



CATALOG 2013

INGREDIENTS:

Leads*



*100% ALL NATURAL, ORGANICALLY GROWN. NO ARTIFICIAL FILLERS. **GUARANTEED.**



LEADS

WHETHER YOU USE LEAD GEN TOOLS TO IMPLEMENT HOMEGROWN CAMPAIGNS OR ACCELERATE GROWTH THROUGH FULL-SERVICE LEAD GEN PROGRAMS, LEAD QUALITY DETERMINES YOUR BUSINESS RESULTS.

OUR LEADS ARE 100% ORGANICALLY GROWN. NO FILLERS. QUALITY TESTED. **GUARANTEED.**



AT-A-GLANCE

TOTAL MEMBERS

543,000+

We've been around a long time

NEW MEMBERS PER MONTH

12,000+

We have a killer lead generation machine

UNIQUE VISITORS PER MONTH

495,000+

Our secret: organic search engine optimization

PAGEVIEWS PER MONTH

1,430,000+

Our members return because our content rocks

FANS AND FOLLOWERS

260,000+

We've been big on social since before it was cool

MARKETINGPROFS 2013 CATALOG

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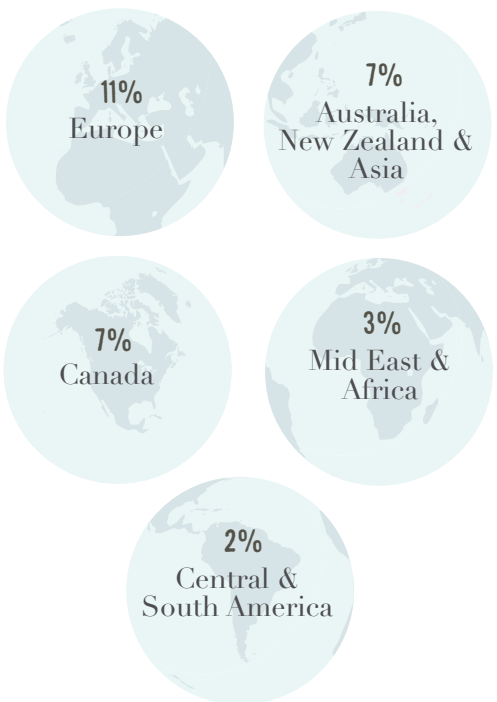
Clients / 19

DEMOGRAPHICS

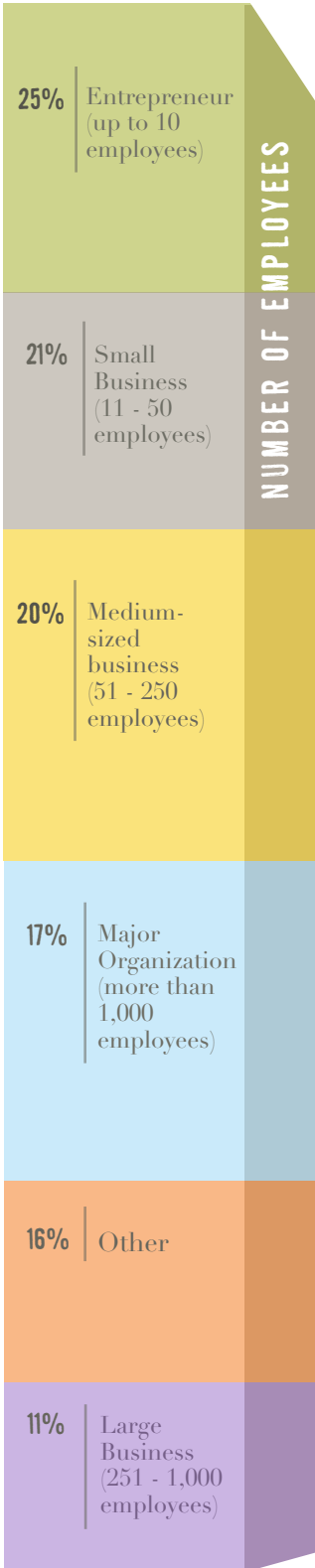
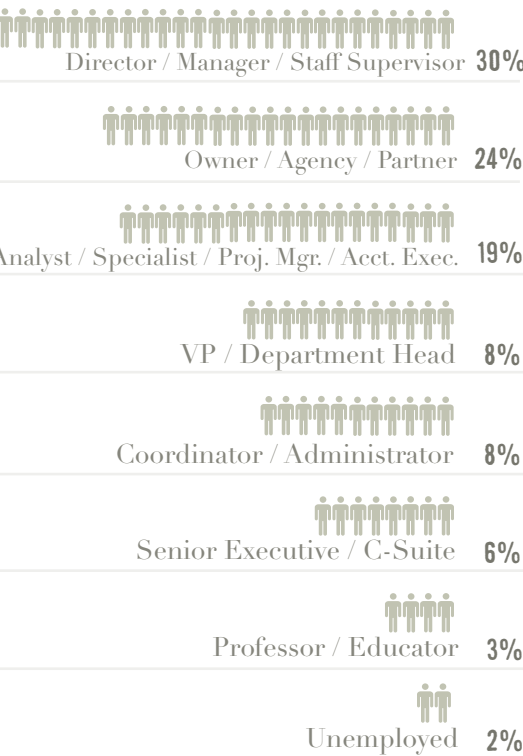


