#1 in Sales Lead Generation
Align with the industry’s leading media brand

Whether you need to build your brand, establish your thought leadership, engage with decision-makers, or fill your sales and marketing pipeline, align yourself with the industry’s leading media brand: Sales and Marketing Management.

SMM covers the entire spectrum of B2B sales and marketing

A decision-making audience that’s looking for your solutions, products, and expertise:

- Awards/Trophies
- Business Gifts
- Business Travel (Airlines/Hotels/Car Rentals)
- Incentive Gift Cards/Merchandise/Travel
- Marketing Technology/Services
- Promotional Apparel/Products
- Sales Enablement Tools/Technology/CRM Systems
- Sales Training and Coaching
- Sales Meetings/Destinations/ Experiential Events/ Meetings Facilities

Unparalleled variety and measurable ROI through a full suite of advertising, lead generation, and content marketing offerings:

- The #1 ranked website on all major search engines: native advertising, banners, custom landing pages
- Custom and Turnkey Webinars: 24-hour turnaround of registrant list; ongoing, evergreen source of leads (Archived webinars never expire)
- Co-Branded HTML Emails: Your message delivered to your target list by a brand they trust
- Digital and Print Editions: Online editions archived indefinitely for continual exposure; premier-designed print edition circulation: 25,000
- Social Media Marketing: Google banner retargeting; boosted blogs through SMM’s high-engagement social channels, including Facebook, LinkedIn, Twitter, and SMMConnect
- Weekly eNewsletter: 49,000 opt-in subscribers; your brand in their inbox every week
- White Paper Channel: 100 leads guaranteed

"We’ve done webinars with many other organizations. This was by far the best experience and most fruitful of them all to date."

C. Lee Smith, President/CEO, SalesFuel
Humanizing the technology behind employee recognition programs

Sales & Marketing Management is the premier digital and print media source for reaching sales and marketing end-user decision-makers. No. 1 on all major search engines, salesandmarketing.com is where top sales and marketing professionals go to find essential resources and information related to:

- sales training
- sales enablement
- sales and marketing technology
- rewards, incentives, and loyalty programs
- meetings facilities and destinations
- and more

Our reach takes your brand further

Use merchandise or gift cards for sales incentive/recognition programs 87%
Plan/manage sales incentive/recognition programs 71%
Use recognition/service awards 71%
Decide/recommend business gifts 67%
Make sales meetings destinations/facilities decisions 62%
Make sales training decisions 57%
Purchase sales enablement tools/CRM 51%
Purchase marketing software/services 50%
Make their company’s sales travel decisions 47%

Buying Power

Fast facts about the responsibilities and authority of our audiences

Sources: SMM Reader Surveys 2016 and publisher’s own data, June/August 2016
Our audience

Primary Business/Industry of Subscribers

- Manufacturing 22%
- Retail, Wholesale, Distributor, Dealer, Mfr Rep 32%
- Hospitals, Entertainment, Food, Restaurant 3%
- Technology, IT, Telecom 3%
- Media, Cable, Publishing, Broadcast, Mobile 2%
- Government, Military, Education 2%
- Transportation, Utilities 2%
- Healthcare, Pharma, Medical 4%
- Finance, Banking, Insurance, Real Estate 5%
- Agencies, Advertising, Branding, Marketing, Sales Promos 4%
- Construction, Engineering, Contractors 4%
- Business Services, Non-Profit, Legal 18%

Annual Sales Volume

- Over $1 Billion 13%
- $10 Million to $49 Million 16%
- $500 Million to $1 Billion 7%
- $100 Million to $499 Million 30%
- $50 Million to $99 Million 34%
- $1 Million to $49 Million 16%
- $10 Million to $49 Million 16%

Primary Job Function

- Sales Management 45%
- Marketing Management 27%
- Other 4%
- Human Resources, Training 3%
- General Management 10%
- Executive Management 10%

“SMMConnect has given us a great opportunity to reach new audiences with our research and message about advances in sales effectiveness. The conversations we have both during and after the events have been remarkable.”

