2012 media kit

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editorial calendar 2012

ISSUE	EDITORIAL FOCUS	SPACE CLOSING	SPECIAL DISTRIBUTION
January/ February/March	• Sales Process • Sales Process Innovation & Technology (Sales 2.0, Social & Mobile) • Customer Experience • Sales Leadership • Sales & Marketing Alignment **Integrated Media Program: Sales Innovation & Top Productivity Solutions (Sales 2.0, Social & Mobile)**	January 4, 2012	• Sales Management 2.0 Conference (March 2012) • Sales 2.0 Conference (April 2012)
April/May/June	• Sales Training • Hiring, Recruiting & Retention • Sales 2.0, Customer 2.0 & Social Selling • Sales Performance Development • Analytics & Metrics • Prospecting & Demand Generation **Integrated Media Program: Sales Operations Management**	April 4, 2012	• Sales 2.0 Conference, East (July 2012)
July/August/ September	• Selling Power 500 Ranking – Largest Sales Organizations in America • CRM & Sales Productivity • Sales & Marketing Alignment • Customer Engagement & Loyalty • Incentive/Compensation Management **Integrated Media Program: Sales Incentives, Customer Rewards & Sales Meetings**	June 29, 2012	• Sales & Marketing 2.0 Conference (October 2012)
October/ November/ December	• The 50 Best Companies to Sell For • Recruiting, Hiring & Retaining Sales Talent • Sales Leadership, Coaching & Corporate Culture • Sales Contests, Incentives & Customer Appreciation • Sales Process, Pipeline & Opportunity Management **Integrated Media Plus: Sales Training & The Top 10 Sales Training Companies**	September 26, 2012	

Integrated Media Plus Package

The Integrated Media Plus Package is a combined print and online program that includes a lead guarantee. You benefit from a print ad featuring your company, plus advertorial text that explains your solution in greater detail. Specific programs vary for each issue. For further details, see page 3 or email larissa@sellingpower.com.

integrated media plus

The Integrated Media Plus Package is an integrated print and online lead-generation program. You'll benefit from **increased marketing exposure** at a fraction of the cost, plus at least 200 new sales leads guaranteed. Specific lead guarantees vary by issue.

PROGRAM COMPONENTS

1. ADVERTORIAL & PRINT AD

Selling Power will write about your solution in an advertorial that will be published in *Selling Power* magazine (see editorial deadlines). You can choose the content direction, and we'll deliver the text for your approval. Or supply your own text. You'll receive a four-color print ad (size varies) that will run alongside your advertorial. Selling Power can help design your print ad at no additional cost.

2. MICROSITE

The cosponsored advertorial will be available for download for at least six weeks on a custom microsite hosted on SellingPower.com. Visitors will have to enter lead information to download the advertorial PDF. Selling Power will promote the microsite via e-newsletter ads, email blasts, and banner/text ads on SellingPower.com.

KEY PROGRAM BENEFITS

- Double the marketing exposure – one four-color print ad, plus one advertorial
- Sales leads from the microsite download (leads are guaranteed)
- Reusable marketing collateral – use the full advertorial or just the coverage of your solution

COST

Program options vary and cost ranges from $7,500–$15,000 per issue.

Lead guarantee: varies per issue

SAMPLES

2012 Editorial Schedule Integrated Media Plus Package

January/February/March
Sales Innovation & Top Productivity Solutions (Sales 2.0, Social & Mobile)

April/May/June
Sales Operations Management

July/August/September
Sales Incentives, Customer Rewards & Sales Meetings

October/November/December
Sales Training & The Top 10 Sales Training Companies

production specifications

GENERAL POLICY

Selling Power reserves the right to refuse advertisements incompatible with the editorial and graphic standards of the publication. Advertisers and advertising agencies assume total liability for the printed advertisements and are responsible for any claims arising therefrom made against the publisher.

PAYMENT TERMS

Prepayment is required for first-time advertisers and is due on space closing date. All other insertions are payable on publication. If payment is made within 10 days from date of invoice, 2 percent of the net payment may be discounted. Interest charges of 1 1/2 percent per month will be added after 30 days.

Short Rates and Rebates: Short-rate bills will be rendered immediately upon cancellation of contract or failure to fulfill minimum frequency requirements. Rebates earned by using additional space within a 12-month period to justify a lower rate than that billed will be credited to the advertiser.

