

Smm

SALES & MARKETING MANAGEMENT

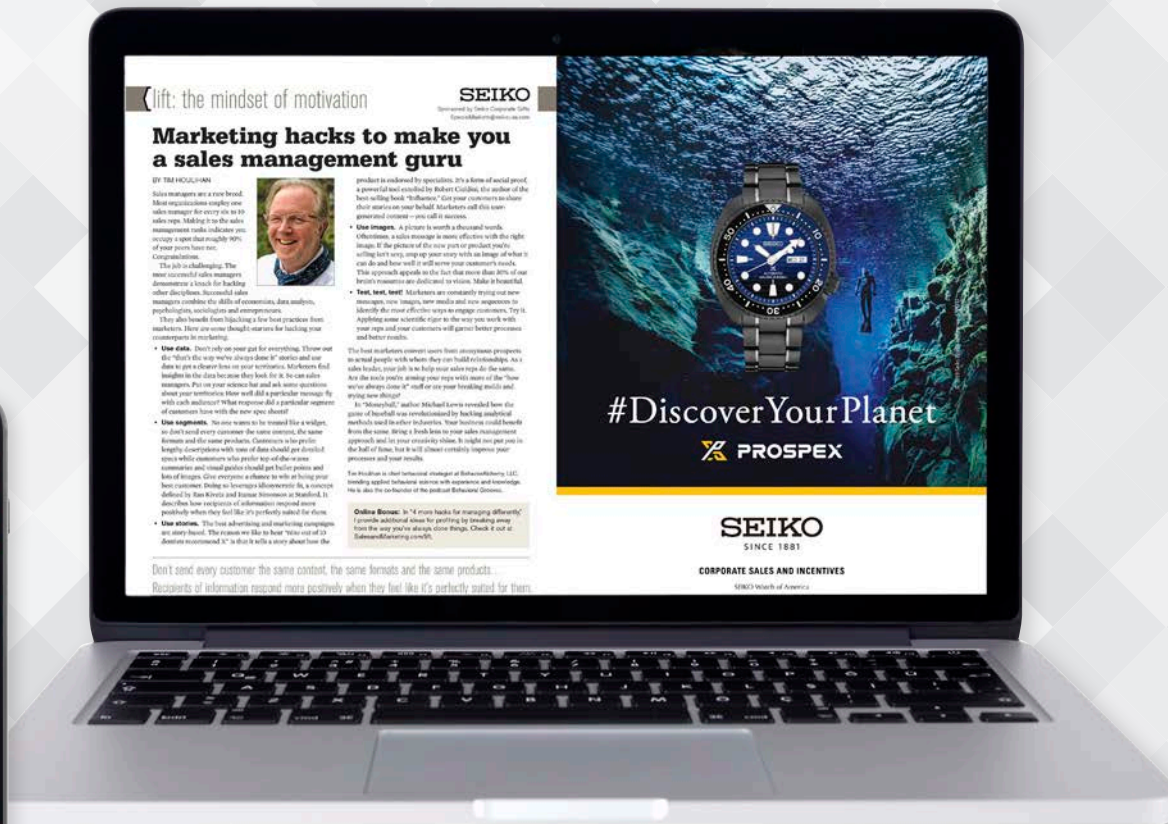
Online • Leadgen • Social • Print

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

Audience Overview and Profile.....	3-4
Editorial Overview.....	5-6
Digital Sponsorships.....	7
SMM Monitor eNewsletter.....	8
SMMConnect/Webinars.....	9-12
Native and Sponsored Content.....	13-16
HTML emails.....	17
White Paper Marketing.....	18-19
Banner Retargeting.....	20
Events Participation.....	21
Production Spec Sheet.....	22
Contacts.....	23

