

editorial calendar 2010

ISSUE	EDITORIAL FOCUS	SPACE CLOSING	SPECIAL DISTRIBUTION
January/February	<ul style="list-style-type: none"> • Gift Cards & Merchandise Incentives • Fleet Management • Social Networking for Sales • Source Book 2010 <p>Integrated Media Plus Package: Sales Training</p>	December 14, 2009	
March/April	<ul style="list-style-type: none"> • Sales Incentives & Gift Cards • Sales 2.0 Solutions • Sales & Marketing Alignment • Solutions: Managing the Enterprise Sales Organization <p>Integrated Media Plus Package: Sales Incentives</p>	February 10, 2010	<ul style="list-style-type: none"> • Sales 2.0 Conference, San Francisco, March 8-9 • Sales Leadership Conference, Las Vegas, April 19
May/June	<ul style="list-style-type: none"> • Sales Incentives & Meetings • Sales Training • Sales Process & Productivity • CRM & Sales 2.0 Solutions <p>Integrated Media Plus Package: Lead Management</p>	April 15, 2010	<ul style="list-style-type: none"> • Sales 2.0 Conference
July/August	<ul style="list-style-type: none"> • Sales Incentives & Gift Cards • Fleet Management • Lead Management Strategies • Solutions: Territory Mapping the Enterprise Sales Organization <p>Integrated Media Plus Package: Sales Productivity Solutions & CRM</p>	June 10, 2010	
September/October	<ul style="list-style-type: none"> • Selling Power 500 • Sales Incentive Programs • Lead Management • Recruiting & Hiring Sales Talent <p>Integrated Media Plus Package: Sales Incentives, Incentive Travel & Meetings</p>	August 12, 2010	<ul style="list-style-type: none"> • Motivation Show, Chicago, October 12-14 • Sales Leadership Conference
November/December	<ul style="list-style-type: none"> • The 50 Best Companies to Sell For • Sales Incentives & Gift Cards • Sales Productivity Solutions • Solutions: Training the Enterprise Sales Organization <p>Integrated Media Plus Package: Sales Training</p>	October 8, 2010	<ul style="list-style-type: none"> • Sales & Marketing 2.0 Conference

Integrated Media Plus Package

The Integrated Media Plus Package is a combined print and online program that delivers you 500 leads guaranteed. You benefit from a full-page, four-color ad, plus a full page of advertorial text, written by Selling Power, about your solution. The advertorial will be promoted online for at least four weeks. This program also includes a speaking opportunity during a live Webinar event.



integrated media plus

The Integrated Media Plus Package is a print and online lead-generation program that is reserved for a **maximum of 5 advertisers** per issue. You'll benefit from increased marketing exposure at a fraction of the cost, plus 500 new sales leads – guaranteed.

PROGRAM COMPONENTS

1. ADVERTORIAL & FULL-PAGE PRINT AD

Selling Power will write about your solution in a 550-word 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 full-page, four-color ad that will run alongside your advertorial. Selling Power can help design your print ad at no additional cost.

2. MICROSITE

The co-sponsored advertorial will be available for download for at least four weeks on a custom microsite hosted on www.sellingpower.com. Visitors will have to enter lead info to download the advertorial PDF. Selling Power will promote the microsite via e-newsletter ads, email blasts, and banner/text ads on www.sellingpower.com.

3. WEBINAR

Selling Power will host a Webinar as part of the program. The topic will be similar to the theme of the advertorial (see editorial schedule). The advertorial will be included as a registration incentive. Selling Power will moderate the Webinar, during which each sponsor will have seven minutes to present to the Webinar audience.

KEY PROGRAM BENEFITS

- Double the marketing exposure – one full-page ad, plus one full-page advertorial
- 500 sales leads – 250 from the microsite and 250 from the Webinar, guaranteed
- Reusable marketing collateral – use the full advertorial or just the coverage of your solution
- Speaking participation in a Webinar, with rights to rebroadcast the Webinar on your Website

COST

\$15,000

Lead Guarantee: 500

2010 Editorial Schedule Integrated Media Plus Package

January/February

Sales Training

March/April

Sales Incentives

May/June

Lead Management

July/August – Sales

Productivity Solutions & CRM

September/October

Sales Incentives, Incentive

Travel & Meetings

November/December

Sales Training

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.