COMMISSIONS

For recognized agencies, 15 percent of gross will be paid on space, color, and position, provided the space invoice is paid within 30 days of billing. Production costs are not commissionable.

INSERTS

- Insert charges are based on size, weight, and quantity of material supplied.
- Contact your advertising representative for rates.
- Submit a sample insert with your request for quote.
- A noncommissionable handling charge of $750 applies to all inserts.
- Inserts jog to the head.
- Contact Selling Power prior to printing to confirm specifications.

DIGITAL PLATFORM

PC or Macintosh acceptable. Digital files only.

SOFTWARE VERSIONS SUPPORTED

PC: InDesign, CS4, QuarkXPress 8.0.
Later versions: Save back to versions above.

PROOFS

All digital files supplied must be accompanied by a color-correct, hard-copy color proof made from the file submitted. Publisher is not responsible for reproduction if no hard-copy proof is submitted. Digital proofs cannot be accepted.

RECOMMENDED FILE FORMAT

High resolution Adobe Acrobat PDF file in press-ready CMYK format (PDF X-1A). Files created in software using layers must be flattened before writing to PDF.

NATIVE FILE INSTRUCTIONS/STANDARDS

- If a press-ready PDF cannot be supplied, include only one InDesign, QuarkXPress, Illustrator, or Photoshop file.
- Photoshop files must be saved as CMYK TIFF or EPS, at least 300 dpi.
- Illustrator files must be saved as CMYK EPS with type converted to outlines.
- Save all graphics as EPS files.
- Include all graphic images; do not embed in file.
- All documents, images, and scans must be CMYK.
- Document size must be same as ad size.
- Only add bleed for full-page ads.
- Materials not provided to specifications may incur production fees.
- Minimum production fee is $100.

FONTS AND COLOR

Convert all fonts to outlines. Color should be set to CMYK SWOP coated standard and all images must be 300 dpi or higher. The image preview box should be checked.

LABELING REQUIREMENTS

- Provide a directory of files included.
- Indicate which application and platform the ad was created in.
- Specify issue date and advertiser name.

SHIPPING INSTRUCTIONS

Send digital files via FTP:
Host: ftp.strasburg.rrd.com (12.54.11.71)
Login: sellingpower
password: LP1mnL3c
Click on **SellingPower** folder, then the **To-SellingPower** folder.
Once file has been uploaded, send notification to advertising@sellingpower.com.

Send digital files via email: advertising@sellingpower.com

Send CDs, DVDs and color proofs by mail:
Selling Power Production Department
1140 International Pkwy.
Fredericksburg, VA 22406
540/752-7000

Preprinted inserts should be sent to
RR Donnelley, Inc.
(Marked for Selling Power and the issue date)
377 Industrial Park Rd., Mt. Jackson, VA 22842

advertising rates*

Effective November 15, 2011

4-COLOR	1X	2–3X	4X
2-Page Spread	$19,500	$18,800	$18,300
1/2-Page Spread	13,400	13,000	12,500
Full Page	10,400	9,800	9,700
2/3 Page	8,400	8,000	7,600
1/2 Page	7,200	6,700	6,400
1/3 Page	6,000	5,700	5,600
1/4 Page	4,800	4,700	4,600
1/6 Page	3,600	3,500	3,400

BLACK & WHITE	1X	2–3X	4X
2-Page Spread	$15,000	$14,400	$13,900
Full Page	8,100	7,600	7,400
2/3 Page	6,200	5,800	5,400
1/2 Page	4,800	4,500	4,300
1/3 Page	3,600	3,400	3,200
1/4 Page	2,600	2,500	2,400
1/6 Page	1,400	1,300	1,250

PREMIUM POSITIONS

For guaranteed positions (e.g., opposite Table of Contents) add 10% to quoted rates.