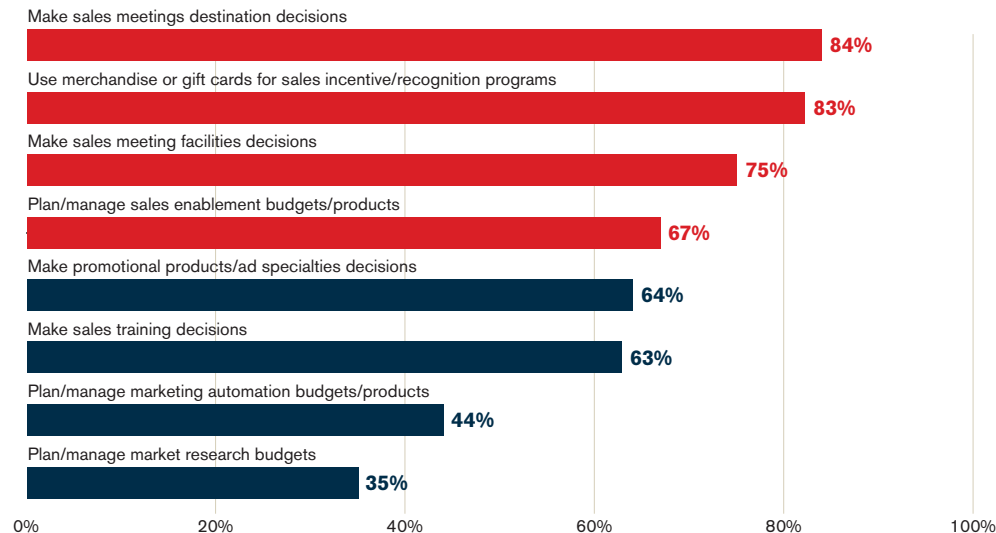


"We've done webinars with many other organizations. This was by far the best experience and most fruitful of them all to date."

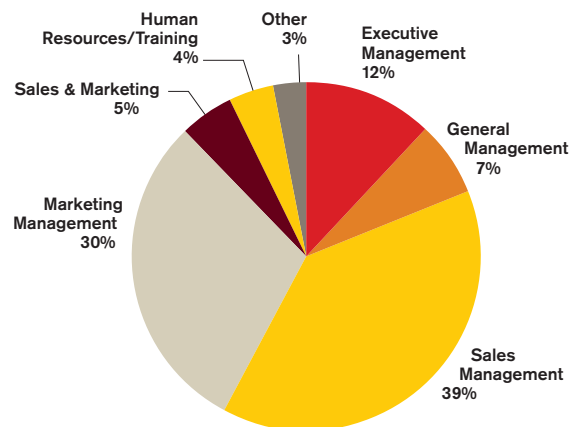
C. Lee Smith, President/CEO, SalesFuel

Buying Power

Fast facts about the responsibilities and authority of our audiences

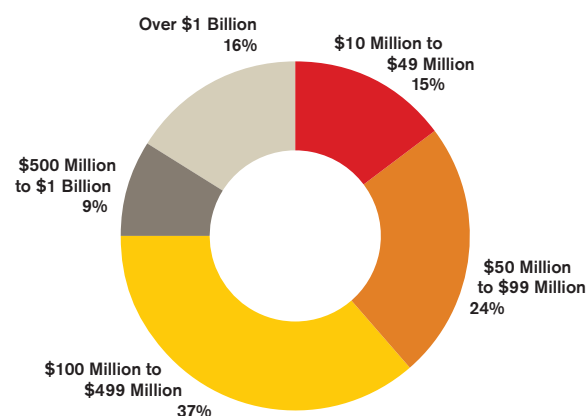


Primary Job Function



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

Annual Sales Volume

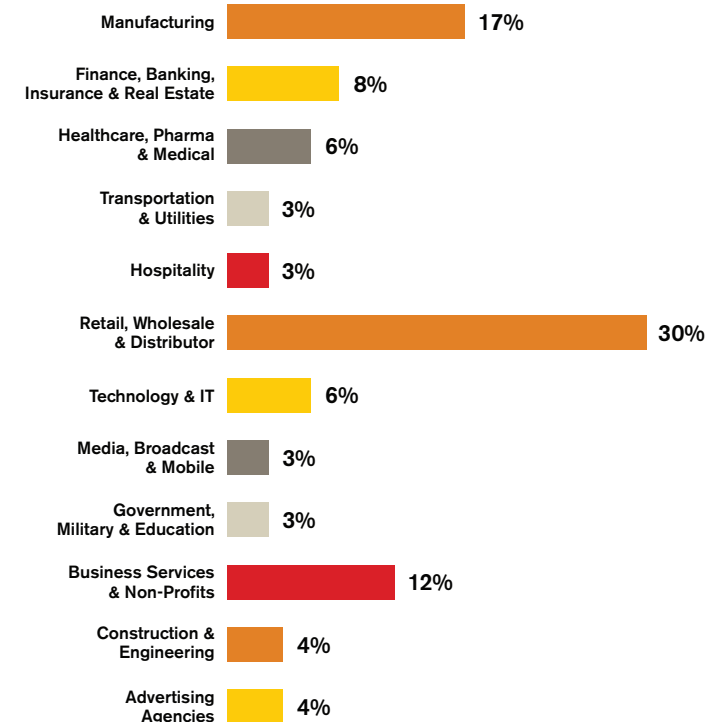


Our reach takes your brand further

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



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
Vonage 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"> • All-In On AI? A closer look at the potential – and limitations – of artificial intelligence in B2B sales and marketing. • Why Trade Shows Aren't Dead • Making the Most of Customer Surveys • Harnessing the Power of Programmatic Advertising 	<ul style="list-style-type: none"> • What Motivation Is (And Isn't) • Should You Be Using Chatbots? • Social Selling Isn't an Oxymoron • Combatting Customer Churn 	<ul style="list-style-type: none"> • What You Don't Know About CRM Can Kill You • What's In Your Social Stack? • Effective Email Marketing • Keeping Remote Workers Engaged 	<ul style="list-style-type: none"> • The Complete Content Marketing Portfolio: Blog Posts, Webinars, Social Media Commentary and More • B2B Podcasting – Really! • SEO for Dummies • The Technology that's Driving Sales Incentive Programs • Filling Your Sales Funnel with Confidence
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!