Michael Leimbach, Ph.D.
VP Global Research and Development
Wilson Learning Worldwide

Source: Publisher’s Own Data. September/October 2017
REGULAR READS

These sections appear in every issue of Sales & Marketing Management:

- **Next** – Quick reads on sales and marketing trends, talkers, and what lies ahead
- **“Trends In”** – A product, service and tools showcase featuring popular non-cash incentives or various solutions and special offers from SMM advertisers
- **Closers** – Insightful Q&A interviews with some of the most notable figures in business
- **Meetings and Incentive Travel** – Driving performance with incentive travel experiences and effective use of offsites. SMM’s coverage includes the latest research from the Incentive Federation, the SITE Foundation, and other incentive travel associations and organizations.
- **Technology** – Stay current on the innovative tools and tactics that leading companies are using to build brand and increase sales.

**FRESH VOICES & UNIQUE INSIGHTS**

SMM features insightful columns from the thought leaders who are shaping the future of B2B sales and marketing.

- **Tim Riesterer on The Sales Conversation** – The chief strategy and marketing officer at Corporate Visions shares insights on telling the right stories in a compelling manner.
- **Marketing Voices** – This column rotates among top B2B marketing professionals who answer the questions that are top of mind for today’s marketing executives — or should be.

### ISSUE

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“Sales & Marketing Management is the best looking publication in the market, with a unique blend of editorial content that engages sales and marketing management, while providing rich editorial on the proven benefits of non-cash incentives. It reaches the decision makers with my message.”

Mike Landry
Director, Special Markets, TUMI

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And now, for a little name dropping

SMM Circulation reaches the FORTUNE 1000

Automotives/Chemical/Energy
Amoco
Caterpillar
Chrysler
Citgo Petroleum
Dow Chemical
Duke Energy
Dupont
Eastman Chemical
Emerson Electric
ExxonMobil
Ford Motor
General Motors
Hyundai Motor
Michelin
Nissan
Toyota

Communication/Transportation
ABF Freight
American Airlines
AT & T
Atlas Van Lines
Boeing
CBS
Comcast
Delta Airlines
Dish
Fed Ex
Motorola
Qualcomm
Sprint
T-Mobile
TDS Telecom
Time Warner Cable
UPS
Verizon

Consumer/Food Products
Ace Hardware
Anheuser-Busch
Avon Products
Canon
Coca-Cola
Colgate Palmolive
ConAgra Foods
Dick’s Sporting Goods
Dollar General
Fujifilm
Gordon Food Service

Entertainment/Hotels
Best Western
Choice Hotels International
Hilton
Holland America
Marriott
MGM Grand Hotel & Casino
Walt Disney

Finance/Banks/Insurance
Aetna
Aflac
Allstate Insurance
American Express
American Family Insurance
Ameriprise Financial
Aon Hewitt
Assurant
Bank of America
Blue Cross Blue Shield
Capital One Financial
Chubb
Cigna
Citibank
Coldwell Banker
Ernst & Young
Farmers Insurance
Fidelity
JPMorgan Chase Bank
Keller Williams Realty
KPMG
Liberty Mutual Insurance
Mastercard
Mellife
Morgan Stanley
Mutual of Omaha
Nationwide Insurance
New York Life Insurance
Northwestern Mutual
PNC Financial
Re/Max
SAP
State Farm Insurance Co
Travelers
UBS
USAA
US Bank
Visa
Wells Fargo

Technology/Business Services
ADP
Agilent Technologies
Amazon
Apple
Avnet
Cisco Systems
Dell
Google
Intel
Kelly Services
Kronos
McAfee
Micron Technology
Microsoft
NCR
Oracle
Ricoh Americas
Sabre
Symantec
Yahoo

