

# SMM

## SALES & MARKETING MANAGEMENT

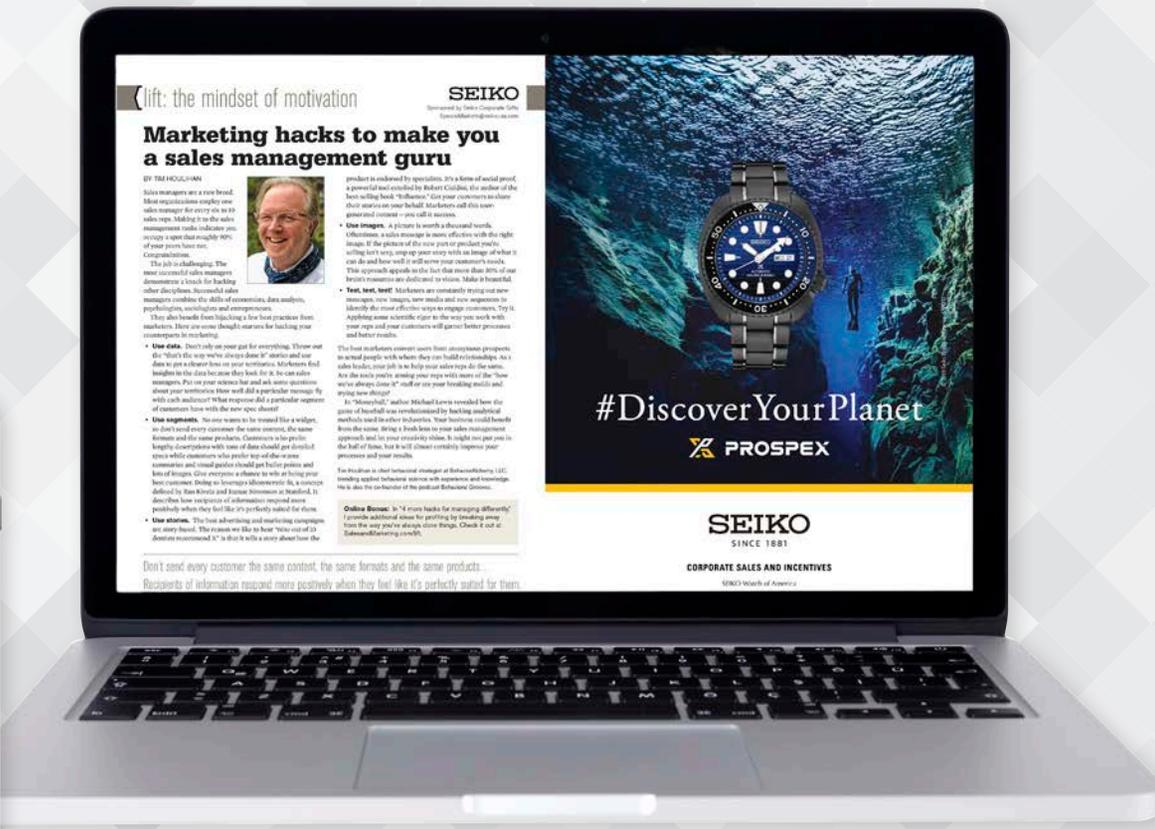
Online • Leadgen • Social • Print

SALESANDMARKETING.COM

### 2020 MEDIA KIT

“We had an internal FY19 ad and promo planning session (one of several so far) and Sales and Marketing’s performance was impressive.”

Shelly Colla, National Sales Manager  
Premium Incentive Group, Sony North America



## Media That Delivers B2B Buyers and Prospects

## 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**.

We're here to help you! We'll connect you to your buyers through a full suite of advertising, lead generation and content marketing offerings.

### SMM covers the entire spectrum of B2B sales and marketing

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

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

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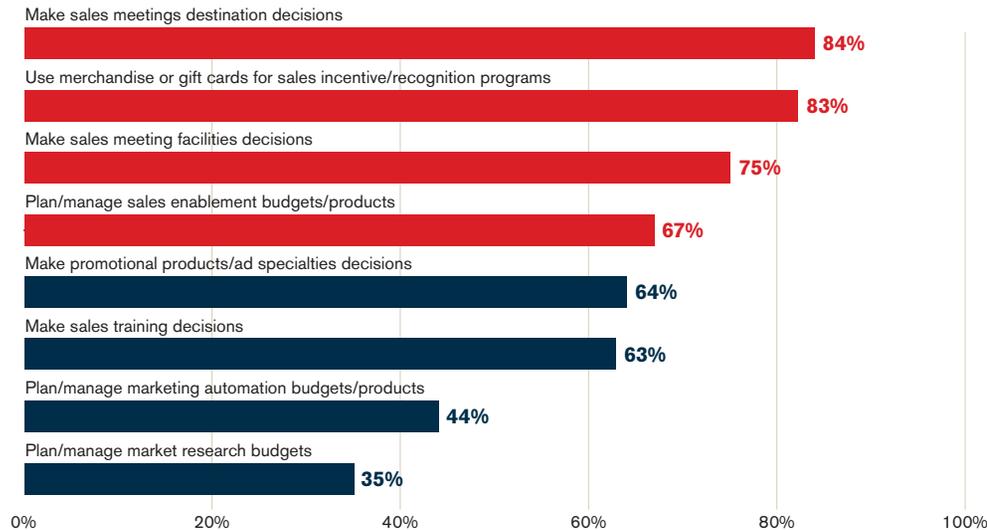


"We've done webinars with many other organizations. This was by far the best experience and most fruitful of them all to date."

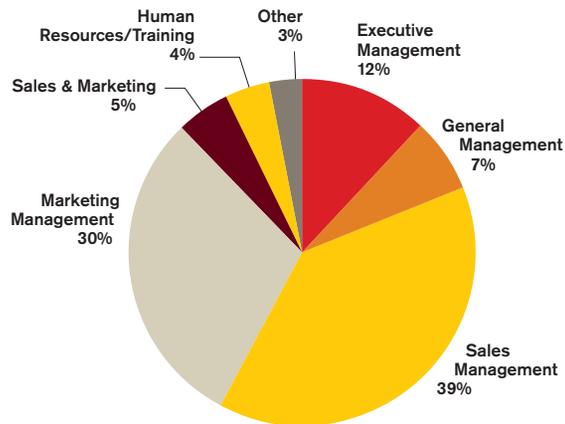
**C. Lee Smith, President/CEO, SalesFuel**

## Buying Power

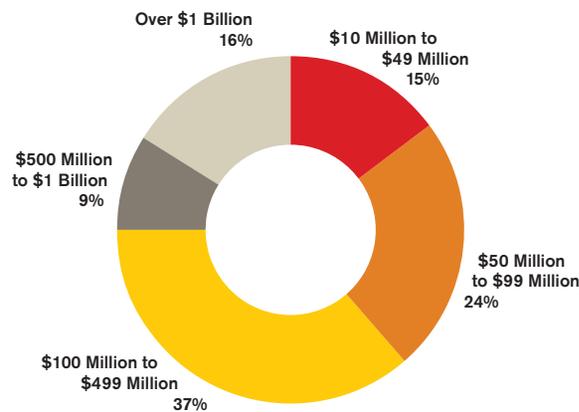
Fast facts about the responsibilities and authority of our audiences



## Primary Job Function



## Annual Sales Volume

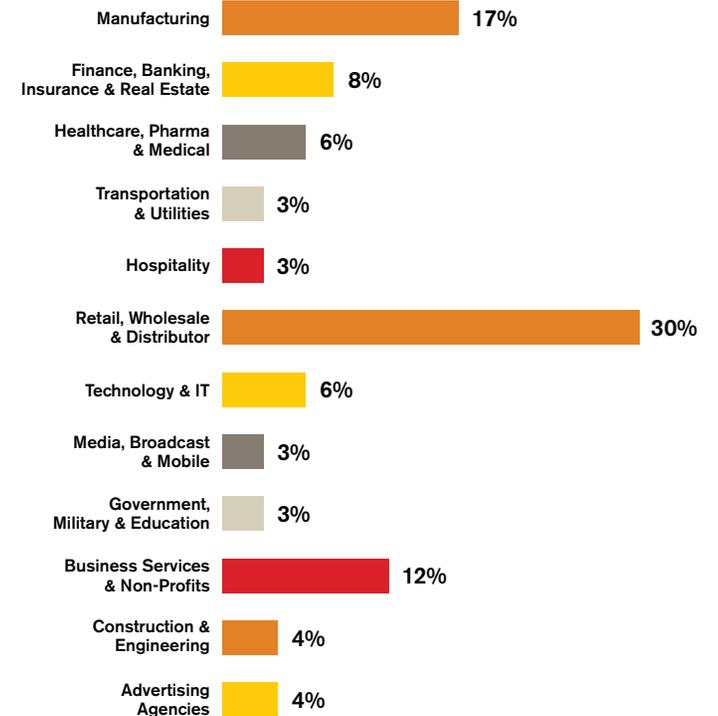


## Our reach takes your brand further

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](https://www.salesandmarketing.com) is where top sales and marketing professionals go to find essential resources and information related to:

- sales training
- sales management training
- sales enablement
- sales and marketing technology
- marketing automation
- meetings facilities and destinations
- rewards, incentives, and loyalty programs/products

## Primary Business/Industry of Subscribers



Sources: SMM Reader Surveys and Publisher's Own Data. September/October 2019 Magazine circulation (25,000)

## Communication/ Transportation/ Utilities

ABF Freight System  
AMC Networks  
American Airlines  
Amerigas  
AT&T  
C.H. Robinson  
CBS Television  
Centurylink  
CNN Worldwide  
Comcast  
Consumers Energy  
Delta Air Lines  
DHL Express  
DISH Network  
Ericsson  
ESPN  
FedEx  
Halliburton Energy Service  
JB Hunt Transport  
Penske  
Princess Cruises  
Southwest Airlines  
Sprint  
Time Warner  
Union Pacific Corporation  
United Airlines  
United Parcel Service  
Verizon  
Vantage Business

## Finance/Banks/ Insurance/Real Estate

Aflac  
Allstate Insurance  
American Express  
American General Life  
Ameriprise Financial  
Anthem  
Bank of America  
BNY MELLON  
Capital One  
Century 21 Real Estate  
Charles Schwab  
Corporation  
CHUBB  
Cigna  
Citi  
Comerica Bank  
CUNA Mutual Group  
Deloitte  
Deluxe Corp  
Deutsche Bank  
Dow Jones & Co Inc  
Equifax  
Erie Insurance Group  
Farmers  
Fidelity Bank  
Hanover Insurance Group  
HSBC  
JPMorgan Chase  
Keller Williams Realty

Liberty Mutual Insurance  
Mastercard  
Nationwide  
New York Life Insurance  
PNC  
Primerica  
Progressive Insurance  
Prudential  
Sotheby's International  
Realty  
State Farm  
Sun Life Financial  
Suntrust Banks  
Synovus Financial  
Corporation  
TD Bank  
Transamerica  
Travelers  
UBS Financial Services  
Unum Group  
US Bank  
Visa  
Wells Fargo

## Hospitality

Caesars Entertainment  
Carnival Cruise Line  
Extended Stay America  
Hilton Worldwide  
Holland America Line  
IHG  
Marriott International

Regal Entertainment Group  
Starwood Hotels & Resorts  
Worldwide  
Walt Disney Parks &  
Resorts

## Manufacturing

3M  
Agilent Technologies  
AK Steel Corporation  
American Honda Motor  
Anchor Hocking  
Anheuser Busch  
Archer Daniels Midland  
Astrazeneca  
BASF  
Boeing  
Bosch  
Bridgestone  
Canon  
Cargill  
Caterpillar  
Chrysler  
CITGO Petroleum  
Coca Cola  
Corning  
Cummins  
Daimler  
Dal-Tile  
Danfoss  
Delphi  
Dow Corning

DuPont  
Eastman Chemical  
Eaton  
Emerson  
Ford Motor  
Garelick Farms  
General Electric  
General Mills  
General Motors  
Georgia-Pacific  
Goodrich  
Graco  
Heineken USA  
Hewlett Packard  
Honeywell  
Hormel Foods  
Hyundai Motor America  
IBM  
Ingersoll Rand  
John Deere  
Johnson Controls  
Kohler Co  
Konica Minolta Business  
Solutions  
Kraft Foods Group  
Kraton Polymers  
Kronos  
Land O'Lakes  
Lenovo  
Lockheed Martin Space  
Systems  
Michelin North America  
Motorola  
Nestle USA Inc  
Novartis  
Occidental Petroleum  
Olympic Steel  
Owens Corning  
Parker Hannifin  
Pentair  
Perdue Farms  
Procter & Gamble Company  
Quad Graphics  
Quaker Oats Company

Rockwell Collins  
Saint Gobain  
Sanyo  
Schneider Electric  
Shaw Industries  
Siemens  
St. Jude Medical  
Stanley Black & Decker  
Takeda Pharmaceuticals  
Toyota  
Trane  
Tyson Foods  
US Steel Corp  
UTC Aerospace Systems  
Whirlpool

## Pharmaceuticals/ Healthcare

Abbott Laboratories  
Aetna  
Allergan  
Amersource  
Amgen  
Boehringer Ingelheim  
Boston Scientific  
Cardinal Health  
DaVita  
Ecolab  
Eli Lilly  
Fisher Scientific  
Humana  
Janssen  
Johnson & Johnson  
Kaiser Permanente  
McKesson  
Medtronic  
Merck  
Novo Nordisk  
Pfizer  
Sanofi Genzyme  
Scripps Health  
Sigma-Aldrich  
Thermo Fisher Scientific  
UnitedHealth Group

## Retail/Wholesale/ Distributors

ADT  
Amazon  
American Foods Group  
American Tire Distributors  
Applebee's Restaurants  
Aramark  
AutoNation  
AutoZone  
Bass Pro Shops  
Big Lots, Inc.  
CarMax  
Constellation Brands  
Dillard's, Inc.  
Dollar General Corp.  
Dr Pepper Snapple Group  
Fisher-Price  
Gordon Food Service  
Grainger  
Hy-Vee Distribution Center  
IKEA North America  
Jennie-O Turkey Store  
Lane Bryant  
L'Oreal  
Lowe's Companies  
Mars Chocolate North  
America  
Mattel  
McDonald's Corporation  
Miller Brewing Company  
National Car Rental System  
Newell Rubbermaid  
Nike  
O'Reilly Automotive  
PepsiCo  
Rent-A-Center  
Safelite Group  
Sargento Foods  
Sherwin-Williams  
Sodexo Inc  
Symantec  
Sysco  
The Home Depot

The TJX Companies  
T-Mobile USA  
True Value  
U-Haul International  
Unilever  
US Foods  
Wakefern Foods  
Walgreens  
Walmart  
Technology/Business  
Services  
Accenture  
Adobe Systems  
AlliedBarton Security  
Services  
Cisco  
Dell Technologies  
EMC  
Epicor Software  
Epson America  
Gartner  
Genesys  
Google  
Intel  
Intuit  
Lexmark  
LinkedIn Corporation  
Microchip Technology  
Microsoft  
Nokia  
Oracle  
Qualcomm  
Ricoch Americas  
Sabre  
SAP  
TATA Consultancy Services  
Ultimate Software  
Xerox Corporation

Source: Publisher's Own Data,  
September/October 2019 issue.

Magazine	Total Circulation	Print	Digital	Print & Digital
Sales & Marketing Management	25,000	18,774	2,621	3,605

E-Newsletter	Active Subscribers	Membership (Webinar Audience)	Active Members
SMM Monitor	29,856	SMM Connect	34,292

SalesandMarketing.com Website	Monthly Average	SMM Community Engagement	Total
Sessions	6,840	Twitter Followers	2,222
Unique Visitors	5,381	Linked-In Group Members	20,688
Page Views	9,584		

## What's New For 2020?

### *Sales & Marketing Management's 20/20 vision*

The SMM team has been doing a lot of market research, marketer conversations and audience surveys. What we've found is there has been incredible change in the nearly 10 years since we re-launched the brand, and that change is happening now at the speed of light. We plan to keep our audiences on the cutting edge. And that will keep you in front of an audience universe more engaged than ever.

## What's in it for you?

- The one thing about b2b media and its products that hasn't changed is that the primary objective is still to connect buyers and sellers
- We're increasing our emphasis on digital/online tools to help you reach corporate sales and marketing decision makers where they are
- Physical print editions are going from six to four issues enabling more time and resources to be dedicated to digital assets, including what will become a market-leading website
- Editorial content more tightly focused on cutting edge sales and marketing strategies, technologies and trends; training programs and products, projectable research and more
- Significant digital and print database enrichment. SMM has partnered with a leading database development company and has initially started with an increase of 20,000 precisely targeted new subscribers/members. SMM also has contracted a social media resource that is already adding 200+ qualified prospects monthly to databases
- Providing you even more market-leading, lead-generating webinars, whitepapers and content marketing platforms than any other media brand in the channel

## REGULAR READS

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

- **Next** – Quick reads on sales and marketing trends, technology, research and management hacks for increased productivity.
- **Managing to Motivate** – Insights on driving peak performance.
- **Closers** – Q&A interviews with leading business thinkers, authors and other notable figures from the B2B sales and marketing world.
- **Tech Stack** – A rotating column examining the software, platforms and other technology tools that can generate better B2B sales and marketing results.

