



Lead Generation

Banner and eNewsletter Advertising

Email List Rental

# Fast and effective ways to reach call center & customer service decision makers

Contact:

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## Reader Profile

### 88% are manager or above

- 65% manager
- 21% director/executive/VP
- 2% C-Level or above

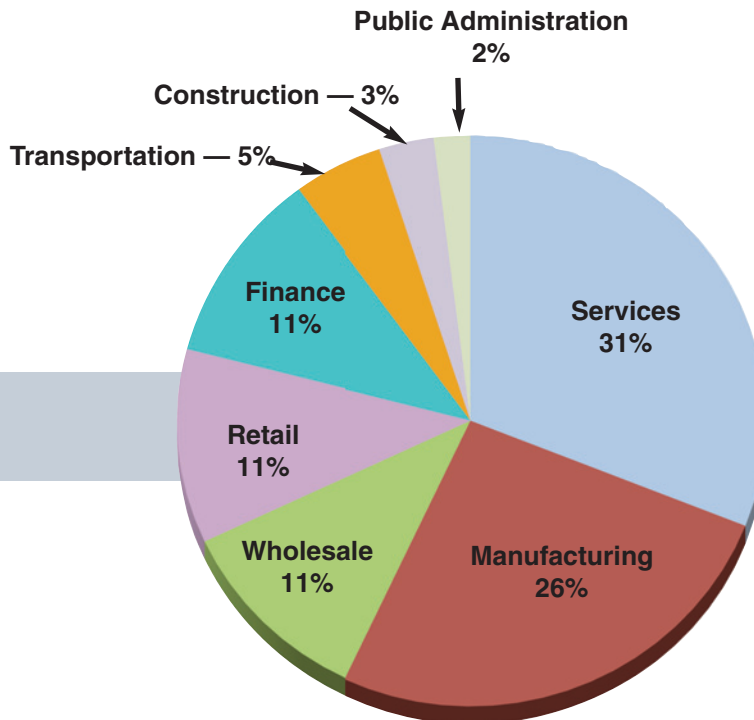
### Primary Challenges Include:

- Productivity
- Technology Failure
- Outdated Software
- Quality
- Customer Satisfaction

### Planned and recent expenditures include:

- CRM
- VOIP
- Telemarketing Solutions
- Workforce Management
- Training Programs

### Contact Center Industry Breakdown:





**Banner Ads**  
 Display Units Available  
 ● 728x90 Leaderboard  
 ● 300x250 Rectangle

**Industry Spotlight**  
 Features:  
 ● 1-week homepage feature  
 ● 1 eNewsletter sponsorship

**eNewsletter**  
 Sponsorship Available  
 ● 728x90 static ad  
 ● 300x250 image or contextual ad



**Bausch & Lomb**

**FOGSHIELD XP® ANTI-FOG AND LENS CLEANING SYSTEM REALLY WORKS.**

**Bausch & Lomb FogShield XP® Anti-Fog & Lens Cleaning System-now with a money back guarantee!**

Choosing the right eye safety equipment is serious business. However, when it comes to reliable anti-fog protection, some products come up short. But not FogShield XP®.

Bausch & Lomb's award-winning anti-fogging formula will help your workers see clearly in the harsh conditions. Because FogShield XP® repels fog and moisture, users can see clearly and are less likely to remove their protective

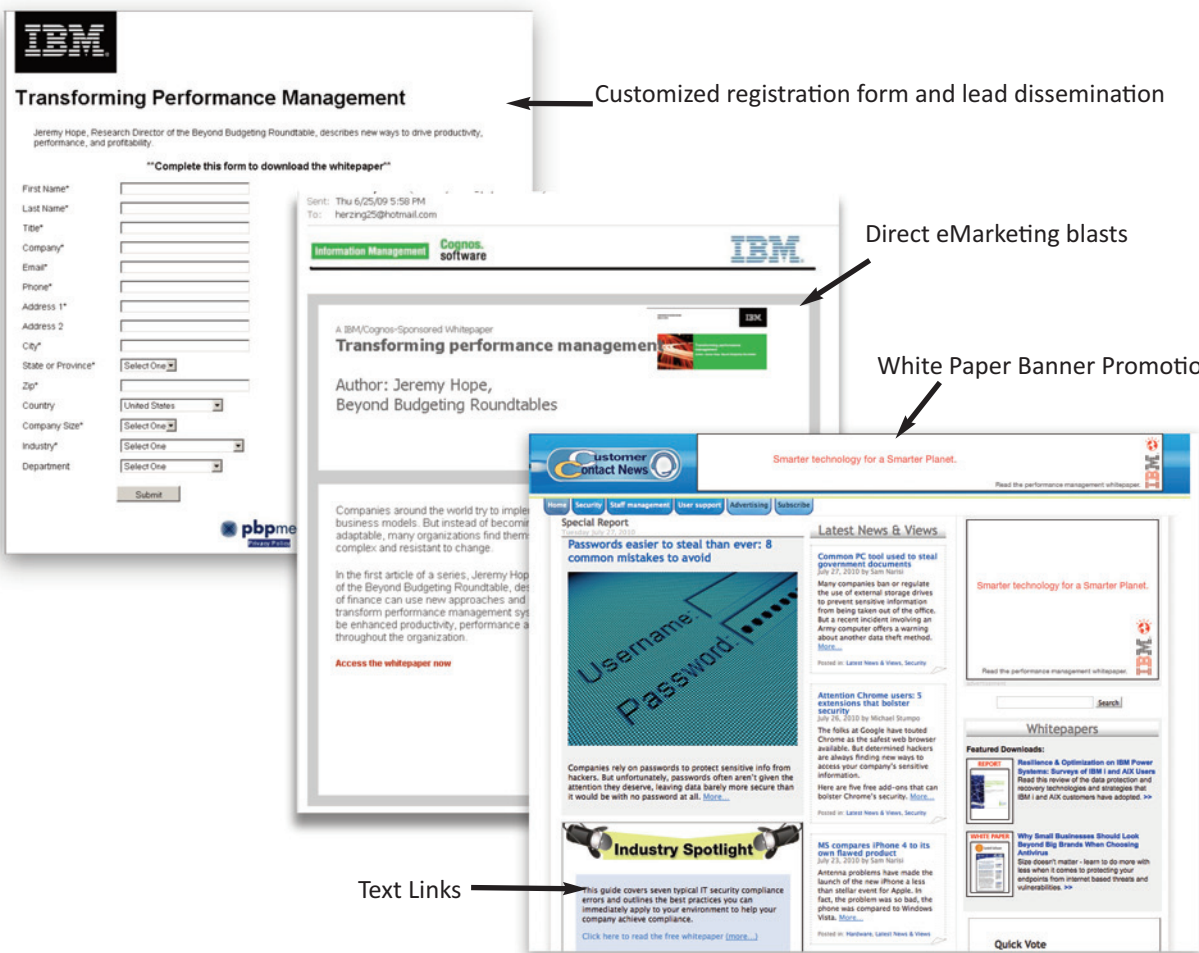
**Direct Email Blast**  
 Your content to our audience.