Manufacturing/Distribution
3M
Aramark
Bemis
Cargill
Corning Inc
Eastman Kodak Company
Eaton
General Dynamics
General Electric
Hewlett Packard
Honeywell
IBM
Ingersoll Rand
Kimberly-Clark
Lockheed Martin
Mohawk Industries Inc
Monsanto
Newell Rubbermaid
Parker Hannifin
Pitney Bowes
Procter & Gamble
Raytheon
Shaw Industries
Sherwin-Williams
Sysco
Weyerhaeuser
Whirlpool
Xerox

Pharmaceuticals/Healthcare
Abbott Laboratories
Allergan
Baxter Healthcare
Boehringer Ingelheim
Boston Scientific
Cardinal Health
Davita
Ecolab Inc
Eli Lilly & Co
Genentech
GlaxoSmithKline
Henry Schein
Humana
Idexx
Johnson & Johnson
Kaiser Permanente
Mayo Clinic
McKesson
Medtronic
Merk & Co
Pfizer
Quest Diagnostics
Roche
Sanofi
Thermo Fisher Scientific
United Healthcare

Source: Publisher’s Own Data, September/October 2017 issue.
SALES AND MARKETING.COM

Increase awareness of your brand, generate leads, acquire new clients, and retain loyal customers on SALESANDMARKETING.COM, #1 on all major search engines – prime online real estate for reaching your best prospects.

#1 on All Major Search Engines!

“The SMMConnect webinar audience is the most engaged audience I’ve come across in terms of interaction, questions, dialog and even follow-up after the Webinar.”

Mike Kunkle, Sr. Director
Sales Readiness Consulting
Brainshark, Inc.
Every week, this popular eNewsletter provides relevant news and business intelligence to 49,000+ sales and marketing executives. The quick-read format, combined with the newsletter’s reputation for disseminating top-notch content, makes SMM Monitor a savvy choice for sales training, enablement, technology, and incentive providers to reach a core audience ready to act on sales growth initiatives.

Opt-in monthly subscribers: 49,000
Average open rate: 10%
Average click-through rate: .2–.5%

Build your visibility and brand value, and watch the leads pour in, month after month.

SMMCONNECT.COM is where sales and marketing leaders and professionals go to network, learn, and find the resources they need to survive in an ever-changing, highly competitive business landscape. Showcase your expertise, generate quality leads, and build valuable brand exposure with this influential audience.

“I was really excited about the business I was able to generate from the webinar we held on SMMConnect.com. Immediately after the webinar, I followed up with emails to all of those registered. I now have two new active clients and two speaking engagements, and the potential for multiple future engagements. And actually, both new clients resulted from them viewing the recording of the webinar, so the ROI goes well beyond the live event.”

Steve Bistritz, Co-Author Selling to the C-Suite, www.sellxl.com
Fill your pipeline with targeted leads. We make it easy.

SMMConnect’s Turnkey Lead-Generating Webinars are the easiest, most effective path to hundreds of high-quality leads, offering hundreds of exposure for your brand in front of a targeted audience of sales and marketing decision-makers.

We promote, organize, manage, and facilitate a professional, expert-led Webinar, while you sit back and collect all the leads.

- Includes a fully automated, 6-8 week marketing campaign to drive registrants to the Webinar.
- Typical registrations: 200-300
- Your branding appears on registration form and Webinar slide.
- Your company receives special mention during Webinar.
- You receive complete registration list, including contact information and demographics, and webinar is archived indefinitely for continual lead flow.

Winning the Team Sale: Building Sales Teams That Win Big

Speaker

Michael Dalis
Senior Training Consultant, Richardson

Webinar Details

Date and Time  📅 Tue, Nov 21, 2017 at 11AM Pacific / 2PM Eastern
Duration  1 hour
Cost  $0 (Free)
Can’t Attend?  Register and we’ll send you the recording after the event.

The “Sign in” link will NOT appear until one hour before the webinar start time.

Description

Excellence in team selling is critical to success for commercial selling organizations. As more stakeholders are brought to the table and expect to meet more than the salesperson before purchasing, buyers need to ensure that they are qualified and ready to move forward. Join us for this complimentary webinar to discuss how building and leading high performing sales teams is the key to success at Richardson, a leading sales and workplace training provider. Learn more about the different roles and responsibilities for today’s sales management process and strategies to help your team achieve success.