Source: MarketingProfs 2013 Annual Members Survey (12/12)

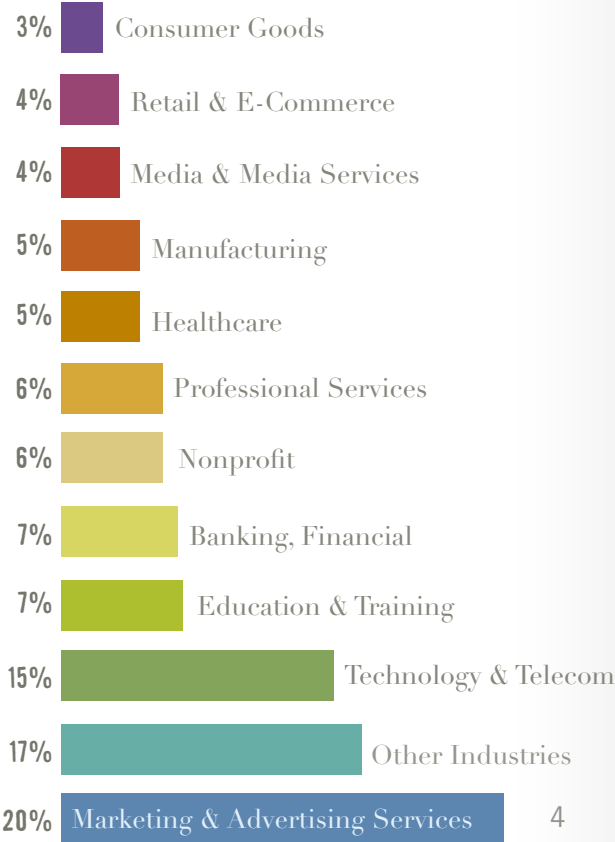
GLOBAL DISTRIBUTION



JOB TITLE



INDUSTRY



LEAD GENERATION TOOLS

TRADITIONAL IMPLEMENTS OF THE LEAD GEN TRADE, PLUS NEW TOOLS TO HELP YOU **GROW NEW BUSINESS.**

PROMOTE YOUR BRAND. ATTRACT YOUR AUDIENCE. ISSUE YOUR CALL TO ACTION.



EMAIL LISTS

275,000+ ADDRESSES



MarketingProfs will send your dedicated, standalone HTML email to your desired target audience from our member email list. **Organically grown**, our lists are **granular, self-selected** and **targeted**.

Contact your sales representative to explore **over 30 categories** and generate real-time, customized counts.