COVERS	1X	2–3X	4X
2nd	$12,000	$11,700	$11,100
3rd	11,400	10,700	10,300
4th	13,000	12,100	11,800

SHOWCASE	1X	2–3X	4X
Agency discount does not apply.	$1,800	$1,700	$1,500

COLOR RATES (PER PAGE OR FRACTION OF PAGE)	
Additional color, per standard color, per page	$1,100
Matched color to PMS specifications	$1,300

*** Advertising rates are based on paid circulation.**

MECHANICAL REQUIREMENTS

Publication trim size: 7 7/8" wide x 10 3/4" deep
Full-Page Bleed: 8 1/8" x 11" **Live area:** 7 3/8" x 10 1/4"

2-Page Spread trim size: 15 3/4" x 10 3/4"
Bleed size: 16" x 11" **Live area:** 15 1/2" x 10 1/4"

Half-Page Spread trim size: 15 3/4" x 5 1/4"
Bleed size: 16" x 5 3/8" **Live area:** 15 1/2" x 5"

Safety: A 1/4" safety is required.
Printing is Web offset, SWOP color, perfect bound.

SAMPLE

2-page spread bleed Nike ad

Advertisement Sizes (in inches, width x height)

Publication Trim Size	7 7/8" x 10 3/4"
2-Page Spread	16" x 11"
2-Page Spread Non-Bleed	15 1/4" x 9 1/2"
Full-Page Bleed	8 1/8" x 11"
Full-Page Live Area	7 3/8" x 10 1/4"
2/3 Page Vertical	4 1/2" x 9 1/2"
1/2 Page Vertical	3 1/2" x 9 1/2"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Island	4 1/2" x 6 7/8"
1/3 Page Vertical	2 1/8" x 9 1/2"
1/3 Page Square	4 1/2' x 4 1/2"
1/4 Page Vertical	3 3/8" x 4 1/2"
1/4 Page Horizontal	7" x 2 1/2"
1/6 Page Vertical	2 1/8" x 4 1/2"
Showcase	2" x 3"

MATERIALS DEADLINE

Materials are due in our Fredericksburg, VA, office one week after space reservation is confirmed.

CANCELLATIONS

Advertiser is responsible for full payment for space if cancellation occurs after space reservation deadline.

website rate card 2012

SellingPower.com provides an opportunity for advertisers to reach top sales executives and **sales-management decision makers** in a content-rich environment offering exclusive online content. Selling Power is the most respected voice among sales leaders who seek to improve sales productivity, streamline sales processes, lead their sales forces to new levels of success, and increase company revenues.

SITE TRAFFIC:	Average monthly page views	340,000
	Average unique monthly visitors	210,000
	Average time spent per visit	4.1 minutes

SellingPower.com

ESTABLISHED ADVERTISING CATEGORIES BY INDUSTRY

SellingPower.com is an ideal venue for advertisers in the following industries who target management-level buyers:

- Incentive travel/merchandise/gift certificates
- Customer relationship management/sales force automation
- Sales 2.0, social selling, sales intelligence, and sales productivity solutions
- Customer collaboration solutions
- Meeting and conference centers
- Sales training solutions
- Hiring, recruiting, and assessment solutions
- Lead generation, marketing automation, and sales and marketing alignment solutions
- Proposal, quote, pricing, and sales enablement software

SELLINGPOWER.COM ADVERTISING – GENERAL TERMS & CONDITIONS

- Advertising is subject to space availability upon receipt of a signed agreement.
- Selling Power accepts ads with the understanding that the advertiser has the right to display the contents in the banner. The advertiser and/or its agency agrees to hold the online publisher harmless against any loss as a result of any claims arising out of online publication.
- If new material is not received on time, the publisher may use prior ad material.
- All changes or cancellations must be made in writing and received before the closing date.
- The publisher reserves the right to reject any advertisement or position commitment at any time.
- The publisher has the right to hold the advertiser and/or its agency jointly and separately liable for any monies due for advertising that the advertiser or agency ordered and was published and displayed according to the agreement.

Advertising Ideas

BANNER ADS: You will reach more than 100,000 top sales executives and primary decision makers in a dynamic environment that offers exclusive content that is highly relevant to your target audience. SellingPower.com is the most respected voice for leaders in sales and sales operations who seek to increase sales productivity for their companies.

BENEFIT: Increase exposure and awareness of your solution to your target audience. See page 10 for specs.

MICROSITE: Selling Power will create a cobranded microsite that offers a free resource download (i.e., a white paper). The site will be promoted through banner ads and email blasts.

BENEFIT: Sales leads delivered weekly to your team. See page 8 for more information.

e-newsletter

The Sales Management Digest is emailed to more than 100,000 opt-in subscribers every week on Tuesday. Editorial features include links to articles about sales leadership, hiring, training, leadership skills, new sales tools, best practices, and more.