Sponsored by

Richardson

The Power to Sell
Bring in your experts to demonstrate even greater authority and marketplace visibility

SMMConnect’s Sponsored Lead-Generating Webinars give you all the benefits of a Turnkey Webinar with the added brand value that comes from showcasing your speakers, expertise, and point of view.

- Webinars are promoted to SMM’s full universe, including:
  - SMM Monitor eNewsletter subscribers (49,000+)
  - SMMConnect members (12,000+)
  - SMM’s social channels (Twitter, Facebook, LinkedIn)

“The quality and large number of people who participate in each webinar has generated great dialogue among participants and ourselves. We truly believe that we are reaching the people who can make meaningful changes in their organization based upon the information we have an opportunity to share through SMM Connect.”

David Yesford, Senior Vice President
Wilson Learning Worldwide
Your message to 5,000 targeted professionals

Get valuable brand exposure with the decision-makers looking for your products and services, delivered from a source they know and trust. Co-branded with SMM for optimum open rates, each HTML email delivers your graphically enhanced, custom-crafted message and web links to 5,000 targeted professionals.

Average open: 8-10%
Average click-through rate: .5 – 2%
Leads in your inbox, ASAP.

Simply provide a completed White Paper, eBook, or other valuable content marketing piece in PDF format, and we will provide a full marketing campaign to promote downloads.

Your white paper will get exposure throughout the SMM brand's assets:

- Link to white paper from SalesandMarketing.com home page, SMMConnect.com home page, and SMM Monitor e-newsletter: reach 250,000+
- Direct e-mail marketing to Sales & Marketing Management's lists: reach approx. 65,000 each
- Social media marketing on SMM's Twitter, LinkedIn, and Facebook pages

Full marketing campaign and customizable download form

Easy As 1-2-3

Here's how easy it is to get your white paper online and start collecting leads:

1. Submit your asset via e-mail as a PDF file.
2. Submit your logo and an abstract. Both will appear on the landing page where readers download your white paper.
3. Your white paper will be posted on www.SalesandMarketing.com within 48 hours.

Standard program: $30/CPL with 100 leads guaranteed
Want a more turnkey solution for leads? 
Join SMM's white paper subscription program.

Drive a consistent flow of leads to your inbox with a monthly white paper subscription.

Interested in putting your content to work for you on a continual basis?

How it works: Send us your white paper or similar content asset and we'll provide ongoing marketing efforts for continuous weekly leads. White papers in the subscription channel are mainly promoted to SMMConnect's 12,000+ webinar member network combined with the SMM Monitor circ database (49,000+). Provide updated assets depending on length of campaign. Totally turnkey.

Cost/Leads:
• 3 months: $4,000  
  (Minimum 200 leads)
• 6 months: $6,000  
  (Minimum 400 leads)
• 12 months: $9,900  
  (Minimum 800 leads)
Sales leaders often need to figure out how to set the right goals for a sales team. To achieve this, they need to start with understanding the culture of the business they work in. In a fast-paced, technology-driven environment, simple, straightforward goals don’t cut it anymore. There are virtual teams, so how do you know what’s going on at the bench right now? That’s where the role of metrics comes in. Keeping the team motivated and engaged is the key to building stronger employee relationships.


top: Marilyn Carlson Nelson
bottom: Canon

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Sponsored articles on SalesandMarketing.com

Sponsored articles appear in the news feed on the SalesandMarketing.com home page for 30 days, plus:

- 30-day social marketing campaign
- Text ad in two issues of the SMM Monitor eNewsletter

POWERFUL B2B MARKETING, ROI YOU CAN MEASURE

- Your brand, carefully aligned with relevant content to create a powerful association in the minds of decision-makers
- Interactive content your prospects will read, watch, share, engage with, and respond to
- High-visibility, high-traffic media and microsites that will broaden your reach and amplify your voice
- Valuable, experiential content that seamlessly connects from print to online and drives your prospects to action
- Integrated with SMM, your prospects’ source for the latest trends, tips, and best practices they need to do their jobs
Service, product or facility showcase

Include your product, tool, or solution in SMM’s special advertiser showcase each issue (free to all half-page or larger advertisers in SMM).