## PERIODIC READS

- **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.
- **Trends In** – A showcase of non-cash incentives and recognition ideas, plus useful insights for their effective use.

## EDITORIAL CONTRIBUTORS

Every issue of SMM features insightful columns from two thought leaders who are on the front line of the B2B sales and marketing future.

- **The Sales Conversation by Tim Riesterer** – The chief strategy officer at Corporate Visions shares research and strategies that provide a competitive edge.
- **Lift by Tim Houlihan** – The Chief Behavioral Strategist at Behavior Alchemy, LLC, provides business insights from behavioral science that play an increasingly important role in managing for improved performance. Houlihan is the former VP of Reward Systems at BI WORLDWIDE.

ISSUE	WINTER 2020	SPRING 2020	SUMMER 2020	FALL 2020
	Ad Close: 1/3/20 Materials: 1/8/20 Mail Date: 2/4/20	Ad Close: 3/2/20 Materials: 3/4/20 Mail Date: 3/30/20	Ad Close: 6/19/20 Materials: 6/23/20 Mail Date: 7/14/20	Ad Close: 8/21/20 Materials: 8/26/20 Mail Date: 9/25/20
FEATURES	<ul style="list-style-type: none"> <li>• All-In On AI? A closer look at the potential – and limitations – of artificial intelligence in B2B sales and marketing.</li> <li>• Why Trade Shows Aren't Dead</li> <li>• Making the Most of Customer Surveys</li> <li>• Harnessing the Power of Programmatic Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• What Motivation Is (And Isn't)</li> <li>• Should You Be Using Chatbots?</li> <li>• Social Selling Isn't an Oxymoron</li> <li>• Combatting Customer Churn</li> </ul>	<ul style="list-style-type: none"> <li>• What You Don't Know About CRM Can Kill You</li> <li>• What's In Your Social Stack?</li> <li>• Effective Email Marketing</li> <li>• Keeping Remote Workers Engaged</li> </ul>	<ul style="list-style-type: none"> <li>• The Complete Content Marketing Portfolio: Blog Posts, Webinars, Social Media Commentary and More</li> <li>• B2B Podcasting – Really!</li> <li>• SEO for Dummies</li> <li>• The Technology that's Driving Sales Incentive Programs</li> <li>• Filling Your Sales Funnel with Confidence</li> </ul>
BONUS DISTRIBUTION	Training Conference & Expo February 24-26, 2020 Orlando, FL	Flourish Branded Currency Conference April 27-29, Chicago, IL  IMRA Conference April 26-28, Clearwater, FL	SHRM June 28 - July 1, San Diego  IMA Summit 2020 July 20 - 22, Fort Lauderdale, FL	IMEX Sept. 15-17, Las Vegas

RATES			
2020 SMM DISPLAY COLOR RATES			
Ad Size	1x	2x	4x
Two-Page Spread	\$9,500	\$8,500	\$7,600
Full Page	\$6,900	\$6,250	\$5,650
2/3 Page	\$6,250	\$5,500	\$4,750
1/2 Page	\$4,100	\$3,650	\$3,100
1/4 Page	\$2,950	\$2,500	\$2,100

**See page 22 for full print specs**

Ask about our digital/lead/print integrated marketing packages and save thousands!



## Digital Partner Program

Bolster your brand dominance and reach *Sales & Marketing Management's* full web and email audience with this high-impact digital partner program.

**LIMITED:** Only 8 advertiser partners per month

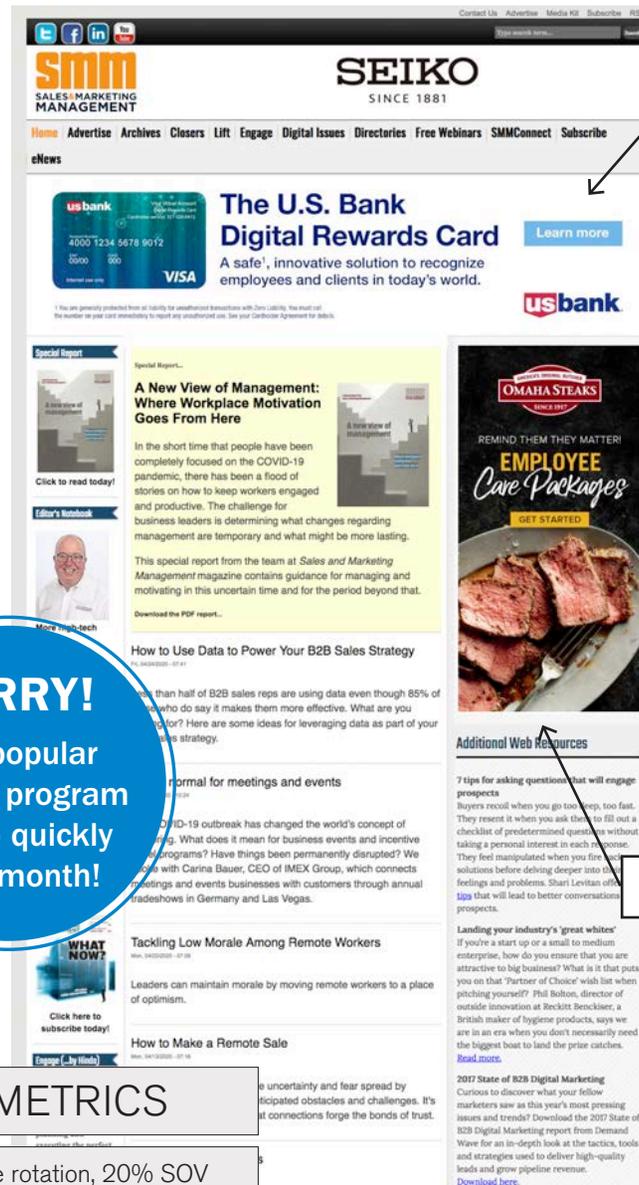
### Includes pervasive branding:

- on www.salesandmarketing.com
- on www.smmconnect.com
- in the SMM Monitor eNewsletter
- Sitewide rotation
- Your logo also included in sitewide rotation ("Online Sponsor" feature)
- Your logo also included in magazine print ad showcasing monthly sponsors
- Metrics reporting included

### High-impact ad units include:

- 970 x 250 billboard
- 300 x 600 skyscraper
- 300 x 250 premium square (for mobile and eNewsletter only)

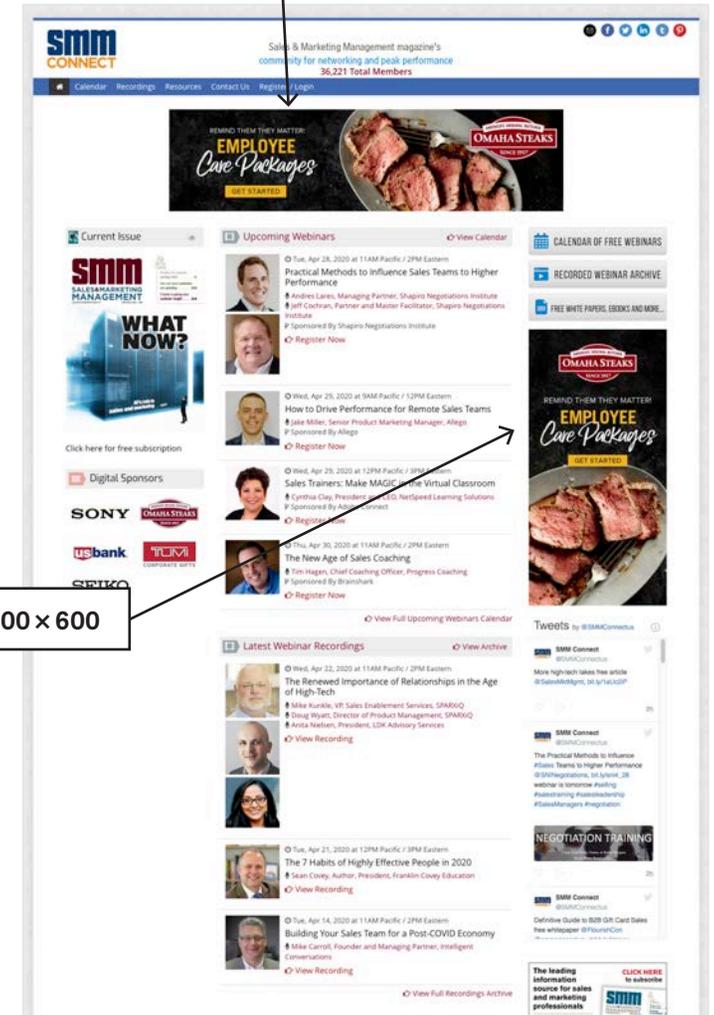
**HURRY!**  
This popular partner program fills up quickly each month!