This e-newsletter is the ideal marketing tool to promote

- White Papers
- Webinars
- Events/Conferences
- Special Offers
- Free Trials
- Research Reports

Subscribers to the Sales Management Digest have job titles including CEO, CSO, COO, SVP/VP of Sales & Marketing, VP/Director of Sales, VP/Director of Sales Training, VP/Director of Sales Operations, VP/Director of Sales Effectiveness, Regional Sales Manager, Sales Support, Salesperson/Rep.

FOR AN ONLINE SAMPLE OF THE SALES MANAGEMENT DIGEST, GO TO

http://www.sellingpower.com/content/newsletter/digest.php?i=1489

Sales Management Digest

AD OPTIONS – TEXT OR BANNER

TEXT AD RATES

1x rate: $2,500 net per ad

3x rate: $2,250 net per ad

SPECS

Two lines of text (first line max of 50 characters including spaces, second line max of 85 characters including spaces)

TEXT AD SAMPLES

WEBINAR: World Class Strategies for Sales Success
Join us for this live Webinar on Tuesday, May 24 at 1:00 PM EDT. Register >

Accelerating the Ramp-Up Time of New Sales Hires
5 Steps to Boost Sales Productivity and Lower Turnover Download >

BANNER AD RATES

1x rate: $3,500 net per ad

3x rate: $3,150 net per ad

SPECS

Size: 728 pixels wide x 90 pixels high

File types: jpeg, gif, animated gif (flash files not accepted)

BANNER AD SAMPLE

microsite/lead generation

Selling Power will create, host, and manage a **custom microsite** (a single landing page cobranded with the Selling Power logo and your company logo) for your company for four weeks. The page will offer a free download of a white paper provided by your company. SellingPower.com users will have to enter demographic data (i.e., name, title, company, email address, telephone number, etc.) to access the white paper. Selling Power will promote the white paper for one month, collect the leads, and send them to you weekly in an Excel file.

Selling Power will create and coordinate the following marketing for the lead page:

- Static text link on SellingPower.com under "Sponsored Links," live for four weeks (site duration)
- Email blasts to registered users of SellingPower.com
- Rotating banner ad on SellingPower.com
- One e-newsletter ad

Selling Power will create all the marketing assets for your approval. This is a one-month-long lead generation program.

This custom-built Web page is designed to generate sales leads. Microsites receive traffic from banner ads, e-newsletter sponsorships, text links, and email blasts. These microsites generate an average of 200 leads within four weeks. Lead program CPL will vary based on specific lead criteria. For exact pricing contact your advertising representative.

COST

$12,000 net
For the basic four-week program

This program is customizable. Please contact your regional advertising manager to discuss how to fine-tune this program to meet your specific needs.

SAMPLES

Sample microsite landing pages

webinars

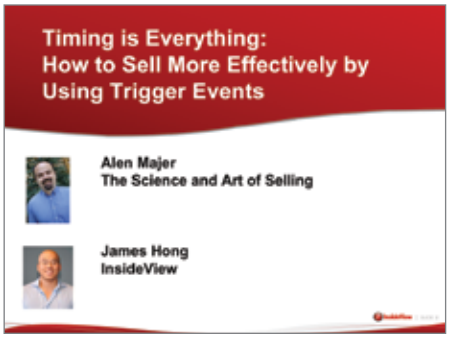
Webinars are free online events designed to communicate your unique selling proposition in an educational setting to a highly focused and targeted audience. This one-hour event offers you the opportunity to presell **highly qualified prospects**, which will translate into valuable business opportunities for your salespeople.

Selling Power will provide a turnkey Webinar solution that includes

- creation of an effective Webinar topic and positioning to maximize registrations;
- targeted marketing campaign, including direct emails, banner ads, text ads, newsletter sponsorship;
- recording for future use on your site;
- Selling Power's publisher as the Webinar moderator;
- Webinar planning, including rehearsal, assistance with PPT slides, and all pre-Webinar communications with attendees;
- follow-up emails to all invitees;
- hosting of the Webinar archive on SellingPower.com for 12 months;
- creation of all marketing assets (subject to your approval).