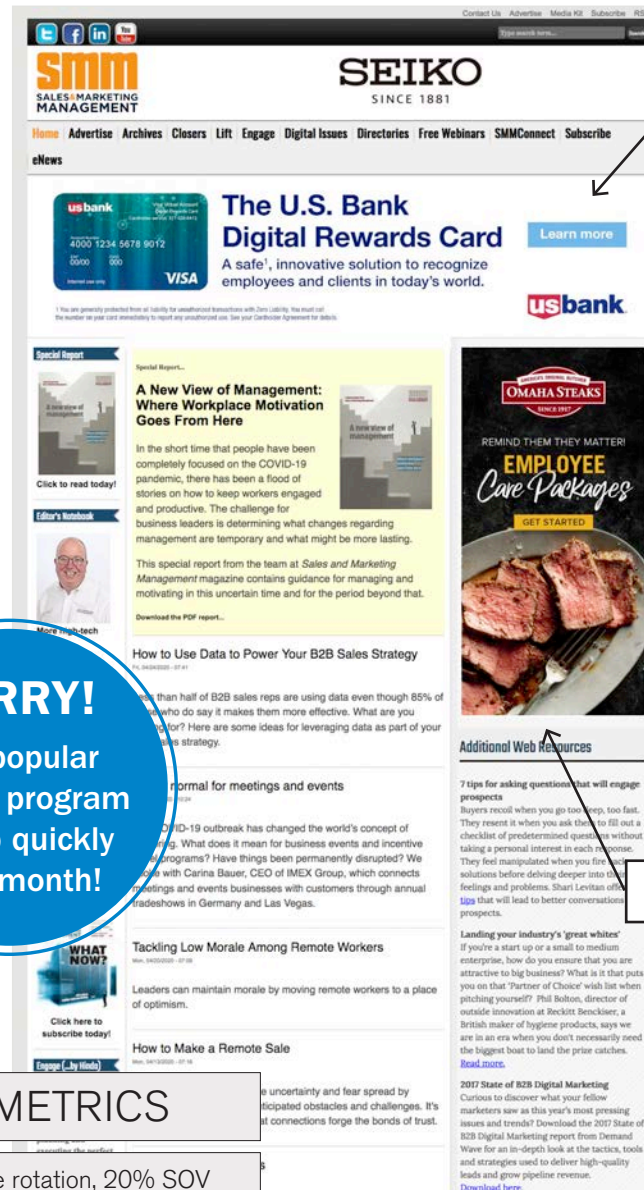
RATES

MONTHLY DIGITAL SPONSORSHIP

\$1,500

METRICS

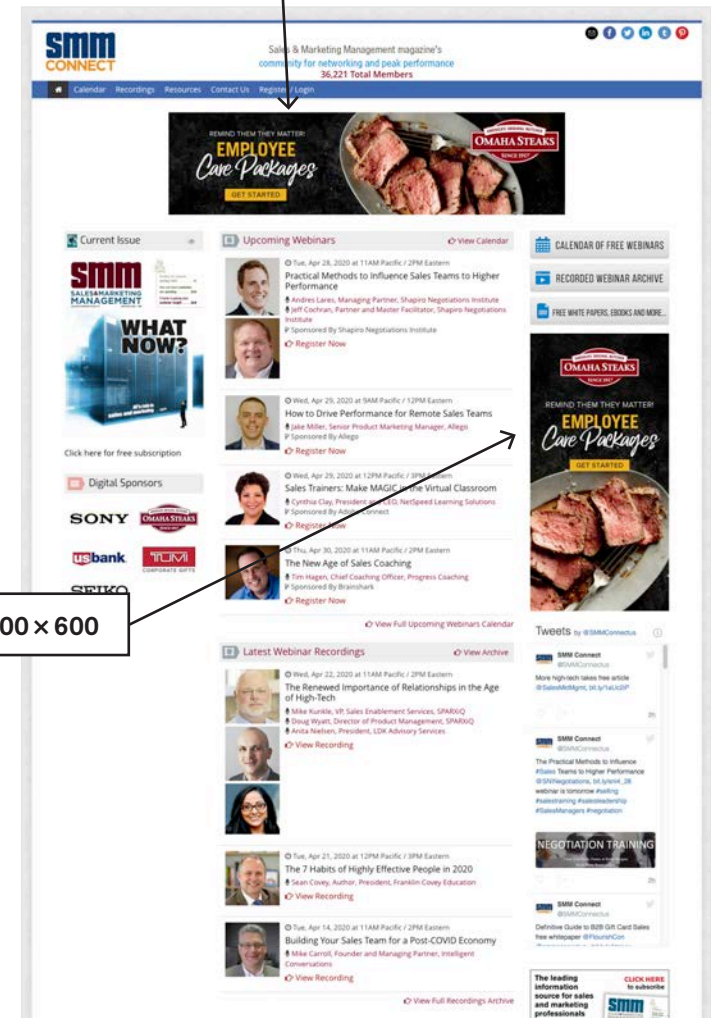
- Sitewide rotation, 20% SOV
- 20,000 impressions/month
- Average banner CTR: .2 – .5%