970 x 250 BILLBOARD

Also supports 728 x 90 LEADERBOARDS

300 x 600



**RATES**

**MONTHLY DIGITAL SPONSORSHIP \$1,500**

**METRICS**

- Sitewide rotation, 20% SOV
- 20,000 impressions/month
- Average banner CTR: .2 - .5%

# SMM Monitor eNewsletter



Every week, this popular eNewsletter provides relevant news and business intelligence to 29,000+ sales and marketing executives. The quick-read format, combined with the newsletter's reputation for disseminating top-notch content, make 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.

## RATES

	PER ISSUE	PER MONTH
Text Ad:	\$275	\$1,100
300 x 250 banners are available via monthly Digital Sponsorship. See page 7 for details.		

## METRICS

- Opt-in monthly subscribers: 29,000+
- Average open rate: 5 – 6%
- Average banner CTR: .2 – .5%

300 x 250  
PREMIUM  
SQUARE  
BANNER

### TEXT AD

*Be part of the content with a simple, cost-effective Text Ad (up to 75 words plus a URL).*



The Weekly Resource for Sales & Marketing Management  
April 28, 2020

To keep receiving the SMM Monitor, please [update your subscriber](#) info today.

### Feature Articles

#### Will We Ever Meet Again?

The COVID-19 outbreak has changed the world's concept of gathering. IMEX CEO Carina Bauer addresses what it means for business events and incentive travel programs?

[Read More ->](#)

#### How to Use Data to Power Your B2B Sales Strategy

Less than half of B2B sales reps are using data even though 85% of those who do say it makes them more effective. What are you waiting for? Here are some ideas for leveraging data as part of your B2B sales strategy.

**CLICK to view a live sample**

[Read More ->](#)

#### The Right Kind of Help Is Not What You Think

Gartner surveys help reveal how the best sellers help their customers thrive during and beyond COVID-19.

[Read More ->](#)

### The U.S. Bank Digital Rewards Card



**usbank** [Learn more](#)



**SEIKO**  
SINCE 1881

### Mark Your Calendar for These Upcoming Webinars on [SMMConnect.com](#)

- 04/29/20: How to Drive Performance for Remote Sales Teams
- 04/29/20: Sales Trainers: Make MAGIC in the Virtual Classroom
- 04/30/20: The New Age of Sales Coaching
- 05/05/20: Don't Let The COVID Crisis Be Your Sales Crisis

### Missed Our Latest Webinar? The Recording Is Now Available Online

The Renewed Importance of Relationships in the Age of High-Tech

### Complimentary White Paper

Many companies are turning things up a notch. At today's annual sales meetings or other offsite occasion, gifting experiences are becoming an event within the event — a high-energy affair in which colleagues "shop" together for styles that tailor to their specific needs and wants with a single brand experience. Read more about how corporate gifting becomes an event by downloading the white paper [here](#).

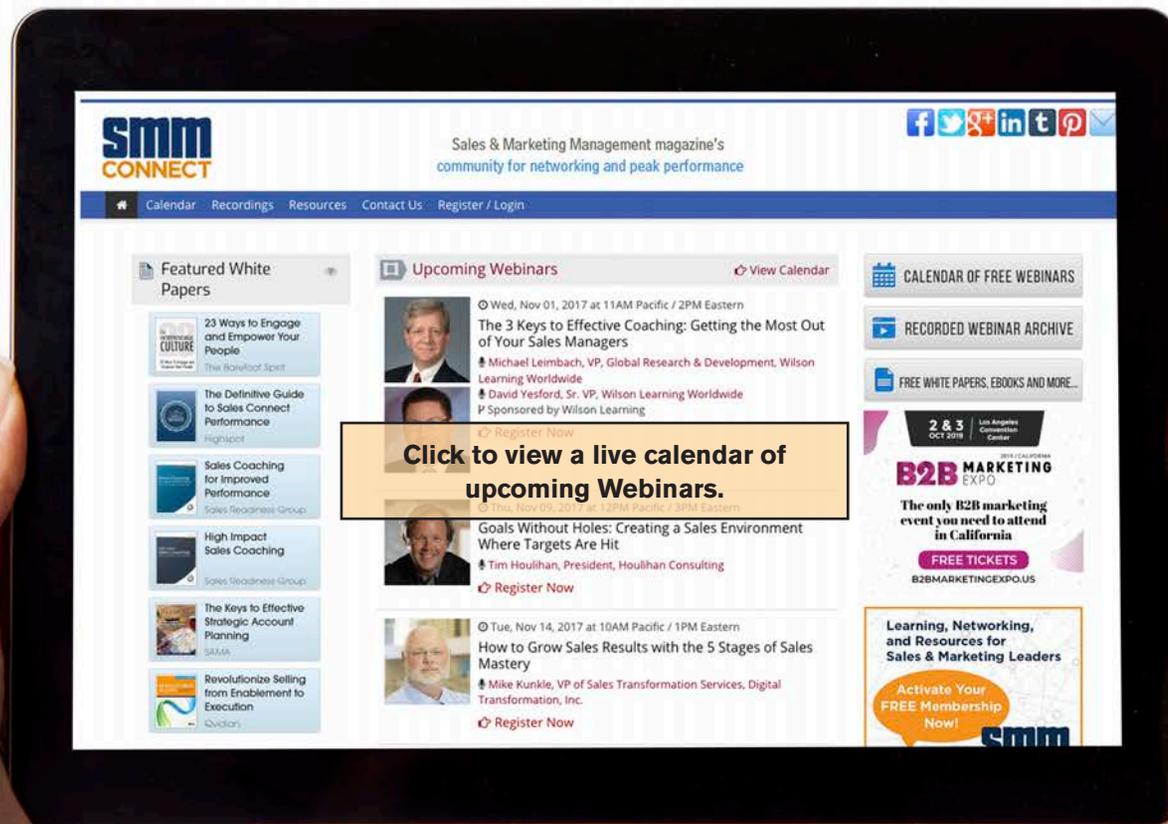
**Build your visibility and brand value, and watch the leads pour in, month after month.**



**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.

“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**



## Sponsored Webinars:

**Bring in your experts to demonstrate even greater authority and marketplace visibility**

SMMConnect's Sponsored Webinars are SMM's most popular content marketing channel—and for good reason. It's the place to be to showcase your expertise or share your latest research, as well as generate hundreds of ongoing, targeted leads for your sales pipeline.

Webinars are promoted not only through the SMMConnect website, but also by email to our entire community of SMM Monitor/HTML subscribers and SMMConnect members (66,000+ unique users), as well as through our social media channels (23,000+ followers).

### METRICS

- SMMConnect sponsored Webinars typically see between 200-300 registrants, with 20%-30% day of participation.

### RATES

#### WEBINAR RATES

1x	\$7,500
2x	\$7,000 each
3x	\$6,500 each
4x or more (quarterly)	\$6,000 each

#### Extras included with your Webinar:

- Provide a 300 x 250 banner for bonus clicks
- Provide a white paper, eBook, or similar content asset (PDF) and we will promote this in conjunction with the webinar for potentially 100s of extra leads (\$3,000 bonus value).

**Ask your rep about custom Webinar packages.**

**How to Fuel Sales Growth in 2020 with Agile Learning**

**Speaker**  
**Jake Miller**  
 Senior Product Marketing Manager, Allego

**Webinar Details**

**Date and Time** Wed, Dec 18, 2019 at 11AM Pacific / 2PM Eastern  
**Duration** 1 Hour  
**Cost** \$0 (Free)  
**Can't Attend?** Register and we'll send you the recording after the webinar.  
 The "Sign in" link will NOT appear until one hour before the webinar start time.

[Register](#)

**Description**

It's not enough to 'set it and forget it' when it comes to sales readiness. Learning must be agile and continuous to ensure salespeople remain equipped to succeed in an ever-evolving world.

In this webinar, we reveal how an agile approach to learning, content, and collaboration can help ensure that reps are not only well trained, but have the right content and insights at their fingertips to help them handle any sales scenario thrown their way.

Specifically, you'll learn:

- How streamlined peer-to-peer knowledge sharing can help reps better prepare
- Why a sophisticated use of video is critical for enabling sales teams to work together
- How to create training programs that cater to the individual learning needs of your reps
- How leading organizations are currently using agile learning, content, and collaboration to achieve massive ROI

Register today to learn how utilizing these strategies can increase sales readiness and performance in 2020.

**About Jake Miller**

Jake Miller joined Allego after commercial launch to help establish product marketing and lead ongoing strategic use case development and commercialization efforts. Jake is passionate about sales performance and incorporates his experience as a salesperson in the commission-only high-ticket retail world into his approach for product marketing at Allego. Allego provides a sales learning and readiness platform that elevates sales team performance by harnessing the power of mobile video knowledge sharing to drive better customer conversations and empower reps with the training, practice, coaching, and collaboration they need to win more deals.