Includes high-res image plus a 30-40-word description and contact information

An assortment of new incentive ideas and marketing tools from our advertisers

EOS Rebel SL2
The Canon EOS Rebel SL2 camera further proves that quality is key, helping you capture stunning photos and videos. The Vari-angle Touch Screen LCD helps capture shots at a variety of angles. The EOS Rebel SL2 puts creative power in your hands. For more information, contact Canon Special Accounts at 866-50-CANON or visit usa.canon.com/corporategifts.

Optic Fine Crystal
The latest release in the Waterford Elegance collection features a focused assortment of Optic Fine Crystal Stem Pairs, a coordinating Optic Carafe, and a DOF pair. Designed with versatility in mind, the Elegance Optic Fine Crystal is an excellent choice for daily use, with its relaxed yet elegant feel. For more information, contact WMGD US Special Markets Department at 855-923-2276.

Stylish, simple and elegant
Be stylish this season and beyond with this simple, elegant, and feminine set, which includes a rhodium-plated pendant on a chain, and a matching pair of pierced earrings. Showcasing beautiful round clear crystals, accented with a hint of clear crystal pavé, these timeless pieces enhance any outfit and will take you from day to night in perfect style. For more information, please email nicole.harper@swarovski.com.

GODIVA keepsake tin
Make an impression with the NEW gold tin that is filled with individually wrapped Belgian milk and dark truffles. The perfect gift for sharing. For more information, contact Godiva at 866-888-6095 or email godiva.special.markets@godiva.com.

A redesigned Flamingo
Caesars Entertainment completed a $6.5 million redesign of its meeting space at Flamingo Las Vegas. The space offers a fresh, bright and modern look. The convention center is the first step of renovations at the Flamingo, with a $90 million room redesign underway. For more information visit CaesarsMeansBusiness.com or call 855-633-8238.

Michael Kors satchel
The Michael Kors Grayson Signature Large Convertible Satchel’s classic style and refined silhouette make it the perfect accessory to carry every day. It features MK’s signature coated twill exterior, two leather top carry handles, a detachable chain and leather shoulder strap, zip pocket and key hook. For more information, visit www.mikors.com or call 866-876-6571.

Ginsu knives
Ginsu knives are some of the sharpest knives on the market. Regardless of which Ginsu knife set you choose for your reward and gift recipients, they will find quality craftsmanship and durable, sharp blades that are sure to last. For more information, contact Rick Tetreault at PremStar Incentives Inc., at 732-851-6002.
Generate clicks and increase brand awareness with site banners on SalesandMarketing.com

Banners receive sitewide rotation for maximum exposure.

Estimated monthly impressions: 20,000
Brand-building that attracts, engages, and connects with your target audience

Today’s buyers and buying teams are eager to learn from your industry expertise, but they are skeptical of promotional or inauthentic content. SMM’s Social Media Marketing services allow you to deliver useful information to your prospects during that critical 80% of the buying process that happens before they ever directly interact with someone on your team.

Use your knowledge of your business along with our insights about what matters most to B2B sales and marketing decision-makers to:

- Increase awareness of your brand.
- Drive prospects to your website.
- Build your reputation as an expert.
Could a Wells Fargo–Like Debacle Happen at Your Company?

Wells Fargo CEO John Stumpf has come under harsh criticism from all sides after 5,300 employees and managers at the bank’s retail division were fired for their role in purposefully opening unauthorized accounts in the names of their customers in order to reach daily and weekly quotas and earn incentives.

