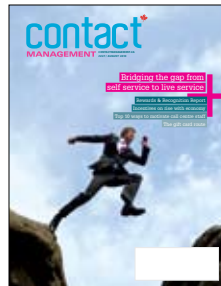
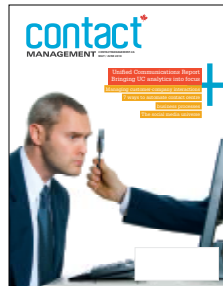
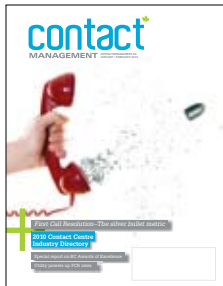


contact⁺

MANAGEMENT



contact⁺

MANAGEMENT CONTACTMANAGEMENT.CA MAY / JUNE 2011

Creating a work-life balance

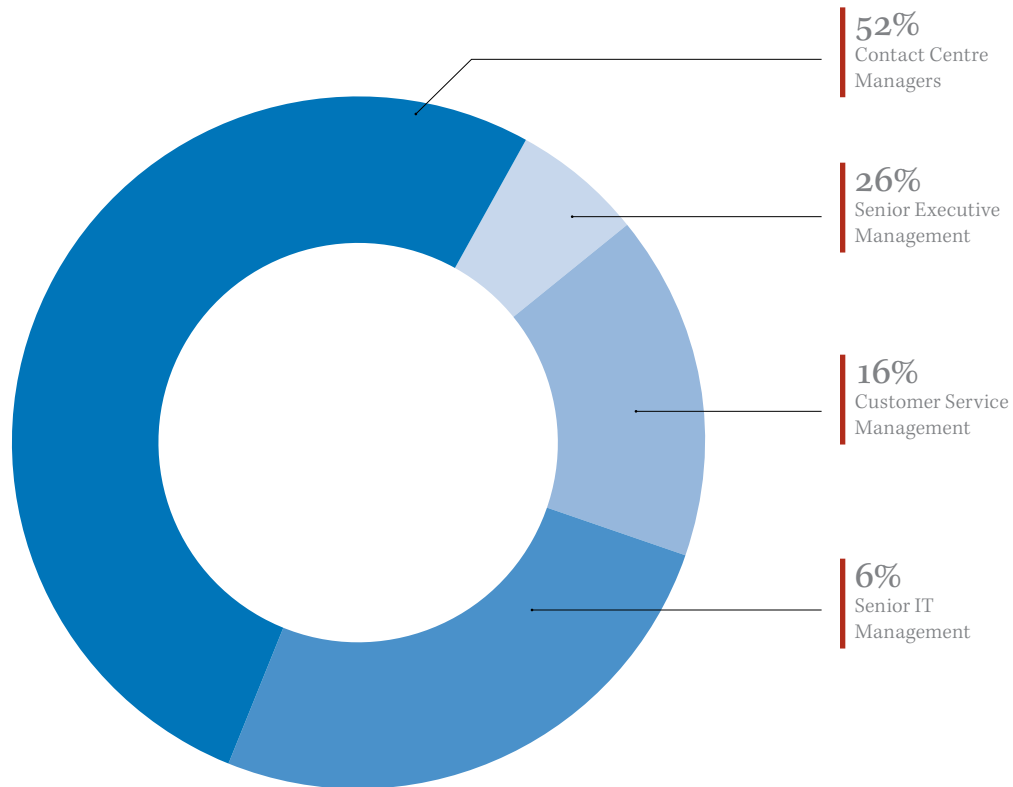
Study probes top performing centres

- Speech analytics report
- Game changer
- Freedom of speech



2012 | MEDIA PLANNING GUIDE

Actual Executive Reader Titles



Actual Executive Reader Titles

Call Centre Analyst
Call Centre Development Manager
Call Centre Director
Call Centre Integration Manager
Call Centre Leader
Call Centre Manager
Call Centre Manager, Inside Sales and Service
Call Centre Solutions Manager
Call Centre Supervisor
Call Centre Team Leader
Care Team Manager
Cellular Call Centre Manager
Channel Marketing Manager
Chief Marketing Officer
Chief Information Officer
Computer Services Help Desk
Consumer Action Team Supervisor

Contact Centre Manager
Contact Centre Practice Leader
Contact Centre Project Manager and Inbound Sales
Contact Centre Supervisor
Credit Services Manager
CRM Practice Leader
Chief Technology Officer
Customer Care Director
Customer Centre Manager
Customer Experience Officer
Customer Information Management Officer
Customer Insight Manager
Customer Relationship Manager
Customer Service and Call Centre Division
Customer Service Director
Director - Call Centre

Operations
Director - Technical Support
Director Customer Care
Director of Call Centre Services
Director of Email Services
Director of GIS
Director of IT and Call Centre Operations
Director Telecommunications
Director, Client Contact Centre
Director, Contact Centre
Director, Customer Analytics & Database Marketing
Director, Customer Contact Centre
Director, Government & Call Centre Services
Director, Telecommunications and Wireless