**Sponsored By**

[Register](#)

**CALENDAR OF FREE WEBINARS**

**RECORDED WEBINAR ARCHIVE**

**FREE WHITE PAPERS, EBOOKS AND MORE...**

**B2B MARKETING EXPO**  
 2 & 3 OCT 2019 | Los Angeles Convention Center  
 The only B2B marketing event you need to attend in California  
[FREE TICKETS](#)  
 B2BMARKETINGEXPO.US

**allego**  
 A Modern Look Into Sales Onboarding  
[DOWNLOAD THE GUIDE](#)

**ADDITIONAL LEAD-GENERATING BANNER**

**smm CONNECT** Sales & Marketing Management magazine's community for networking and peak performance

Calendar Recordings Resources Contact Us Register / Login

## 5 Tips for Developing High-Performing Sales Managers

Speaker: **C. Lee Smith**, President & CEO, SalesFuel

**Webinar Details**

- Date and Time: Thu, Sep 13, 2018 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.

**Register**

**Description**

If you improve a salesperson, you improve one person. If you improve a sales manager, you improve the entire team. But, for most managers, self-awareness of their skill gaps is not an easy thing.

Many sales managers come along with common skill gaps, most commonly...

- lack of people skills
- failing to continuously develop their management skills
- and the inability to adapt their communication style to each rep

These can lead to poor engagement, lack of skill development and



**BONUS  
300x250  
BANNER**



Your Hotlinked Logo

### SPONSOR BRANDING

Your sponsor PPT slide will be displayed at the beginning and end of the Webinar



## Turnkey Webinars:

No Speaker? No Problem. Turn to us for help

SMMConnect's Turnkey Lead-Generating Webinars are the easiest path to hundreds of targeted leads, providing immense exposure for your brand. We promote, organize, manage and facilitate an expert-led Webinar, while you sit back and watch the leads flow in for your sales team.

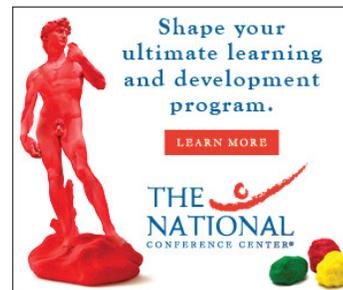
## RATES

### WEBINAR RATES

Turnkey Webinars:	<b>\$5,000</b> (flat fee)
Webinar Ad Pods:	<b>\$1,495 each</b> (flat fee)

## AD PODS:

An ad pod is a hyperlinked image that appears on attendees' screens during a Webinar to communicate your call to action and enable participants to click through to any URL you've set up to facilitate even more engagement. Learn more and check out sample Ad Pods [here](#):



## METRICS

- Provide your sponsor branding, and any extra special offers or links
- You'll be promoted as the sponsor in all pre-Webinar marketing efforts, and on the live Webinar
- You'll receive the complete list of registrants and any leads from the on-demand recording, the same as if it were your own content and speaker
- Expect a minimum of 150 leads, plus 100s of bonus leads from any accompanying content you provide, such as a white paper, infographic, or eBook. (SMM Webinars typically see between 200-300 registrants).



**Have you unlocked your sales potential?** SIMON • KUCHER  
Find out in 5 minutes. [Take the assessment](#) ▶











Sales & Marketing Management magazine's  
community for networking and peak performance

[Calendar](#)
[Recordings](#)
[Resources](#)
[Contact Us](#)
[Register / Login](#)

## Graphs, Charts, and Data Visualization – All Three in Your Next PowerPoint Presentation

Speaker



**Richard Goring**  
Director, BrightCarbon

Tools

All Webinars

 CALENDAR OF FREE WEBINARS

 RECORDED WEBINAR ARCHIVE

 FREE WHITE PAPERS, EBOOKS AND MORE...



**Sales engagement platform  
and B2B data all-in-one.**

GET A DEMO

### Webinar Details

<b>Date and Time</b>	🕒 Tue, Nov 27, 2018 at 9AM Pacific / 12PM Eastern
<b>Duration</b>	1 Hour
<b>Cost</b>	\$0 (Free)
<b>Can't Attend?</b>	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.

Register

### Description

PowerPoint graphs and charts are an excellent way to show information visually, allowing an audience to see the trend or result straight away.

Graphs are a common component to most presentations, but they aren't always used correctly. An effective graph can show a trend, support your message, explain a situation, and much more besides. Data visualization takes things further, to convey complex concepts in an elegant and relatable way.

## Demo Webinars:

### It's time to show 'em what you've got!

Showcase your product, product update, or your latest new solution like never before with an SMMConnect Demo Webinar. SMMConnect provides a Producer to help develop, deliver and introduce your 30-minute educational demo Webinar. Help listeners roll up their sleeves and get hands-on with a virtual tour of your latest product, upgrade, or integration.



## RATES

Demo Webinars:	<b>\$6,000 each</b> (flat fee)
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YOUR ARTICLE

lift: the mindset of motivation

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## Onboarding has long-term impacts

BY TIM HOULIHAN

I have a friend who started work at a new company recently. A week later, her daughter started her first post-college job. Their experiences highlighted how hiring managers can do better regardless of generation and how onboarding casts a long shadow for how employees feel about a company.



### What worked

The mother, we'll call her Maggie started her first day with a project perfectly tuned to her background and skillset. Even better, it required her to meet people from other departments. Coworkers showed her the cafeteria, bathroom and office supplies area, and they gave her insider scoops on completing paperwork.

The daughter, we'll call her Katelyn, was greeted warmly with a cubicle stocked full of welcome messages, office supplies and a computer. Her calendar was booked with coworker meetings, lunch with senior leaders, and a project estimated to take up the entire first week. In some ways, she said, "It felt like the first day of school," with the classroom laid out to welcome her.

These issues may be unnoticeable to the hiring manager but can become real bugaboos with new employees. Early experiences like these echo from the culture canyon and set the long-term tone. Good managers stay on top of them. Great managers prevent them from happening in the first place.

### What to do

- **Give employees a chance.** They passed the interview, so give them a chance to do the work. Assign a project right away and be available for their questions. You want them to build confidence and get a small win right off the bat. Confidence goes a long way.
- **Give employees a good first impression.** Culture dictates suitable welcome measures, but don't skimp. A good welcome is less about hanging balloons and more about having a functioning laptop and a place to land on day one.
- **Get employees engaged socially.** We are tribal and this is the new hire's newest tribe. Improperly welcomed new hires will feel disengaged, making them more likely to push off for greener pastures sooner than later. Set up internal meetings with peers, subject matter experts, company historians, and fellow Star Wars addicts to help them feel like they belong.

Don't ignore those who have been around a while. Give them opportunities to take the lead. Remind them how you

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## The bonding power of travel

As the former chair and CEO of the global hotel and travel company Carlson, Marilyn Carlson Nelson has spent a lifetime helping companies enhance relationships with employees and clients through incentive travel experiences. We spoke with her recently about the power of travel to build strong bonds. A lot has changed in the travel industry over the past several decades, but Carlson says in many ways, the more things change, the more they stay the same.



**SMM:** Our cover feature is about second-tier cities. Do you have any favorites yourself?

**MCN:** My role as a member of the Super Bowl LII Host Committee has made me more aware than ever of the exciting changes in our own tri-city area of Minneapolis, St. Paul and Bloomington. More and more people are looking for new experiences like some of those that can happen here in the winter like dog sled races, snowmobiling and the ice castle that is built in St. Paul. Other emerging cities include Nashville, Austin and Denver. Denver seems to be more popular than it has been before, particularly since they built light rail access from the airport to downtown.

*If you provide a shared emotional experience, it strengthens the bonds with each other and with the company, and develops a sense of pride.*

**SMM:** Why is travel such an effective tool for companies to build relationships with employees and clients?

**MCN:** We have very few collective experiences anymore. There are virtual employees who often don't meet each other until they participate in a meeting or incentive trip. There is no question that traveling together creates the kind of friendships and engagement that build stronger employee relations.

**SMM:** What are the ingredients of a great incentive travel experience?

**MCN:** Flawless execution is absolutely key. That hasn't changed. How you interface with participants, from the first invitation to your follow-up afterward, is really important. Part of that flawless execution involves knowing as much as you can about the individual travelers. Even though you are providing a collective experience, it can be ruined if you aren't aware of individuals' food choices, allergies or other important details.

It's also important to have emotional content and an experience that is exclusive or unique—something that people wouldn't be able to experience on their own. If you provide a shared emotional experience, it strengthens the bonds with each other and with the company, and develops a sense of pride. We see that with the introduction of more corporate social responsibility activities into events. People feel good about working together on worthwhile projects. Relationships drive results. No matter how efficient it is to use the technology that's available today, the kind of bonding that comes from a collective experience is different. It can change a team of employees into an extended family. "There is a quote from (French poet and philosopher) Paul Valery that goes, "Let us enrich ourselves with our mutual differences." That's really been my theme and I think it's one of the themes of all incentive group travel.