SAMPLES

Selling Power Webinar on Sales 2.0



Sample Webinar PPT slides

Selling Power Webinar email promo

COST

$19,000 net
Estimated number of leads: 300–350

banner advertising & email blasts

ROS – PREMIUM BANNER

Location: Top right of page to the right of the logo, rotated throughout the site.
Ad Size: 468 X 90 pixels
CPM: $70.00

ROS – PREMIUM LEADERBOARD

Location: Under main menu navigation, rotated throughout the site.
Ad Size: 1100 X 35 pixels
CPM: $85.00

LEFT BORDER BANNER – ABOVE FOLD

Location: Left border
Ad Size: 125 x 125 pixels
CPM: $40.00

LEFT BORDER BANNER – BELOW FOLD

Location: Left border
Ad Size: 125 x 125 pixels
CPM: $25.00

LEFT BORDER SKYSCRAPER – BELOW FOLD

Location: Left or right border under middle button
Ad Size: 125 x 600 pixels
CPM: $40.00

RIGHT BORDER BANNER – ABOVE FOLD

Location: Right border
Ad Size: 160 x 240 pixels
CPM: $45.00

RIGHT BORDER BANNER – BELOW FOLD

Location: Right border
Ad Size: 160 x 600 pixels
CPM: $50.00

SP TV – BANNER AD

Location: SellingPower.com/video – right column, top position
Ad Size: 275 x 300 pixels
CPM: $30.00

MISC HOME PAGE BANNER – BELOW FOLD

Location: Banner ad on SellingPower.com home page and content pages
Ad Size: 300 x 300 pixels
CPM: $50.00

MISC HOME PAGE BANNER – ABOVE FOLD

Location: Banner ad on SellingPower.com home page
Ad Size: 728 x 90 pixels
CPM: $60.00

TEXT ADS

Location: Center of home page only, will not rotate on other pages
Specs: 85 characters or fewer (spaces included)
Cost: $3,500 for four weeks

Banner Advertising Specs

Minimum purchase for any banner size:
50,000 impressions

All banner ads are sold on a rotating basis. For exclusive, nonrotating position, please add an additional 15 percent to CPMs quoted.

File types accepted: gif, animated gif, jpeg, png, flash

Max file size: 15k

EMAIL BLASTS

Send your message directly to your ideal prospects. SellingPower.com provides you the opportunity to send offers to site users who are opted in to receive third-party emails sent from Selling Power. You deliver the HTML email, and we send the email.

Selection options include

- Job title
- Company size
- Geography
- Industry

For specific counts and availability, email larissa@sellingpower.com.
We suggest you reserve your email date at least three weeks in advance.

COST

$395 per 1,000 emails
Minimum purchase: 5,000 emails

selling power TV

Selling Power TV **(SPTV)** is a five-minute video interview with business leaders on topics such as sales process, psychology, hiring and recruiting, sales management, sales training, motivation, CRM, Sales 2.0, marketing, and leadership. The videos are shown daily and downloadable on Apple iTunes, syndicated on Bnet.com, and available via RSS feed.

SITE TRAFFIC STATS* for SellingPower.com/video:

Average monthly page views	51,000
Average unique visitors	38,000
Opt-in subscribers for daily SPTV reminder	17,000
Monthly iTunes downloads	more than 15,000

Selling Power TV

SPTV is the ideal marketing and PR tool for your company.

ADVERTISING PROGRAM

Selling Power will interview an executive from your company.

The program includes

- a professional, 60-minute video shoot;
- video footage edited to three five-minute segments (each segment will air at least once on SellingPower.com/video);
- hosting and archiving on SellingPower.com/video for one year;
- a link to your Website when your videos air;
- promotion of each video to opt-in subscribers for daily SPTV email reminder;
- quick-time files of all three segments and rights to broadcast them indefinitely on your Website.

COST

$5,000 net

*Stats as of October 31, 2011

event sponsorships

Connect with prospects, demo your solution, and fill your sales team's pipeline.

Attendees of the events below represent a cross section of **forward-thinking sales, marketing, and sales operations leaders**. Job titles represented will include CEOs, VPs of Sales, VPs of Marketing, VPs of Sales Operations, Division/Regional Sales Managers, Sales Managers, and Marketing Managers. Sponsoring these events is a strategic way to connect with decision makers who need solutions to help them improve sales performance, align sales and marketing, enhance sales rep productivity, collaborate effectively with customers, and more.