970 x 250 BILLBOARD

Also supports
728 x 90
LEADERBOARDS

300 x 600



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.

[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



[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](#).

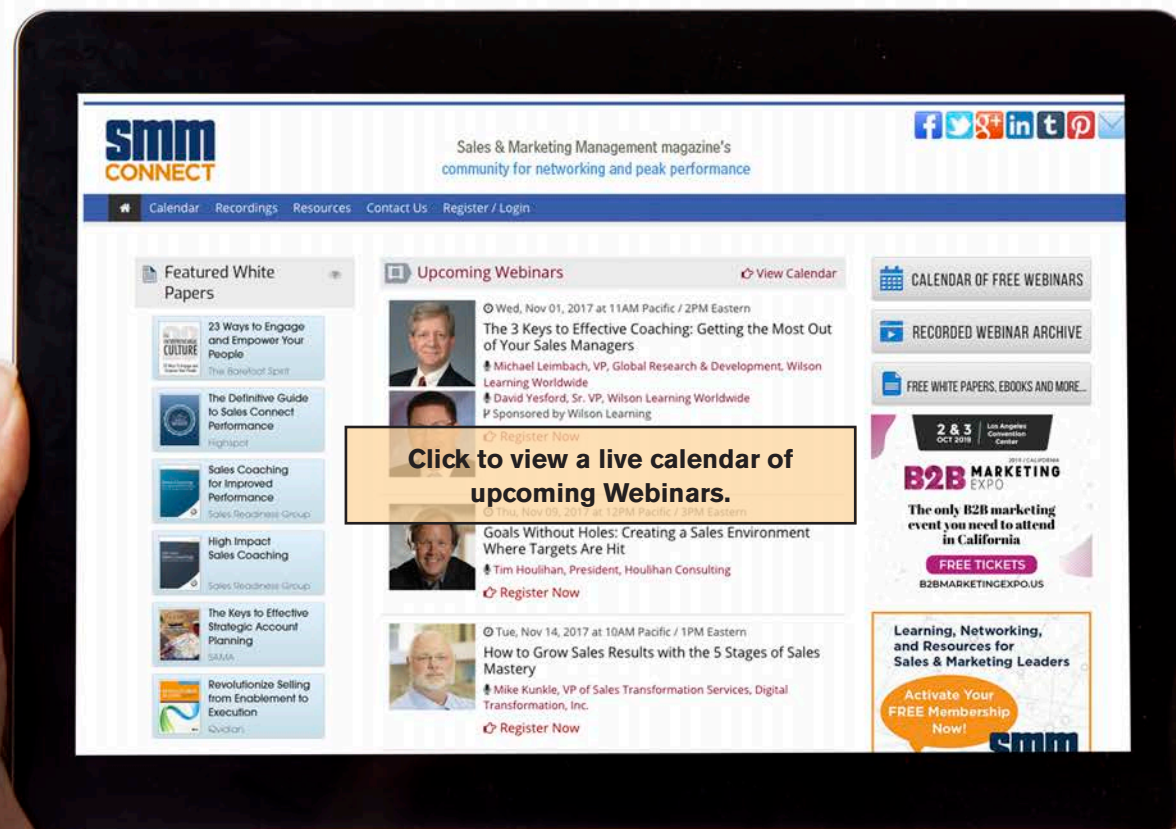
Build your visibility and brand value, and watch the leads pour in, month after month.



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

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

Extras included with your Webinar:

- Provide a 300 × 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.




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

Calendar Recordings Resources Contact Us Register / Login

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

All Webinars

CALENDAR OF FREE WEBINARS

RECORDED WEBINAR ARCHIVE

FREE WHITE PAPERS, EBOOKS AND MORE...