**SMM:** What is the tally of countries you have visited, and are there any left on your wish list?

**MCN:** I've been to over 60 countries. I haven't been to Lapland, and I'm of Swedish heritage, so I'm excited, at some point, to go to Lapland. I haven't been to Nepal and I would like to. I haven't been to either of the Poles. I came close on the tip of Patagonia.

**SMM:** Do you have a favorite destination?

**MCN:** That's too tough. When I'm not in the place I love, I love the place I'm in. I particularly have enjoyed visiting some of the world's historic sites, whether it's Epidaurus or Machu Picchu. There is an amazing sense of being connected to the ancient world. We need to preserve these places so we understand our history. In order to create the kind of future we want to live in, we need to understand the past. I worry that we are creating new experiences in order to accommodate the millions of travelers that are coming into the global market. I encourage people to visit some of these historic places that may or may not be threatened over time. **SMM**

You can read past Closers interviews with Mark Cuban, Daniel Pink, "Dilbert" creator Scott Adams and more at [SalesandMarketing.com/Closers](http://SalesandMarketing.com/Closers).

Find out how Canon can make your corporate gifts and incentives program work for you.

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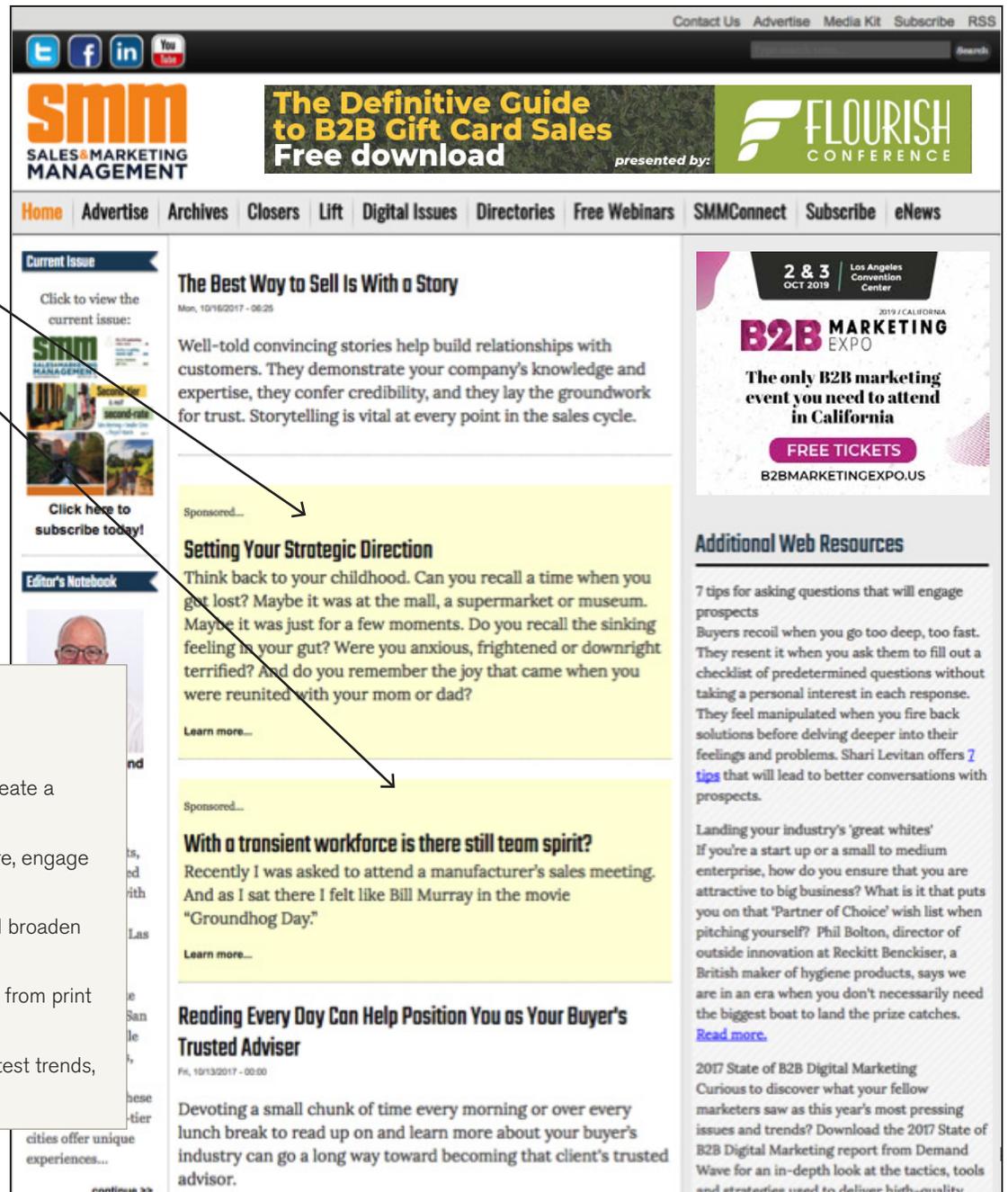
Sponsored articles appear in the news feed on the SalesandMarketing.com home page for 30 days, plus:

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

RATES	
1-page Article, Print and Digital Editions:	<b>\$7,500</b>
2-page Article, Print and Digital Editions:	<b>\$9,500</b>
Digital/Newsfeed Only:	<b>\$1,495/mo</b>

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**“Top Performers” product, service, 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*

top performers

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

**One way to say ‘thanks’**

Many managers continue to believe that good employees leave for higher-paying jobs despite numerous studies that have shown workers leave for more complicated reasons – often ones that are more psychological in nature, say Gary Chapman and Paul White in their book “The 5 Languages of Appreciation in the Workplace.”

“When staff members feel their contributions are not appreciated and they don’t have a sense of being valued by their employer or supervisor, they look for employment elsewhere.”

The key, say Chapman and White, is to find out how each employee prefers to be recognized. This is where their five languages of appreciation comes into play. “We have found that each person has a primary and secondary language of appreciation. Although we will accept appreciation in all five languages, we will not feel truly encouraged unless the message is communicated through our primary language.”

More on these languages of appreciation will be featured in our March/April 2019 cover feature on motivation in the workplace.

Recognizing with tangible gifts is one of the languages they recommend. These ideas from our advertisers are a starting point for you to consider whether your own recognition efforts need to be recharged.

**Your corporate awards and gifts partner**

Awarding You produces recognition gifts for top performers and customers. Annual fulfillment programs provide flexibility and offer relief from managerial tasks for our clients. From plaques to custom art and shipping requirements, Awarding You provides white glove service. For more information, visit [awardingyou.com](http://awardingyou.com).



**A better way to give gift cards**

Choosing gift cards to fit every recipient’s lifestyle is a challenge and a hassle. GC Incentives removes that hassle by sending your recipients personalized engaging communication in print or digital formats with instructions for them to choose from over 200 popular merchants. For a demo on how easy it is to get started, visit [go.gcincentives.com/salesandmarketing](http://go.gcincentives.com/salesandmarketing) or call 877-737-0200.

Recognition is about improving performance and focuses on what is good for the company. Appreciation emphasizes what is good for the company and good for the person, which may sometimes mean helping them find a position that is better for them than their current role.”

– “The 5 Languages of Appreciation in the Workplace” by Gary Chapman and Paul White

**Discover how branded currency can help sales flourish**

Returning for its 3rd year, Flourish: The Growth of Branded Currency Conference helps brands take advantage of tools like gift card, branded payments, and loyalty programs to increase sales and brand awareness through unique educational and networking offerings. Learn more at [flourishcon.com](http://flourishcon.com) or email [hello@flourishcon.com](mailto:hello@flourishcon.com).



“The Motivation utilized in virtue hard-nosed or important varie power of individuals feeling valued for the work they do and the contributions they make toward the organization’s success.”

– “The 5 Languages of Appreciation in the Workplace” by Gary Chapman and Paul White



**Onsite gifting**

A successful gift leaves memories, Maui Jim pioneered the onsite gifting concept over 18 years ago. With a true brand experience, it shows a company is investing in that guest, just as much as that guest invests in that organization. For more information, contact Maui Jim Corporate Gifts at 800-614-6790, email [corporategifts@mauijim.com](mailto:corporategifts@mauijim.com) or visit [mauijimcorporategifts.com](http://mauijimcorporategifts.com).

**Individual cruise certificates to motivate and inspire**  
Royal Caribbean International offers you a turnkey program that recognizes and rewards employees, business partners and clients with an incredible cruise vacation. This Certificate Program treats recipients as the deserving individuals they are, giving them the freedom to go where they want, when they want. Choose from a wide variety of certificates to fit all budgets. Call 800-762-0458 to learn more.