2012 EVENT SCHEDULE

Sales Strategies in a Social & Mobile World
Philadelphia, PA
March 5, 2012
Estimated audience size: 175–200

Sales 2.0 Conference
San Francisco, CA
April 2–3, 2012
Estimated audience size: 500

Selling Power / Sales 2.0 Conference
London, UK
June 7, 2012
Estimated audience size: 125–150

Sales 2.0 Conference
Boston, MA
July 23, 2012
Estimated audience size: 225–250

Sales & Marketing 2.0 Conference
San Francisco, CA
October 22–23, 2012
Estimated audience size: 500

For sponsorship information, contact larissa@salesdottwoinc.com.
Follow the events on Twitter: @Sales20Conf / #s20c

custom white papers

Selling Power will produce a custom white paper for your company on a thought leadership subject relevant to your service/solution. This white paper is a tool that your teams can use for lead-generation campaigns, to help your sales team engage prospects in a meaningful conversation, and to open opportunities for new business.

SELLING POWER WILL MANAGE THE ENTIRE PROCESS, INCLUDING

1. consulting with your team about how to position the white paper topic and theme appropriately, based on your target audience and goals, so you get maximum results from the asset;

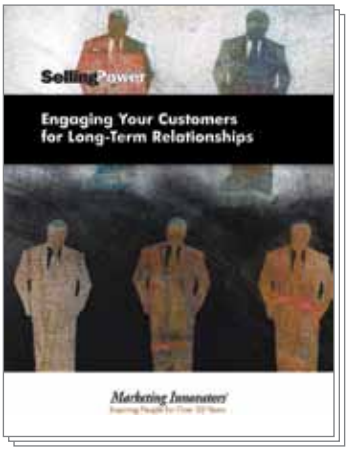
2. providing a detailed white paper outline for review and approval by your team;

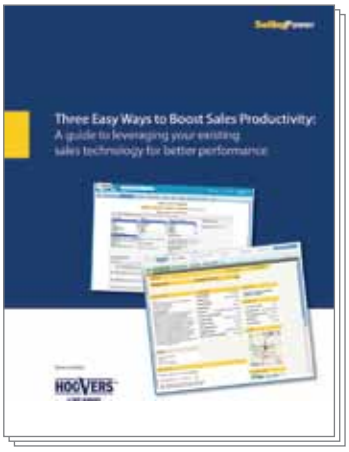
3. writing, researching, and editing the white paper text and submitting for review and approval by your team (research includes interviewing industry consultants, if applicable, and key contributors from your team and/or your customers, who can provide relevant case studies or best practices);

4. creating the white paper PDF (design and layout) for review by your team.

The program includes the right to full use (posting online, reprints, etc.) and distribution for up to 18 months. A Selling Power byline must be included in the final white paper.

SAMPLES





COST

Varies. Please email larissa@sellingpower.com for rates.

custom solutions

Selling Power is pleased to work with your company on a custom marketing or other prospect engagement strategy. Below is a sample of custom programs we offer.

SURVEYS

Surveys are a great way to engage prospects and find out how their needs fit with the benefits of your solution. Selling Power will manage the process, including

- working with your team to create the survey theme and questions,
- creating and executing an online marketing campaign to solicit responses,
- compiling the results into a PDF report,
- analyzing the survey data (relevant data may be used for editorial content in *Selling Power* magazine).

CUSTOM EVENTS

With a custom event, you can interact with prospects in an intimate networking and best-practice sharing environment. Selling Power will invite the audience, act as host, and moderate a compelling thought-leadership discussion. We'll work with your team on the topic, theme, positioning, and strategy.

In addition, Selling Power will

- organize the event, crafting the positioning for the invitation;
- manage details with confirmed attendees (providing logistical information, RSVPs, etc.);
- research and select a venue for the event;
- coordinate all details with the venue;
- manage any other detail that arises in conjunction with the planning for each event;
- write a post-event thought leadership article to be published on SellingPower.com;
- act as a moderator/thought leader at the event (Selling Power's CEO will serve in this capacity).

Events can include

- VIP dinner
- Roundtable and cocktail reception
- Breakfast seminar

To inquire about rates or discuss new ideas, email larissa@sellingpower.com.