## Lead Generation

CustomerContactNews.com offers 2 types of Lead Generation on a performance-based cost per lead basis.

## Web Promotion

With this lead gen program we take your asset (ex. white paper or case study) and PUSH it to a targeted readership through activities such as eBlasts, eNewsletters, Text Ads, Banners, Homepage Features and Daily Round-ups.



**Transforming Performance Management** ← Customized registration form and lead dissemination

Direct eMarketing blasts

White Paper Banner Promotion

Text Links

## Telesales

We have also added an optional 'Human' element as well. Our call center will take the abstract of your offer, call out to prospects within your filters, offer your asset as a related topic of interest, and email the prospect a link to your asset.

## 2011 Advertising Rates

### Web Banner Ads

| Ad Unit                | Dimension  | Rate     |
|------------------------|------------|----------|
| LeaderBoard            | 728x90     | \$30/CPM |
| In-story Rectangle     | 300x250    | \$30/CPM |
| Geo-Target Impressions | either IBU | \$35/CPM |

### eNewsletters- Exclusive Sponsorship Include 728X90 AND 300x250

| Ad Unit            | Dimension | Number Weekly Issues | Rate *      |
|--------------------|-----------|----------------------|-------------|
| LeaderBoard        | 728x90    | 1 issue (exclusive)  | \$2400 each |
| In-story Rectangle | 300x250   | 3 issues (exclusive) | \$2100 each |
|                    |           | 6 issues (exclusive) | \$1800 each |

### eBlasts

| Select   | Rate *    |
|--|-----------|
| Entire Database  | \$200/CPM |
| Selects — including title, geo, industry (SIC), and company size | \$250/CPM |

\*discounts available for multi-week runs

## Industry Spotlight — \$2,500

Showcase your newest products and services on our Homepage and eNewsletter.

- 2-Week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Add Banner Impressions (choose 728x90 or 300x250)

## Lead Generation

**Customized Program-content syndication.** Call for Details.

Delivery and push methods include, but not limited to eBlast, eNewsletter, Banners, Home-page Features, and Run-of-Network reach, with a Customized Lead Form.

## **Materials Requirement**

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### **Web Banner Materials:**

- 728x90 Leaderboard, flash, .gif or jpeg, 25k max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 25k max file size, 4 loops max
- 160x600 Skyscraper, flash, .gif or jpeg, 25k max file size, 4 loops max

### **eNewsletter Materials:**

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- Text Ad Spot or Ad Image: 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- approximately 35-50 words of text-depending on font size

### **Email Blasts:**

- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded Names
- Suppression List

**PLEASE NOTE:** When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

### **Content Syndication for EACH asset:**

- 300x250 Text Ad Spot (30-50 words). The text should be a teaser leading to the asset.
- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static (for the newsletter placement)
- Text Ad Spot or Ad Image: 300x100 Rectangle, .gif or jpeg, 25k max file size, static -which is about 35-50 words of text-depending on font size

### **Lead Generation:**

- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. PBP Media will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements

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## **Advertising Guidelines & Policies**

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### **Animation/Looping Guidelines**

No ad loop maximum; total animation time for all lops combined cannot exceed 30 seconds. Ads may not contain persistent rapid or “strobing” animation.

### **Design Guidelines**

CustomerContactNews.com reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content screen. CustomerContactNews.com prohibits advertisers from displaying ads or infomercials in such a way so that the reader believes the content as news, rather than advertising. Fonts and text elements may not resemble CustomerContactNews.com content.

### **eNewsletters**

For optimal email viewing, eNewsletter ads must be static jpeg or .gif only

### **eBlasts**

- Materials are due 1 week prior to scheduled flight date
- Recommended maximum HTML width: 600 pixels
- Images included must be static jpg or gif only; no flash
- Send suppression list as .xls or tab-delimited .txt file
- Subject line and text version also needed

### **Approval Process for Rich Media**

Prior approval from CustomerContactNews.com must be given for use of the following rich media types.