Base Price
\$275/cpm



Each Additional Selection*
\$25/cpm

SELECTIONS BY TOPIC

Reach marketers who have shown interest in specific marketing topics such as:

- Blogging
- Branding
- Channel Marketing
- Content Marketing
- Customer Behavior/Customer Management/CRM
- Direct Marketing
- E-Commerce
- Email Marketing
- Lead Generation/Customer Acquisition
- Market Research
- Marketing Communications
- Marketing Strategy
- Metrics/Analytics/ROI
- Mobile Marketing
- Public Relations
- Search Marketing
- Segmentation

- Social Media Marketing
- Tradeshow Marketing
- Video Marketing
- Website Content, Usability and Design

AUDIENCE SELECTIONS

Reach marketers who work in specific types of organizations.

- B2B Marketers
- Education
- High Tech Marketers
- Non-Profit Organizations
- Retail (B2C) Marketers
- Small Businesses

REGIONAL SELECTIONS

Reach marketers in specific US metro areas, individual countries and global regions.

EMAIL LISTS

SPECIAL SELECTIONS



Choose one of these extra-special lists and **reach our newest and most active members**.

SPECIAL OFFERS

Half-priced follow-ups*

Mail the same promotion to an identical segment within 2 weeks, and get the second mailing for half price.

Test-drive our Hotline†

Rent our email list for the first time and we'll throw in 5,000 hotline names free as a bonus with your first mailing.

* Excludes hotline. Must be scheduled together.

† Minimum 15,000 names required on first purchase to qualify. Names must be used on the same date for the same promotion. First time list renters only.

HOTLINE NAMES*

\$350/cpm

This hot list features our new-to-file subscribers who have signed up for MarketingProfs within the last 120 days.

PAST PURCHASERS

\$350/cpm

New for 2013! The selection features thousands of members who have previously purchased membership, professional development, research, or in-person events from MarketingProfs in the past (excludes events within the previous 90 days). These subscribers have demonstrated interest in specific topics, provided enhanced demographics data, and are proven ready to respond to your call-to-action. Talk to your sales rep about how you may further refine your selection from amongst this list.

FEATURED WHITEPAPER MAILING

\$2,000/month

Promote your content to up to 200,000 MarketingProfs subscribers each month with our featured whitepaper emails. For one calendar month, your whitepaper will be featured in our whitepaper mailings — including title, 140-character description, logo and link to download the content from your site or landing page. Space is limited to eight listings per month; \$4,000 for guaranteed top billing in each mailing. Inquire to see a sample copy of this email.

E-NEWSLETTER ADS



Since 2001 MarketingProfs' e-newsletters have delivered practical marketing insights, tactics, and perspectives from many of the industry's most experienced practitioners and thought leaders. **MarketingProfs Today** continues to deliver the same breadth and depth of quality information we are known for every business day.

When you sponsor our daily e-newsletter you **put your brand in front of hundreds of subscribers every day for a week**. Or, consider a complete takeover of multiple ad positions—including sponsored subject line—for the week, a month, or an entire quarter for maximum exposure. Inquire with your sales rep for pricing and available options.

Weekly Rate (1 position, 5 total insertions)
\$2,500 / position

MarketingProfs Today

Frequency	Daily <i>Monday — Friday</i>
Circulation	291,000
Position 1 / Leaderboard	468x60
Position 2 / Top Text Ad	300 characters or less, including spaces, plus logo and link; must include company name.
Position 3 / Second Text Ad	300 characters or less, including spaces, plus logo and link; must include company name.
Position 4 / Right Poster	300x250

Note: **MarketingProfs This Week** is also available. Ask your sales rep for details.



Policies and Fees: All e-newsletter ads are due 10 days before the first insertion date. Ads can be static or animated .gif files. Animation may loop only three times. Continuously looping ads will be returned for modification. Flash (.swf) is not supported. Late fee: \$200.