2 & 3 OCT 2019 Los Angeles Convention Center

B2B MARKETING EXPO

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 and poor skill development and



**BONUS
300x250
BANNER**

Sponsored By



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:	\$5,000 (flat fee)
Webinar Ad Pods:	\$1,495 each (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

[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

Date and Time	🕒 Tue, Nov 27, 2018 at 9AM Pacific / 12PM 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

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: **\$6,000 each**
(flat fee)

- Include a white paper or similar content marketing asset and we'll promote in conjunction with your demo (\$3,000 value-add).
- Include a 300 × 250 banner on the Webinar landing page for bonus clicks.

YOUR ARTICLE

lift: the mindset of motivation

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.

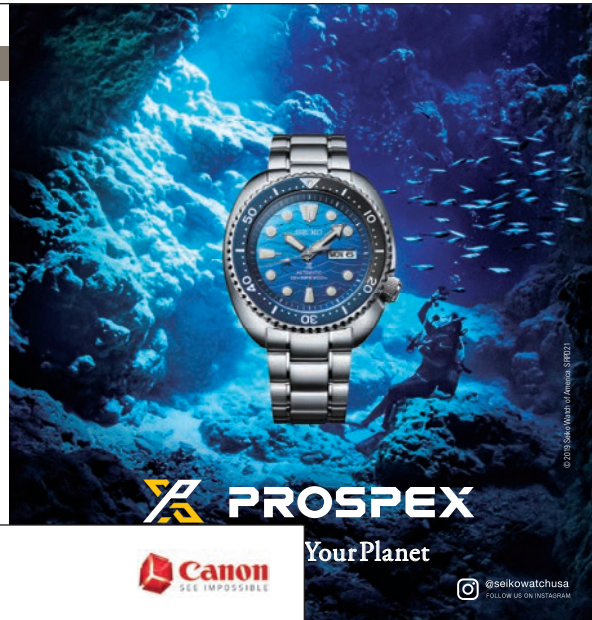
What to do

- **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

SEIKO

Sponsored by Seiko Corporate Gifts
SpecialMarkets@seikousa.com



PROSPEX

Digital/Print edition spreads

Full Page Article (500-800 words) and adjacent Full Page 4C display ad. SMM can provide editorial guidance/assistance for story angle/theme, etc.

Closers

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 Valéry 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?



MARILYN CARLSON NELSON

Brought to you by Canon

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



Dedicated to the Next Adventure



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.

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

866.50.CANON

SPECIALMARKETS@CUSA.CANON.COM • USA.CANON.COM/CORPORATEGIFTS

© 2017 Canon U.S.A., Inc. All rights reserved. Canon, EOS, PIXMA, PowerShot, and VIXIA are registered trademarks of Canon Inc. in the United States and may also be registered trademarks or trademarks in other countries. Certain images and effects simulated.

Your Planet

@seikowatchusa

SEIKO
EST. 1881

SALES AND INCENTIVES

of America

SEIKOUSA.COM/PAGES/CORPORATEGIFTS

YOUR FULL-PAGE DISPLAY AD ON FACING PAGE

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

RATES

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

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



The screenshot shows the SalesandMarketing.com website interface. At the top, there's a navigation bar with links like 'Contact Us', 'Advertise', 'Media Kit', 'Subscribe', and 'RSS'. Below this is a header section with the 'smm' logo and a featured article titled 'The Best Way to Sell Is With a Story' by Mon, 10/16/2017 - 08:25. The article text reads: 'Well-told convincing stories help build relationships with customers. They demonstrate your company's knowledge and expertise, they confer credibility, and they lay the groundwork for trust. Storytelling is vital at every point in the sales cycle.' Below the article, there are two sponsored sections. The first is titled 'Setting Your Strategic Direction' and the second is titled 'With a transient workforce is there still team spirit?'. Both sponsored sections have a 'Learn more...' link. To the right of the main content, there's a sidebar with a 'B2B MARKETING EXPO' advertisement for October 2019 in Los Angeles, offering free tickets. Below the expo ad, there's a section titled 'Additional Web Resources' with a link to '7 tips for asking questions that will engage prospects'.

"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.



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 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 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 or email hello@flourishcon.com.

"The Motivation utilized in virtue hard-nosed or important variety 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 or visit 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

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.



Let SMM's experienced editors blog for you!

An exclusive, ongoing SMM-produced blog with monthly Facebook promotions that will increase your site traffic and enhance your reputation as an incentive industry expert.

SMM's editorial and IT staff are your partners, hosting your content or providing you with turnkey blogs on key topics such as performance improvement, corporate culture, sales management trends, and cutting-edge sales training and technology.

Content written by sales and marketing expert/editor (can be written in collaboration with your team or provided fully turnkey by SMM).