RECOMMENDED FILE FORMAT

We prefer to receive your file as an Adobe Acrobat PDF file in press-ready CMYK format. Files must be written to PDF using the print menu or written to postscript and distilled, NOT exported using the export menu. Files created in software using layers (particularly Adobe products) must be flattened before writing to PDF.

SOFTWARE VERSIONS SUPPORTED

PC: QuarkXPress 8.0, Illustrator 10, Photoshop 7 (EPS or PSD).

Mac: QuarkXPress 6.1, Illustrator CS (v.12), InDesign CS (v.4), Photoshop CS (v.9), PDF X-1A.

Later versions: Save back to versions above.

ACCEPTABLE MEDIA

CD, DVD, FTP/email: Call for instructions.

NATIVE FILE INSTRUCTIONS/STANDARDS

- Include only one QuarkXPress, Illustrator, or Photoshop file.
- Convert InDesign files to EPS.
- All files must include screen and printer fonts.
- 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.
- Include all graphic images; do not embed in file.
- All documents, images, and scans must be CMYK.
- Convert spot colors to 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

It is recommended that all fonts be converted to outlines, but all fonts must be embedded if used. 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.

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. Proofs should be mailed to address below.

LABELING REQUIREMENTS

- Provide a directory of files included.
- Indicate which application and platform the ad was created in.
- Specify issue date and advertiser name.
- Include return address to receive media back.

SHIPPING INSTRUCTIONS

Printing production materials should be sent to:

Selling Power Production Department

1140 International Pkwy.
Fredericksburg, VA 22406
540/752-7000

Ad creative can be sent via FTP. Please contact your regional manager for FTP information. Email a low-res PDF proof of your ad to advertising@sellingpower.com.

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, 2009

4-COLOR	1X	3X	6X
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	3X	6X
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	3X	6X
2nd	\$12,000	\$11,700	\$11,100
3rd	11,400	10,700	10,300
4th	13,000	12,100	11,800

SHOWCASE	1X	3X	6X
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" Non-bleed: 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)

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 Non-Bleed	7" x 9 1/2"
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 reservations.

CANCELLATIONS

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

website rate card 2010

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 LAUNCHED: January 1996

SITE TRAFFIC: Average monthly page views 320,000
 Average unique monthly visitors 160,000
 Average time spent per visit 4.85 minutes

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 and social-networking technology
- Automotive fleet
- Meeting and conference centers
- Sales-training solutions
- Hiring, recruiting, and assessment solutions
- Lead-generation solutions

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.



SellingPower.com

Advertising Ideas

The benefit: You will reach more than 100,000 top sales executives and primary decision makers in a dynamic environment that is updated daily with exclusive online content. SellingPower.com is the most respected voice for sales executives who seek to increase sales productivity for their companies. Your banner ad or buttons will generate a high number of sales leads.

Your own cobranded microsite: Selling Power will help you create your own microsite, populated with articles and promoted through banner ads and email blasts – a great way to collect new leads.

e-newsletter advertising

Each e-newsletter is sent to opt-in subscribers **once per month**.

SALES MANAGEMENT

120,000 opt-in subscribers*

Sales-management ideas and practical tips to help managers improve processes and people so they can meet ambitious goals and get to the top.

1x Ad Rate: \$5,500

CRM

79,000 subscribers monthly*

An insider's view of the constantly evolving world of CRM. Helps sales leaders learn how to leverage technology to create, enhance, and maintain customer relationships.

1x Ad Rate: \$4,500

INCENTIVES

73,000 subscribers monthly*

Trends and tips on how to offer the right incentive, in the right way and at the right time.

1x Ad Rate: \$4,500

SALESFORCE.COM

13,000 subscribers monthly*

This newsletter provides Salesforce.com customers and prospects with the latest news and insights on Salesforce.com partner solutions and the AppExchange.