**Individual cruise certificates to motivate and inspire**  
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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.

“We were really impressed with the level of engagement we saw from an HTML campaign with SMM.”

**Beth Stewart (Peka)**  
Marketing Specialist  
Corporate Gifts  
Maui Jim Sunglasses

### METRICS

- Average opens: 8 – 10%
- Average CTR: .75 – 2%

### RATES

#### HTML RATES

1x HTML email:	<b>\$2,400</b>
2x HTML emails:	<b>\$2,200 ea</b>
3x HTML emails:	<b>\$1,900 ea</b>
4x or more HTML emails:	<b>\$1,500 ea</b>

Click here for HTML demographics menu

Don't take our word for it. Take theirs.

We could go on all day about how our mobile sales learning platform can help teams close more deals in today's dynamic, fast evolving selling environment. But since you don't have all day, take a few seconds to see why leading consultant Smart Selling Tools singled out Allego as a top sales tool.

Watch the video now to see why Smart Selling Tools team make the most of every selling situation.



Click here for HTML specs/instructions

WorldatWork has the news and information you need to help you stay ahead of trends and developments in sales compensation.

**Compensating the Salesforce: Balancing to Win**

BY ANUKRITI KUMAR, ROCHE PHARMACEUTICALS

Compensation is one of the most widely discussed facets of sales. Companies apportion a significant amount of their overall budgets to selling, and most use incentives to drive sales employees' behaviors. The effectiveness of these plans, however, remains clouded. This paper discusses the efficacy of typical sales compensation plans and their relevance in the current business environment. It also explores the type of rewards that elicit greater performance from employees.



## This Industry Show Shakes Up What You Know

IX America not only happens to be the country's biggest trade show for creative travel, meetings and events. It's your source to explore fresh ideas on big meetings more engaging, embrace new ways of thinking, consider the delve into innovation and creativity.

**Day of free industry learning on Smart Monday.** Powered by MPI, before the trade show begins. Then, a choice of **180+ education sessions** over the entire show, plus, one-to-one sessions and hot topic tables.

**Monday kicks off with an MPI keynote speaker!** Start Monday with an artist and TED Talk speaker, who'll present "Embrace the Limitations Into Opportunities." On Tuesday, comedy legend brings "The Power of Improvisation in the Workplace." On Wednesday, Michelle Gielan, a best-selling author and researcher, will present "The Power of Improvisation in the Workplace: A Comedy Quotient: Changing Our Mindset, Fuelling Success." The show is still under wraps—register and be the first to know!



Four Day Weekend



Michelle Gielan

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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 **95,000**
- Direct e-mail marketing to *Sales & Marketing Management's* lists: reach **approx. 66,000**
- **Social media marketing** on SMM's Twitter, LinkedIn, and Facebook pages

## 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.**



## RATES

Standard/introductory campaign: **\$30 CPL / \$3000**  
100 leads guaranteed

### COMPLIMENTARY WHITE PAPER CHANNEL

Sales & Marketing Management is pleased to provide complimentary high quality white papers on business problems faced by and potential solutions for today's busy sales and marketing executive.

### FEATURED WHITE PAPERS

**Turbo-Charging Passion to Drive Sales Performance**  
*Integrity Solutions Research Brief*

For white paper/eBook/  
infographic specs and  
instructions, click here.

### Nudging Your Reps to Higher Performance

Cassandra Taylor, Carnegie Mellon University  
Jennifer Kelly, BI WORLDWIDE  
and  
Tim Houlahan, BI WORLDWIDE

When their team needs to meet an ambitious sales goal, managers frequently turn to incentive programs. These programs are a well-established method of motivating employees to perform at higher levels, allowing teams to round out a quarter with a strong finish or start a new year right out of the gate. Incentive programs are frequently used to engage sales teams across virtually all industries and have also been applied to service jobs with similar success.

Traditional "stacked incentive programs" that reward top performers have been shown to engage only a portion of the best reps and tend to alienate lower performers (Prochaska, Buecker 2018). While this design appeals to the innate belief that the strongest rowers power the boat, it fails to acknowledge that to make the boat go faster, its structure, engages every rower performance across the board for improvements relative to the playing field so that every chance at aiming a valued

**The Design Structure**  
GoalQuest presents each historical performance level each level. Participants complete program period typically 50 only if they reach their chosen President or Chairman's Club or you're not. Additionally, if a rep outperforms her goal with the original goal. While it ramp up more dramatically.

**The Return on Ambition**  
The moment when a sales GoalQuest because reps in confidence of sales reps in goal achievement. Research Preliminary research in part Mellon University suggests it be selecting goals that cause Loewenstein, in progress) in participants, researchers to

www.salesandmarketing.com  
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(TA GROUP WHITE PAPER)

## Why Event Marketing Should Be Part of Your Marketing Promotion Strategy

This story is not new. Every year, the powers that be bless your marketing team with a budget amount. It's about a quarter short of what you asked for, but it never hurts to ask, right? As you review your strategic, robust plan filled with online advertising, website updates, ABM campaigns and more, it's hard to know which inclusions should make the cut and which are not worth your company's time and dollars.

In today's digital age with its constant content deluge, it's more important than ever for companies to cut through the clutter. How is that done, you ask? Through event marketing. Smart brands build authentic, emotional connections with their audiences through event marketing's human-to-human approach. And in an evolving competitive landscape, they leverage events to build a strong community of advocates. Many are prioritizing digital integrations and creative activations at their events to motivate audiences to network, collaborate and grow the brand.

Why else should events be part of your marketing promotion strategy? **Here are a few compelling reasons.**

ita group.  
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**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 34,000+ webinar member network combined with the SMM master email database (66,000+). Provide updated assets depending on length of campaign. Totally turnkey.

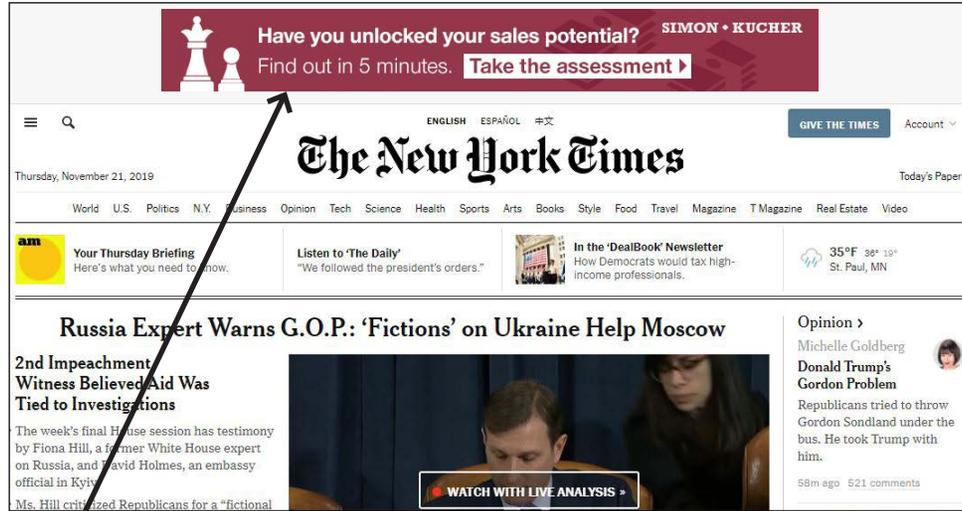
 RATES & METRICS  METRICS	
3 months: (Minimum 200 leads)	<b>\$4,000</b>
6 months: (Minimum 400 leads)	<b>\$6,000</b>
12 months (Minimum 800 leads)	<b>\$9,900</b>



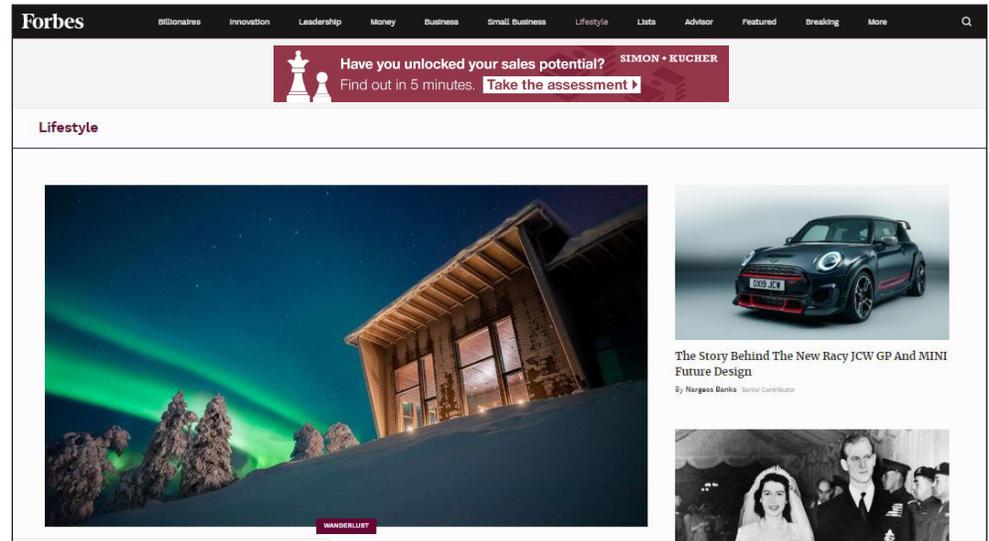
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Retargeting campaigns allow SMM to deliver your banner ads to our website visitors AFTER they have left our website. Once visitors have been to SalesAndMarketing.com, they become a member of our retargeting lists. This program allows you VIP access 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.