Just days before Stumpf was excoriated by Sen. Elizabeth Warren and other members of the Senate Banking Committee, he was also grilled by Jim Cramer, the bombastic host of CNBC’s “Mad Money,” who is not known for hard-hitting Q&As with corporate leaders. Cramer read a headline aloud from the Wall Street Journal: “Wells Fargo CEO defends bank culture. Lays blame with bad employees.”

“Tha’s not you. You’re the head coach,” Cramer said incredulously. “You told me you’re the Vince Lombardi never blamed a lineman.”

Few, if any, have rushed to Stumpf’s defense, particularly since reports of employees gaming Wells Fargo’s incentive program surfaced more than two years earlier. Still, any sales manager who runs an incentive program should not let Stumpf’s mistake happen at their company:

1. Rules need to account for likely gaming.
2. Incentives should be short term, otherwise they become compensation.

Wells Fargo’s problem: The rules didn’t allow for oversight.

Houlihan offers three key tenets of incentive programs and posits where Wells Fargo missed the mark with each.

Houlihan: There are two primary environmental ways to get new accounts: carrots and sticks. The stick is “open and shut,” the carrot is “open and flexible.”

“Put significant emphasis on new account openings – a lever made it worthwhile to game it. The more tenured the sales person, the more they are put in the position to not fulfill the spirit of the objective with methods that support their desire to keep their job. The carrot is “open and flexible,” the stick is “open and shut.”

Houlihan: For new account openings, the stick should be to open new accounts and they do it under the provision that accounts that get cancelled counteract the new account.

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Houlihan: For new account openings, the stick should be to open new accounts and they do it under the provision that accounts that get cancelled counteract the new account.

Houlihan: Writing the rules in such a way that eliminates, or at least minimizes, gaming is key. Just follow simple rules, says Tim Houlihan, vice president of the Reward Systems Group at BI, a global engagement consulting firm.

“Control the system in order to drive performance, not the other way around,” he says. “The program ran for months. It was part of the culture and the comp plan – it was not a one-off initiative to boost new account openings. That's not you. You're the head coach. Tim Houlihan never blamed a lineman.”

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Houlihan: Writing the rules in such a way that eliminates, or at least minimizes, gaming is key. Just follow simple rules, says Tim Houlihan, vice president of the Reward Systems Group at BI, a global engagement consulting firm.

“Control the system in order to drive performance, not the other way around,” he says. “The program ran for months. It was part of the culture and the comp plan – it was not a one-off initiative to boost new account openings. That's not you. You're the head coach. Tim Houlihan never blamed a lineman.”

Houlihan: When part of compensation (or maintaining employment) requires new account openings, there’s a lengthy stream of processes to insure that the technology was actually installed in the patient. The solution is to put significant emphasis on new account openings.
Retargeting campaigns allow you to deliver your banner ads to our website visitors AFTER they have left our website! Once visitors have been to SalesAndMarketing.com, they become a member of our retargeting lists. This NEW program allows you VIP access to market directly to this highly qualified audience!

When your banners are placed in our retargeting program, your ads “follow” our visitors while they perform Google searches and visit other partner websites within Google’s expansive Search and Display Networks. Google Search is the gold standard of internet search engines. The Google Display Network reaches 90% of internet users worldwide and includes more than 2 million publishers, including websites like nytimes.com and weather.com and Google-owned websites like Gmail, Blogger, and YouTube and more.

Retargeting banners are sold on a cost-per-click (CPC) basis. Purchase as many clicks as you need—your ads will run until your order has been met.

- Pricing/Cost: $5 CPC
- Maximum quantity: none
- Availability: first come
Get the optimum bang for your marketing buck.

Frequency plus integration (social/digital/print/lead generation) are key to any successful campaign. Contact your SMM rep today for a one-on-one consultation on a cost-effective, ROI-focused, integrated custom ad program. (Think: Savings.)

