the archived event.

› **Extensive event registration program** with multiple marketing touchpoints.

› **Sponsor exclusivity** – Enjoy 100% attentive and exclusive mind-share in these single-sponsored events.

› **Brand leverage** – Use the strength of our CRM brand. Moderated by a senior *CRM* editor and marketed under the CRM brand.

› **A managed process** – We take care of all of the details: marketing, registration, technology, 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 65,000-name database

› A full-page, 4-color ad in *CRM* magazine prior to event

› Banner advertising on destinationCRM.com

› Posts to all of *CRM*'s social networks: Twitter, Facebook, LinkedIn, and Google+

› 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 58,000 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

› Post-event thank you email with links to archive for both attendees and nonattending registrants

› Optional post-event survey of registration list

› Access to all registrations, including post-event 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

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 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:

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 (65,000 subscribers)

  › Newsletter Sponsorships (58,000 subscribers)

  › Sponsored Content Listing (homepage and newsletters) (600,000 imprints/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 (22,000 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 post-event registration and log-on to the archived event.

› Extensive event registration program with multiple marketing touchpoints.

› Sponsor exclusivity—Enjoy 100% attentive and exclusive mind-share 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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