- Weekly blog post
- 1 post per month boosted on Facebook using your targeted desired demographic
- Boosted blog post appears in targeted demographic's Facebook newsfeed
- Additional promotion through SMM Twitter, LinkedIn, and weekly *SMM Monitor* eNewsletter
- Quarterly metric reporting on impressions and activity



Canon Special Markets
19 hrs · 🌐

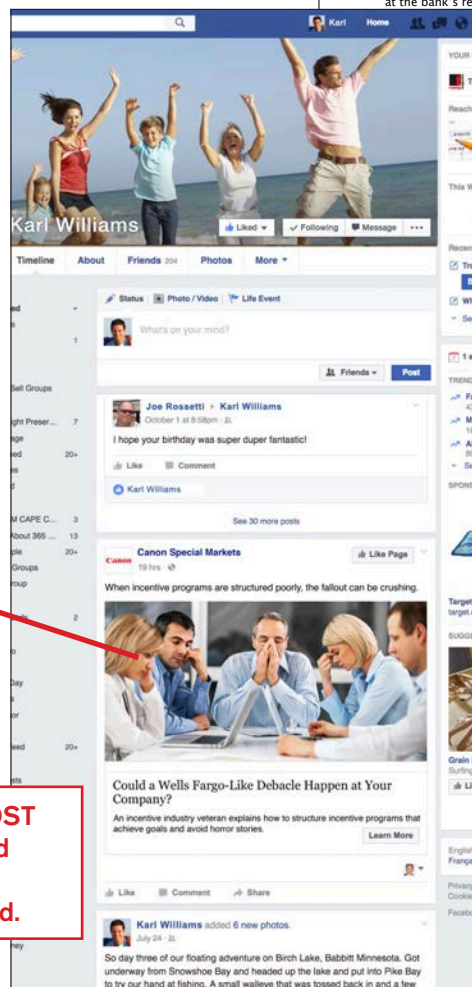
When incentive programs are structured poorly, the fallout can be crushing.

Could a Wells Fargo-Like Debacle Happen at Your Company?

An incentive industry veteran explains how to achieve goals and avoid horror stories.
USA.CANON.COM/CORPORATEGIFTS

Like Comment Share

BOOSTED BLOG POST
appears in targeted
demographic's
Facebook news feed.



Karl Williams

Timeline About Friends 104 Photos More

Status Photo / Video Life Event

What's on your mind?

Joe Rossetti + Karl Williams
October 1 at 8:58pm · 25
I hope your birthday was super duper fantastic!

Canon Special Markets
19 hrs · 🌐

When incentive programs are structured poorly, the fallout can be crushing.

Could a Wells Fargo-Like Debacle Happen at Your Company?

An incentive industry veteran explains how to structure incentive programs that achieve goals and avoid horror stories. [Learn More](#)

Karl Williams added 6 new photos
July 24 · 31
So day three of our floating adventure on Birch Lake, Bobbit Minnesota, got underway from Snowshoe Bay and headed up the lake and put into Pike Bay to try our hand at fishing. A small walleye that was tossed back in and a few



Canon SEE IMPOSSIBLE

EXPLORE PRODUCTS SUPPORT ABOUT SHOP

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 employees in order to reach daily and weekly quotas and earn incentives.

Stumpf was excoriated by Sen. Elizabeth Warren and other members of the Senate Banking Committee. He is also grilled by Jim Cramer, the bombastic host of CNBC's "Mad Money," who is not known for his kindness to CEOs with corporate leaders. Cramer read a headline aloud from the *Wall Street Journal*: "Wells Fargo's bank culture. Lays blame with bad employees."

Stumpf is the head coach," Cramer said incredulously. "You told me you're the Vince Lombardi. You've ever blamed a lineman."

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 in order to drive performance may now fear facing similar circumstances if rogue salespeople order to chase after incentives.

The next Wells Fargo

Wells Fargo managers don't need to worry about their incentive efforts going off the tracks if they follow the lead of Tim Houlihan, vice president of the Reward Systems Group at B1, a global engagement company that drives performance, in part through the use of incentive programs. The first rule of the game, is to pay attention to the environment you create.

Houlihan says, "As Buckminster Fuller noted, 'Don't change the man, change the environment.' If the environment supports something, it becomes the social norm and rules - written in weekly team meetings - take a back seat."

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

Account for likely gaming.

The rules didn't net out account closings.

The rules in such a way that eliminates, or at least minimizes, gaming.

Wells Fargo's incentive structure to reward people on new accounts without any accommodation for closed accounts (especially wireless firms) and cable companies reward employees for opening new accounts under the provision that accounts that net cancelled counteract the new account.