### PRINT AD RATES

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread Net$</td>
<td>14,500</td>
<td>13,695</td>
<td>13,265</td>
</tr>
<tr>
<td>Full Page Net$</td>
<td>9,395</td>
<td>8,695</td>
<td>8,265</td>
</tr>
<tr>
<td>Half Page Net$</td>
<td>6,075</td>
<td>5,765</td>
<td>5,460</td>
</tr>
</tbody>
</table>

### DIGITAL AD RATES

**SalesAndMarketing.com**

**Banner Ad Rates:**

<table>
<thead>
<tr>
<th>Banner Ad</th>
<th>Rate per month</th>
<th>Rate per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard (728 x 90)</td>
<td>1,550</td>
<td>520</td>
</tr>
<tr>
<td>Premium Square (300 x 250)</td>
<td>1,495</td>
<td>395</td>
</tr>
<tr>
<td>SMM Monitor eNewsletter Banner Ad Rates (weekly):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Leaderboard (728 x 90)</td>
<td>1,550</td>
<td>520</td>
</tr>
<tr>
<td>Premium Square (300 x 250)</td>
<td>1,495</td>
<td>395</td>
</tr>
<tr>
<td>Text Ad</td>
<td>275</td>
<td>275</td>
</tr>
</tbody>
</table>

**BONUS AD SPACE**

All half page and larger advertisers receive a **bonus product writeup**. With a 4-color image plus 30-40 words of copy, your bonus coverage (approximately ¼ to ½ page in size) will be showcased in an editorial format in a special “Trends In” section of the magazine. Use this valuable opportunity to promote your latest products or solutions, or consider offering a special discount for *Sales & Marketing Management* readers.

Get the optimum bang for your marketing buck.

Frequency plus integration (social/digital/print/lead generation) are key to any successful campaign. Contact your SMM rep today for a one-on-one consultation on a cost-effective, ROI-focused, integrated custom ad program. (Think: Savings.)

**Generate leads and build brand exposure with your top customers and prospects.**
**2018 Print Production Schedule**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation deadline</th>
<th>Materials due</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>December 1, 2017</td>
<td>Dec. 8, 2017</td>
<td>January 11</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>February 2</td>
<td>February 7</td>
<td>March 15</td>
</tr>
<tr>
<td>May/June</td>
<td>April 6</td>
<td>April 11</td>
<td>May 17</td>
</tr>
<tr>
<td>July/Aug</td>
<td>June 1</td>
<td>June 6</td>
<td>July 12</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>August 3</td>
<td>August 8</td>
<td>September 13</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>October 5</td>
<td>October 10</td>
<td>November 15</td>
</tr>
</tbody>
</table>

Send all print ad materials and direct all print and electronic ad questions to:

Bethany Lewis
Production Manager
Phone: 612.723.1222
Bethany@SalesAndMarketing.com

---

**AD SIZES:**

- **2-Page Spread**
  Provide 2-page spreads as single-page files

- **Full Page, no bleed**
  - Trim size: 8 × 10¾ inches
  - Live area: 7 × 10 inches

- **Full Page with bleed**
  - Bleed size: 8¼ × 11 inches
  - Live area: 7 × 10 inches

- **1/2 Vertical**
  - 3¾ × 10 inches

- **1/2 Horizontal**
  - 7 × 4¼ inches

- **1/2 Horizontal Spread**
  - 15 × 4¼ inches

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**AUDIENCE FAST FACTS:**

- Guaranteed Circulation: 25,000
- Total Readers Per Issue (with Passalong): 52,000+
- Sales & Marketing Management: 72%
Give us a shout.

For marketing solutions, ideas, and opportunities, contact the publishing team with the most leadership, years of experience, and service in the industry:

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Production .......................... 612.808.5024
Circulation/Subscriptions ............. 952.401.7899

“Sales & Marketing Management was a key partner for GC Incentives this past year as we looked to announce our brand positioning and new gift card reward tools. We were very pleased with our coverage in digital, print and social media. Our exposure and response exceeded our expectations.”

Cindy Mielke, CPIM, Director of Sales and Marketing Operations, GC Incentives

For article and product submissions:

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