1x Ad Rate: \$3,500

EMAIL LIST RENTAL

Cost: \$495 net per 1,000 emails sent

Minimum purchase: 5,000 emails

MEETINGS

77,000 subscribers monthly*

This newsletter delivers everything a sales manager needs to know about how to plan and manage successful sales meetings.

1x Ad Rate: \$4,500

SALES 2.0

8,000 subscribers monthly*

Best practices on how to harness Sales 2.0 tools to accelerate the sales cycle, reduce cost of sale, and improve the customer experience

1x Ad Rate: \$3,500

***Subscriber numbers are current as of December 1, 2009.**

Samples



Sales Management e-newsletter



Sample HTML email

e-newsletter publish dates

SALES MANAGEMENT

January 18
 February 15
 March 15
 April 14
 May 17
 June 14
 July 14
 August 16
 September 15
 October 18
 November 15
 December 13

CRM

January 6
 February 3
 March 3
 April 5
 May 5
 June 2
 July 6
 August 4
 September 1
 October 6
 November 3
 December 1

INCENTIVES

January 25
 February 17
 March 22
 April 19
 May 24
 June 21
 July 19
 August 23
 September 20
 October 20
 November 16
 December 15

SALESFORCE.COM

January 27
 February 24
 March 29
 April 28
 May 26
 June 28
 July 28
 August 30
 September 29
 October 27
 November 29
 December 20

MEETINGS

January 13
 February 10
 March 10
 April 12
 May 12
 June 9
 July 12
 August 11
 September 13
 October 13
 November 10
 December 8

SALES 2.0

January 11
 February 8
 March 8
 April 7
 May 10
 June 7
 July 7
 August 9
 September 8
 October 11
 November 8
 December 6

e-newsletter Ad Sizes/Specs

Banner Ads

Size: 200 pixels wide x 250 high

File types accepted: gif, jpg, animated gif or png

File size: Less than 13K

Time interval between slides: Equal to or greater than 3 seconds

Number of loops: Less than 50

Text Ads

No more than five lines long with no more than eighty-five characters per line. Plus jpeg logo file (max width: 165 pix).

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 www.sellingpower.com under “Sponsored Links,” live for four weeks (site duration)
- email blast to 10,000 registered users of SellingPower.com
- rotating banner ad on www.sellingpower.com to be live for four weeks
- one e-newsletter ad

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

COST

\$11,500 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 page

e-newsletter text ad used to promote a custom microsite

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.

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 www.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: 300-400

banner advertising

ROS – PREMIUM BANNER

Location: Top right of page to the right of the logo, rotated throughout the site.
Ad Size: 225 X 80 pixels
CPM: \$70.00

ROS – PREMIUM LEADERBOARD

Location: Under main menu navigation, rotated throughout the site.
Ad Size: 900 X 35 pixels (expandable to 900 x 227 pixels)
CPM: \$85.00 for 900 x 35
 \$95.00 for 900 x 277

LEFT BORDER BANNER – ABOVE FOLD

Location: Left border
Ad Size: 125 x 120 pixels
CPM: \$40.00

LEFT BORDER BANNER – BELOW FOLD

Location: Left border
Ad Size: 125 x 120 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: Left border
Ad Size: 160 x 240 pixels
CPM: \$45.00

LEFT BORDER BANNER – BELOW FOLD

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

LEFT BORDER SKYSCRAPER – BELOW FOLD

Location: Left or right border under middle button
Ad Size: 160 x 600 pixels (max)
CPM: \$40.00

MISC HOMEPAGE BANNER – BELOW FOLD

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

MISC HOMEPAGE BANNER – ABOVE FOLD

Location: Banner ad on SellingPower.com homepage
Ad Size: 600 x 90 pixels
CPM: \$60.00

MISC HOMEPAGE BANNER – BELOW FOLD

Location: Banner ad on SellingPower.com homepage
Ad Size: 600 x 60 pixels
CPM: \$45.00

TEXT ADS

Location: Center of homepage 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

SAMPLES



sellingpower 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 www.sellingpower.com/video:

Average monthly page views	53,000
Average unique visitors	34,500
Opt-in subscribers for daily SPTV reminder	16,000
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 www.sellingpower.com/video.)
- hosting and archiving on www.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 November 1, 2009