WEB ADS



Site ads offer a powerful brand building opportunity to showcase your message in front of the largest number of readers for the lowest cost. More than **495,000 unique visitors** come to our site each month. Our targeted, topical advertising placements provide you ownership of three positions for a single topic on our article pages. Ask your sales representative about options and availability.

Targeted by Topic

Our topic-targeted advertising package includes three positions:

Rates starting at
\$150/cpm

Position A
LEADERBOARD / 728x90
Top of the page, above the fold

Position B
INLINE POSTER / 300x250
Directly above the fold

Position C
BOTTOM TEXT AD
Up to 275 characters plus logo 100x50

Position Guide



Run of Site Opportunities

Target up to 340,000 MarketingProfs' online visitors site-wide with our run of site leaderboard ads.

Rates starting at **\$60/cpm**

Position A
LEADERBOARD / 728x90
Top of the page, above the fold.

Bundles

Bundle up for a bigger impact! Combine Web, mobile or e-newsletter ads to get your message in front of more readers — and reinforce it across multiple media. Ask your sales rep for details.

Policies and Fees: All ads are due 10 days before the campaign start date. Animated ads may loop only three times. Continuously looping ads will be returned for modification. Late fee: \$200. Universes by ad unit can vary. Contact your rep for details.

MOBILE ADS



More people seek advice from MarketingProfs while **on the go** than ever before. Now, with our new **mobile-only** ad option, you can reach more of those readers, more of the time. And because we limit our mobile ads to two advertisers at any given time, your placement generates maximum impact. Used alone, or combined with other advertising media as part of a larger campaign, **MarketingProfs'** mobile ads provide you with new opportunities to **present your brand and your message consistently across multiple channels.**

Rates starting at
\$60 / cpm

Our mobile ad package includes one banner location per page on our mobile site and mobile app (iPhone and Android), with more than 30,000 impressions each month.

Mobile Banner
size 320x50

Policies and Fees: All ads are due 10 days before the campaign start date. Late fee: \$200. Contact your rep for details.



ORIGINAL CONTENT

Digital marketing changes fast and it can be easy to forget that content remains king. Content marketing is a powerful vehicle that demonstrates expertise and thought leadership. For more than a decade we've created useful, high quality content relied on by hundreds of thousands of marketers. Let us bring our content expertise to your next project. Ask your sales rep about our lead generation packages for original content, including offering your content in our online store.

Tailor your original content in three steps:

1 PRICE

\$1,000 per page*
Minimum buy \$5,000

Includes:

1. Discovery meeting
2. One review of draft
3. Professional design and PDF of final product
4. Exclusive rights

**Page count is for copy only. Final page counts will depend on layout and design.*

2 TOPIC *Choose A or B*

A Tell us your audience and we'll help you pick a topic.

B Pick a topic from the list (other topics available):

- Branding / Brand Management
- Customer Behavior
- Email Marketing
- Market Research
- Metrics and ROI
- SEM
- Segmentation
- Social Media
- Mobile
- Word-of-Mouth
- Content

3 CONTENT TYPE *Choose A, B, C, or D*

A Best Practices
Best practices presenting at least one case study.
(4 pg. minimum)

B How-To Guide
A practical how-to guide including charts and graphs (as applicable).

C Whitepaper
Presentation of a new idea, an argument or a solution.

D Third Party Research Study
Highlights from existing research compiled into a cohesive report with charts and graphs (as available).

eBooks and infographics are also available. Ask your Sales Rep for details.

Turnaround time for a custom content piece is 4 – 8 weeks. Factors such as length, complexity, content assets and our project queue may affect turnaround. Prices listed are minimums. We'll review actual timing and pricing for your project with you before a contract is presented. Specialized graphics (e.g. stock photography) are available for an extra fee.

Terms: All Original Content produced is co-owned by MarketingProfs. In return for perpetual exclusivity of the piece, Client agrees to include a MarketingProfs boilerplate paragraph within the content.