CATEGORIES

- Non-cash incentives
- Sales leadership
- Workplace motivation
- Technology and sales
- Marketing

ARCHIVES

- October 2016 (1)
- September 2016 (3)
- Complete Archives

Subscribe to this blog's feed

RATES

- Cost: **\$1,400** per month; minimum 6 months
- Advertisers with half page or larger 3x frequency: **\$950/month**

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.

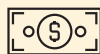
"We were really impressed with the level of engagement we saw from an HTML campaign with SMM."

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:	\$2,400
2x HTML emails:	\$2,200 ea
3x HTML emails:	\$1,900 ea
4x or more HTML emails:	\$1,500 ea

Click here
for HTML
demographics
menu

Click here
for HTML
specs/
instructions

WorldatWork
Total Rewards Association

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.



**LAS VEGAS
SANDS EXPO
SEPTEMBER 10-12, 2019**



This Industry Show Shakes Up What You Know

EX 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, choice of **180+ education sessions** over the entire show, yes, one-to-one sessions and hot topic tables.

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



Four Day Weekend



Michelle Gielan

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.

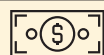
Your white paper will get exposure throughout the SMM brand's assets:

- Link to white paper from SalesandMarketing.com home page, SMMConnect.com home page, and SMM Monitor e-newsletter: **reach 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**

smm
SALES & MARKETING
MANAGEMENT

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*

**Integrity
Solutions**

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

Nudging Your Reps to Higher Performance

Cassandra Taylor
Cornell 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 (Fischhoff, *Business* 2018). While this design appeals to the innate belief that the strongest rowers power the boat, it fails to acknowledge that employees who aren't the strongest rowers can make the boat go faster. Go structure, engages every employee across the board for improvements relative to the playing field so that every chance at earning a valued reward.

The Design Structure
GoalQuest presents each employee's performance against each level. Participants can program period typically 30-60 days. 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 ramps up more dramatically.

The Return on Ambition
The moment when a sales rep's confidence in their ability to achieve their goal is at its peak. GoalQuest because reps are confident of sales reps and great achievement. Research Preliminary research in parts Mellon University suggests that the winning goals that cause Lowenstein, in progress) in participants, researchers for

ITA 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 ever-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
Driven by curiosity™

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.

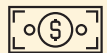
 RATES &  METRICS	
3 months: (Minimum 200 leads)	\$4,000
6 months: (Minimum 400 leads)	\$6,000
12 months (Minimum 800 leads)	\$9,900



Away you go!

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.