Your banner will "follow" visitors to other Google-related sites, after they visit SalesAndMarketing.com.



## RATES

- Pricing/Cost: **\$5 CPC**
- Minimum quantity: 400 clicks (**\$2,000**)
- Maximum quantity: **none**
- Availability: **first come**

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.

Accepted banner formats are GIF, JPG and PNG banners (no tags); most standard IAB sizes are available.

## More swag for that bag

If you'd like to add a fun twist to your next company sales meeting, or if you're with a trade association seeking membership growth, as well as showing current members that you're well-connected to the trade media, we're here to help. For instance, we can partner with you in conducting a survey, presenting (or co-presenting) it at your event, and then publish it with photos from your event.

Opportunities include:

- incentivizing your booth visitors or conference attendees with complimentary issues of *Sales & Marketing Management* magazine.
- joint, co-branded surveys, where the findings can be published in SMM and shared as part of your event presentation

- complimentary magazine or eNewsletter subscriptions or complimentary webinar memberships for your attendees
- a special editorial feature on your VIP customers or your company
- post-event showcase, or pre-event marketing to help drive attendance
- customizable options...How can SMM make your next conference unforgettable? Let's talk!



Editor Paul Nolan (right) co-presenting at a recent conference



Joint survey published in SMM

{marketing}
{marketing}

## Marketing said, sales said

Survey reveals clash of concepts on what matters most



**BY TIM RIESTERER,**  
CHIEF STRATEGY AND  
MARKETING OFFICER,  
CORPORATE VISIONS, INC.

Profitable growth is the top goal of every company. What will a marketer say if you ask, "What is the most important contribution you make to driving profitable growth?" What if you ask a salesperson the exact same question about marketing's role? Will the answers be the same?

Nope. But, you probably already guessed that. A recent survey conducted by *Sales & Marketing Management* magazine sheds new light on the specific gaps and agreements between the two teams.

forever in the form of marketing, communications tools and training built in the name of enabling greater sales effectiveness. Marketers simply don't seem to want to prioritize it ahead of even newer strategies such as inbound and social marketing.

### Why prospects choose you?\*

Marketing	Sales
• 63% Product quality	• 45% Product quality
• 27% Brand reputation	• 22% Sales interactions
• 10% Sales interactions	• 10% Brand reputation
• 8% Pricing	• 14% Pricing

\*Pick one of four choices

### How does marketing drive revenue?\*

Marketing	Sales
1. Branding	1. Product positioning
2. Product positioning	2. Sales enablement
3. Demand generation	3. Branding
4. Inbound strategies	4. Demand generation
5. Sales enablement	5. Inbound strategies

\*Rank these five in order of importance; 1 = most important

### Result of poor sales conversations?\*

Marketing	Sales
• 63% Can't differentiate (Losing deals we shouldn't)	• 64% Can't differentiate (Losing deals we shouldn't)
• 53% Can't break status quo (Closing rates going down)	• 58% Can't break status quo (Closing rates going down)
• 49% Can't communicate value (Deal sizes shrinking)	• 50% Can't communicate value (Deal sizes shrinking)
• 35% Can't justify price (Excessive discounting)	• 28% Can't justify price (Excessive discounting)

\*Pick the top two biggest problems

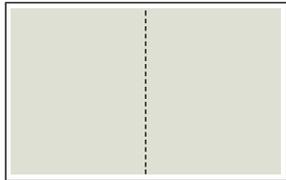


22 SEP/OCT 2013 SALES&MARKETING.COM

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**Print:** Ad Dimensions: Magazine trim: 8" x 10.75"

Contact Bethany Lewis, [Bethany@salesandmarketing.com](mailto:Bethany@salesandmarketing.com) • 612.723.1222



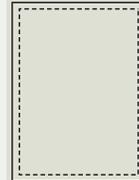
2-Page Spread  
Provide 2-page spreads as single-page files

Magazine  
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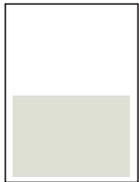
Keep all critical  
text and graphics  
0.5 inch from all edges.



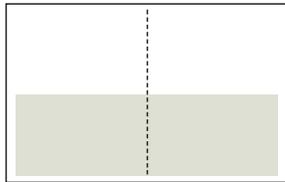
Full Page, no bleed  
Trim size 8 x 10 1/4 inches  
Live area 7 x 10 inches



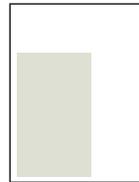
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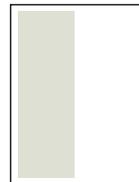
1/2 Horizontal  
7 x 4 7/8 inches



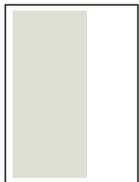
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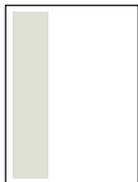
1/2 Island  
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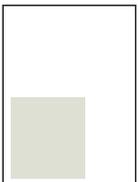
1/2 Vertical  
3 3/8 x 10 inches



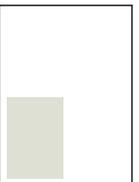
2/3 Page  
4 1/2 x 10 inches



1/3 Vertical  
2 1/8 x 10 inches



1/3 Square  
4 1/2 x 4 7/8 inches



1/4 Square  
3 3/8 x 4 7/8 inches

**2020 Print Production Key Dates**

Issue	Ad Close	Material Due	Mail*
Winter	1/3/20	1/8/20	2/4/20
Spring	3/2/20	3/4/20	3/30/20
Summer	6/19/20	6/23/20	7/14/20
Fall	8/21/20	8/26/20	9/25/20

All dates are current as of 11/22/19.  
\*Mail dates are approximate

**Material Requirements**

SWOP standards apply.  
Digital Materials only. Preferred file format is PDF (PDF / X-1a or greater) files created for 300 dpi with a total density of 300%. A SWOP proof is recommended for color ads. Files can be submitted via email, or for FTP download, or uploaded to publisher's FTP. Publisher accepts no responsibility for errors resulting from materials submitted that do not meet the above criteria or arrive after the material due date.

For production-related questions, contact Bethany Lewis at:  
[bethany@salesandmarketing.com](mailto:bethany@salesandmarketing.com)  
or 612-723-1222.

**Delivery & Contact Information**

For FTP instructions, contact Bethany Lewis by phone or email:  
[bethany@salesandmarketing.com](mailto:bethany@salesandmarketing.com)  
or 612-723-1222

PDF files under 10MB email to:  
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**Digital Sponsorship – Banners**

- 970 x 250 billboard (or 728 x 90 leaderboard)
- 300 x 250 premium square
- 300 x 600 skyscraper

- .GIF and JPEG files only. (Active content is not allowed for 300 x 250 banners in SMM Monitor eNewsletter – please submit at least one GIF or JPEG 300 x 250 with your file package)
- 40K max file size for run-of-site.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 3 business days prior to scheduled start date.
- Activation of digital sponsorship is reliant on timely submission of acceptable ad files by the advertiser.

**Retargeting – Banners**

**Any standard IAB size**

- GIF and JPEG files only.
- 150K maximum file size.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 3 business days prior to scheduled start date.
- Activation of retargeting campaign is reliant on timely submission of acceptable ad files by the advertiser, and may be affected by GoogleAds processing queues and timelines.

**HTML Opportunities**

HTMLs are graphic e-mails, co-branded with *Sales & Marketing Management* magazine, and sent to selected demographics from the *Sales & Marketing Management* magazine database. Materials are due 3 business days prior to transmission date.

**Please send all ad files to [bethany@salesandmarketing.com](mailto:bethany@salesandmarketing.com)**



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“SMM has been a valuable media partner for spreading the word on grand openings and other important announcements such as CAESARS FORUM conference center opening in Las Vegas in 2020. With SMM, we can target our message to marketing executives who are calling the shots and directing their planners about locations for meetings and events.”

**Reina Herschdorfer**  
**Director of Marketing,**  
**National Meetings & Events,**  
**Caesars Entertainment**