TRAINING SPONSORSHIPS



MarketingProfs University offers executive education on the topics that matter most to in-the-trenches marketing professionals. MPU students represent a broad-based cross-section of thousands of **our most engaged members**—people with budgets who are **willing to pay for products and services**. Your quarterly, semi-annual, or annual sponsorship of this training series exposes your brand to our most-qualified members, and is one of the few opportunities we provide to **reach our coveted PRO members**.

BENEFITS DURING YOUR SPONSORSHIP PERIOD INCLUDE:

- Branded listing as series supporter on the MPU website and within the online course platform throughout your sponsorship period
- Branded listing as series supporter on approx. 2 million MPU promotional emails during each quarter you sponsor
- One dedicated email to the complete MPU student list using your creative during each quarter you sponsor
- Up to 12 MPU scholarships you can give away to customers or employees—three for each quarter you sponsor
- Exclusive \$250 discount code to share with your network during your sponsorship period
- Physical addresses of all students who enroll during your sponsorship period

PACKAGES

Quarterly	\$10,000
Semi-Annual	\$17,000
Annual	\$28,000

TRAIN YOUR TEAM

Need in-depth training for your own marketing team? MPU offers the online training you're looking for on such popular topics as social media, content marketing, SEO and more. Contact Groups@MarketingProfs.com to discuss team discounts.



LEAD GENERATION PROGRAMS

THE LATEST LEAD GEN METHODS DELIVERING THE GREATEST RESULTS – WITHOUT ALL THE HEAVY LIFTING ON YOUR PART.

QUALITY ORGANIC LEADS. QUANTITY **GUARANTEED**.



VIRTUAL EVENTS



LEADS: GUARANTEED

2,500 / 500 / 350

Our virtual conferences look and feel like the real thing — complete with speaker sessions and an exhibit hall — except they take place online. You never have to leave your computer to display your products and services, chat with attendees and generate high-volume, targeted leads. Count on such lead details as email, phone, address, industry, company size and revenue.

Our 2013 lineup includes six events exploring current thinking on ever-popular topics like social media and content marketing, as well as three new, ultra-targeted events. Plus, this year there are even more options to create a customized sponsorship solution right for you. Talk to your rep to get started.



2013 SCHEDULE

Feb 8	Content Marketing
Mar 8	Retail / B2C*
Apr 12	Social Media
Jun 14	Content Marketing
July 12	Video*
Aug 9	Social Media
Sep 13	Content Marketing
Nov 8	Mobile*
Dec 13	Social Media

*NEW FOR 2013

Our niche virtual events attract smaller groups of highly qualified marketers demonstrating interest in specific topics and industries. Contact us for more information and special pricing.

COMPARE PACKAGES

GOLD*

SILVER

BRONZE

À la carte

Total Leads (Minimum)	All (Min. 2,500)	500	350	
• Registrants	✓			
• All Attendees	✓	✓		
• All Booth Visitors	✓	✓		
• Content Downloads	✓	✓	✓	✓
Booth in Exhibit Hall	✓	✓		
Logo in Event Space	✓	✓		
Logo on Event Website	✓	✓	✓	
Resource Center Uploads	5	3	3	1
Package price	\$12,500	\$6,500	\$3,000	\$400

* Limit: 4 Gold Sponsorships per event

WEBINARS



LEADS: GUARANTEED

500 / 250

Transform your thought leadership into **quality sales leads** using MarketingProfs' **engaged audience** and powerful webinar program. Choose from 20 different industry-leading topics, tap your most compelling speakers, then let us do the rest, including setup, registration management and moderator services. We'll even record and post your webinar for on-demand viewing. **This product sells out quickly** so reserve your webinar today!