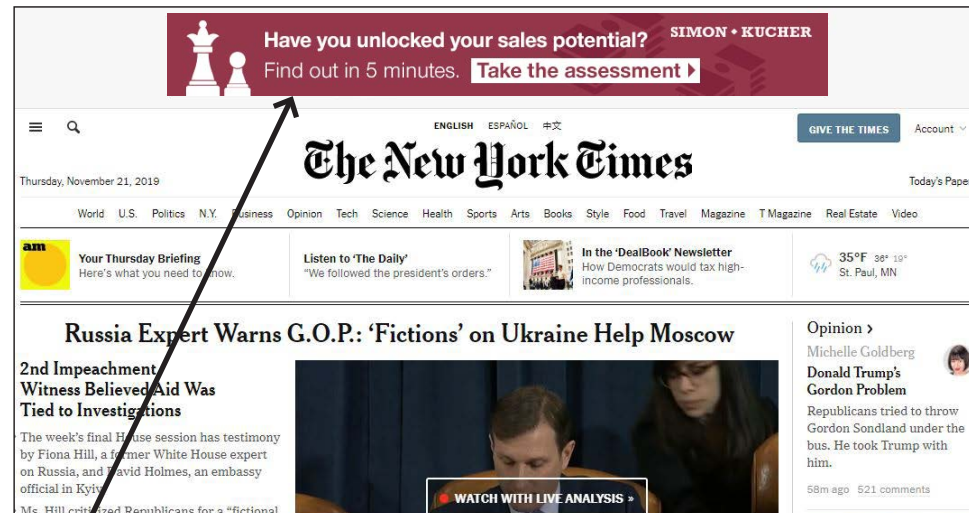


RATES

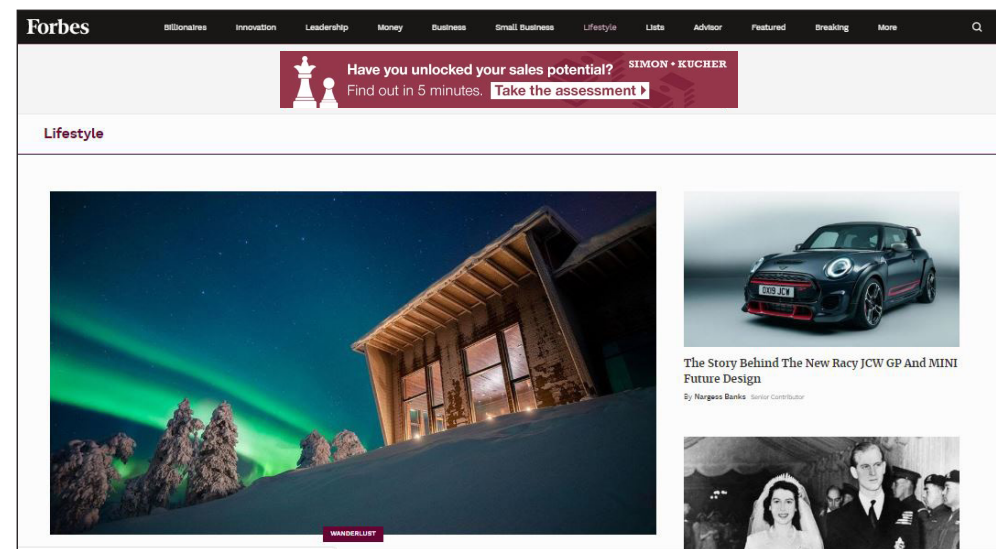
- Pricing/Cost: **\$5 CPC**
- Minimum quantity: 400 clicks (**\$2,000**)
- Maximum quantity: **none**
- Availability: **first come**

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.



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



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

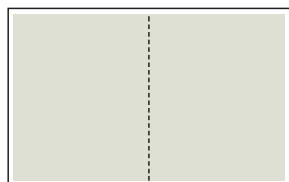


Joint survey published in SMM



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

Contact Bethany Lewis, Bethany@salesandmarketing.com • 612.723.1222



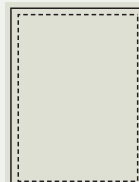
2-Page Spread
Provide 2-page spreads
as single-page files

Magazine
Trim size:
8 x 10.75 inches.

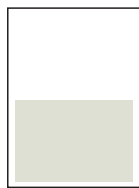
Keep all critical
text and graphics
0.5 inch from all edges.



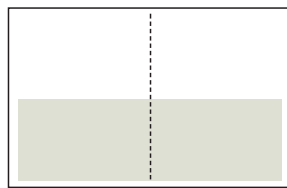
Full Page, no bleed
Trim size 8 x 10¾ inches
Live area 7 x 10 inches



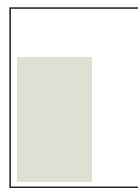
Full Page with bleed
Bleed size 8¼ x 11 inches
Live area 7 x 10 inches



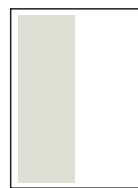
1/2 Horizontal
7 x 4⅞ inches



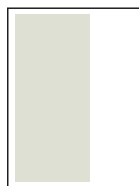
1/2 Horizontal Spread
15 x 4⅞ inches



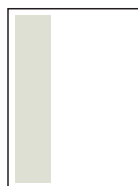
1/2 Island
4½ x 7½ inches



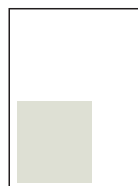
1/2 Vertical
3⅞ x 10 inches



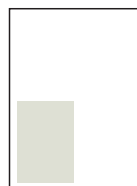
2/3 Page
4½ x 10 inches



1/3 Vertical
2⅞ x 10 inches



1/3 Square
4½ x 4⅞ inches



1/4 Square
3⅞ x 4⅞ 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
or 612-723-1222.

Delivery & Contact Information

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

PDF files under 10MB email to:
bethany@salesandmarketing.com

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

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:



Publisher

Mike Murrell
Mike@SalesAndMarketing.com
612.709.2335



Associate Publisher

Lori Gardner
Lori@SalesAndMarketing.com
952.451.6228



VP – Sales & Marketing

Donna Chrobak
Donna@SalesAndMarketing.com
770.316.9398



Account Executive

Sonja Mishek
Sonja@SalesAndMarketing.com
715.222.7544



Sales & Operations Support

Ali Hourigan
Ali@SalesAndMarketing.com
612.306.0151

Follow Us!



For article and product submissions:



Editor

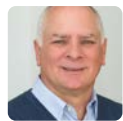
Paul Nolan
Paul@SalesAndMarketing.com
763.350.3411

For production, billing, circulation and website questions and service, these nice folks can help:



**Print and Online
Materials and Production**

Bethany Lewis
Bethany@SalesAndMarketing.com
612.723.1222



Accounting

Bryan Powell
Bryan@SalesAndMarketing.com
612.922.9399



Websites and eNewsletters

Matt Tews
Matt@SalesAndMarketing.com
763.712.8555



Webinar and HTML Email Marketing

Jeremy Tews
Jeremy@SalesAndMarketing.com
815.977.5283

“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