ALL PACKAGES INCLUDE THE FOLLOWING:

- ✓ Topic consultation to match your strategy with MarketingProfs members' needs
- ✓ A one-hour webinar including Q&A
- ✓ Your webinar hosted live on MarketingProfs' site, as well as on-demand for 90 days
- ✓ Full production, support, promotional vehicles and a lead guarantee!†



ADD-ONS: (Additional fees apply)

- ✓ MarketingProfs-provided speaker *
- ✓ Recording of your webinar for on-demand viewing on your site

COMPARE PACKAGES

Lead guarantee†

Package price

G250 ‡

250

\$17,000

G500

500

\$25,000

Live event

attendee limits:

G250 - 600 people

G500 - 2,000 people

* If you prefer, we can choose the best speaker for your topic from MarketingProfs' vast speaker network. For a G500 webinar, this service is included at no additional charge; for the G250, there is an additional fee of \$500 plus the cost of speaker.

† Lead guarantee in effect only if topic is jointly approved by MarketingProfs and sponsor, and is intended for a broad marketing audience. Webinars with a narrower scope will result in a reduced guarantee. All webinars are held on Tuesdays.

‡ G250 sponsors are guaranteed 250 leads, plus up to 50 additional leads in the event that MarketingProfs generates more leads than the guarantee. If webinar promotions result in more than 300 leads, G250 clients may purchase these additional names for 50% of the equivalent CPL. For G500 sponsors, all leads in excess of the guarantee are automatically included as part of the webinar package at no additional cost.

CONTENT SPOTLIGHT

LEADS: CPL



The challenge of content marketing isn't simply a matter of creating compelling content, but getting it in front of the right audiences. Put your content at the top of their list with Content Spotlight. This limited-availability CPL opportunity provides your brand with yet another way to **generate high quality leads from our organically grown member base**—you choose the lead quantity you need and pay only for those leads we generate.*

Have special lead-qualifying requirements? Ask your sales rep today about available filter options and pricing.

BASE PRICE (CPL) – \$25/LEAD

YOUR SPONSORSHIP PACKAGE INCLUDES:

BUNDLES

Create a custom bundle by combining your **MarketingProfs-produced original report** with a Content Spotlight sponsorship to promote and generate leads.

- Choice of content you've created† or original content produced for you by MarketingProfs (content creation is a separate cost, see page 11), hosted in MarketingProfs' content store
- Content piece listed as "free" in the MarketingProfs online store and downloadable directly from our site
- Sponsorship featured in the store product listings and the detailed content description page on our site
- MarketingProfs-produced promotions to our member email list, on our site and via social media featuring your name and content
- Complete details for all content-generated leads, including name, email, title, company, industry, company size and a custom question

* Minimum purchase: \$4,000

† Sponsor-provided content must be reviewed and approved in advance by MarketingProfs. Sales collateral and other vendor-specific materials not accepted. Content must be applicable to a broad marketing audience and must present instruction, insight, research or advice appropriate to our membership.

EVENTS

LEADS: HIGHEST QUALITY



B2B Marketing Forum 2013

October 9 - 11 — Boston, MA / Westin Copley Place

B2B Marketing Forum is our flagship in-person conference and the signature event for hundreds of corporate B2B marketers annually. B2B Forum features dozens of sessions presented by today's marketing leaders — not to mention plentiful ways to get involved as a sponsor. It's one of our most popular opportunities to showcase your brand, products and services to a captive, motivated audience of marketers. Plus, sponsorship includes the highest quality leads.



Local Events

Building on the success of our five-city Smart Marketers Tour in 2012, **MarketingProfs is hitting the road again** for a series of intimate, casual events with leading marketers across the U.S. Ask your rep about upcoming dates, destinations and sponsorship opportunities.



ABOUT US



MEET MARKETINGPROFS MARKETING SERVICES TEAM



We've spent the last 10+ years building the largest on-line community of marketers — we're talking hundreds of thousands of marketers, from companies large and small, hailing from all over the world. Yet, our company is virtual (everyone works from home offices) and we have fewer than 30 employees on the payroll.

How do we do it? By being a trusted, go-to source of unbiased, timely marketing advice and training.

With thousands of marketing blogs, websites and tweets, the sheer wealth of information can be overwhelming for marketers to process. How do you know which people are

providing sound advice and which are charlatans? We cut through the fluff, so our members don't have to.

Our editorial team vets everything on our site daily. We don't just present the viewpoint of a small group of marketers. We pull from hundreds of the best voices in marketing-in-the-trenches marketing practitioners plus marketing professors, authors and professional bloggers, consultants and trainers.

The result? More than 6,000 free resources (and counting) on pretty much every marketing topic you can think of — as well as some you probably haven't heard of yet!

TOP ROW, LEFT TO RIGHT: KRISTEN JOHNSON, EVENTS MANAGER / SHARON HUDSON, VP OF MARKETING SERVICES AND EVENTS / JIM KELLY, SALES / COREY TARNE, SALES / COREY O'LOUGHLIN, MARKETING MANAGER / BOTTOM ROW, LEFT TO RIGHT: JASON LORENTZ, SALES SOLUTIONS MANAGER / DANIELE HAGEN, SPONSORSHIP SOLUTIONS MANAGER / JOHN GIUNTA, VIRTUAL EVENTS MANAGER / JO ROBERTS, PRODUCT MARKETING MANAGER / TOBIAS SCHREMMER, SALES

GET STARTED



CONTACT YOUR SALES REPRESENTATIVE TODAY AND GET STARTED.

TOBIAS SCHREMMER
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(512) 739-4624

COREY TARNE
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(310) 933-4323

JIM KELLY
jim@marketingprofs.com
(323) 664-9036

KATHLEEN GAINES
kathleeng@marketingprofs.com
(848) 218-7778

WHO USES MARKETINGPROFS MARKETING SERVICES?

Organizations from high tech to higher ed and everything in between.

EMAIL

Bronto
Campaigner
ClickSquared
Constant Contact
Emma
Epsilon
ExactTarget
Experian CheetaMail
GraphicMail
iContact
Lyris
Responsys
Return Path
StrongMail
SubscriberMail
Vertical Response
WhatCounts

MARKETING AUTOMATION

Alinean
Alterian
Amadesa
Aprimo
Baynote
Curata
Eloqua
Endeca
InfusionSoft
Marketo
Neolane
NetFactor
Optify
Pardot
SalesForce

Silverpop

SEARCH
Adometry
Apogee
Conductor
gShift Labs
Trada
WebMarketing123

SOCIAL MEDIA

Awareness
Bazaarvoice
GetSatisfaction
Gigya
HootSuite
Janrain
LinkedIn
Lithium
Mzinga
Novell Vibe
Offerpop
PowerReviews
Salesforce Marketing Cloud
Shoutlet
Spredfast
Sysomos
Vitruv
Wildfire by Google
Zuberance

EDUCATION

Columbia Business School
Harvard Business School
University of Chicago
- Booth School of Business
University of San Francisco

West Virginia University

MARKET RESEARCH
Clarabridge
GroupNet
Lenskold
Luth Research
Mindwave Research
Open Panels
SurveyGizmo
Vovici, a Verint Company
Zoomerang
MEDIA
AOL/Advertising.com
CFO
Factiva (Dow Jones)
John Wiley & Sons
Pearson
PRWeb

SALES TOOLS

Bizo
Bridgeline
Citrix GoToMeeting
Demandbase
Hoover's
HubSpot
IBM SPSS
InterCall
Jigsaw
NetProspex
Tableau Software
Vocus
ZoomInfo
VIDEO
BrightCove

Limelight Technologies

Pixability
WEB OPTIMIZATION
Adobe
Akamai
Cloudwords
Coremetrics
Quantcast
Sitecore
Symantec
TRUSTe
VeriSign

CATALOG 2013

Click on your platform of choice and get social



@MarketingProfs + @MProfsEvents



CORPORATE MAILING ADDRESS

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F: (281) 605-5374

MarketingProfs reserves the right to request modifications or refuse advertisements or email messages based on internal company policies and appropriateness for our audience. MarketingProfs employs a real-time unsubscribe option on all email messages in compliance with US CAN-SPAM laws. Prices shown are net and are subject to change. We require payment in advance for all new clients.

Last updated: 5/7/2013