Executive Director, Site Selection Services
Head of Call Centres
Help Desk Manager
IT Manager
Manager GIS
Manager Help Desk
Manager Service Support Centre
Manager Voice Telecom Services
Manager, Collections Unit
Manager, Help Desk & Client Services
Manager, IT Call Centre
Managing Director, Customer Service

Editorial Schedule

Contact 'Us

Ron Glen,
Executive Editor
ron@contactmanagement.ca
416.461.9647

Brent White,
Advertising Sales
brent@contactmanagement.ca
905.201.6600 ext. 224

Sarah O'Connor,
Advertising Sales
sarah@contactmanagement.ca
613.421.5171

Spring Issue

Essential Themes:

"Outsourcing"

Stories include:

- Selling into the U.S. market
- **Strategic view:** Aligning the contact centre with the business strategy
- **ANNUAL 2012 CALL CENTRE DIRECTORY ISSUE**
Listings and solutions for strategy & leadership, people, operations and services, and technology
- **Software Solutions:** Call monitoring and recording systems, HR systems

Bonus Distribution:

- American Teleservices Annual Convention, Hollywood, FL, Westin Diplomat Hotel, April 29-May 2
- Annual Call Centre Exhibition Show, Seattle, WA, May 7
- International Customer Service Association Annual Conference, Toronto, May 10-11
- Canadian Marketing Association Annual Convention, Westin Harbour Castle, Toronto, May 16-17

Summer Issue

Essential Themes:

"Speech Analytics"

Stories include:

- Tightly integrating marketing with speech analytics
- **Communication & Training:**
Driving training with new technologies
- **At home agents**
The emerging at-home agent perfect storm
- **Special Reports:**
 - Ottawa region call centre market
 - Ottawa Region Call Centre Association Awards Guide
- **Software Solutions:** Speech analytics systems, Agent productivity tools

Bonus Distribution:

- Ottawa Region Call Centre Association awards gala, June 13

Fall Issue

Essential Themes:

"Unified Communications"

Stories include:

- The spread of UC applications to mobile devices
- **Contact centres in the cloud:** Potential cost savings and sacrifices that lay in store
- **Customer service:** Call centres as social media hubs
- **Special Reports:**
 - Canadian Call Management Association (CAM-X) Awards Guide
 - The International Customer Service Association Awards (ICSA) Guide
- **Software Solutions:** Unified Communications applications, Customer Relationship Management systems, Software as a Service
- **Hardware Solutions:** Phones

Bonus Distribution:

- CAM-X Annual Conference and Awards, Victoria B.C., October 16-19
- International Customer Service Association ICSA Awards night, October 18

Winter Issue

Essential Themes:

"First Call Resolution"

Stories include:

- Getting a grip on FCR effectiveness
- **Rewards & Recognition:**
Meshing employee incentives across the enterprise with those in the call centre
- **Workforce Management:** How to discern and deal with different agent personalities.
- **Special Reports:**
 - Service Quality Management Group Awards Guide
 - Greater Toronto Area Contact Centre Association (GTACC) annual conference/awards
- **Software Solutions:** Workforce optimization and systems, automated call routing and distribution, click to chat systems.
- **Hardware Solutions:** Headsets

Bonus Distribution:

- GTACC Annual Conference, Toronto, October 25
- Contact Atlantic, the Delta New Brunswick, Saint John, NB, November 7-8
- SQM Awards Gala, Las Vegas, NV. November 16

Regular Columns

Technology

software, hardware, systems and networks

Facilities

location, design, furniture, security, health and safety

Readerboard

the latest industry news

Profile

insight and lessons learned from today's contact centres

Association News

news from contact centre associations from coast to coast

TechWatch

highlights on both tried and true emerging contact centre technology information

Editor's View

the view from the top on the industry trends affecting the market

New Tools

products and services new to the market

Operations

benchmarking, strategic planning, meeting management, organizational structure

Human Resources

hiring, training, retention, rewarding, wages and benefits, conflict management and time management

Showcase

highlighting innovations from our advertisers (paid advertorial section)

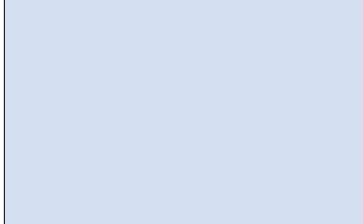
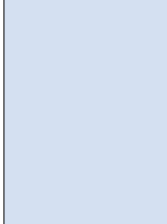
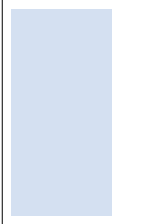
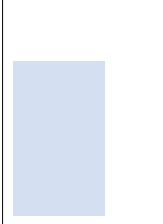
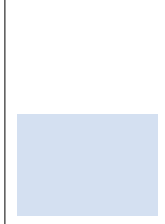
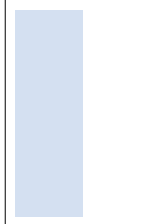
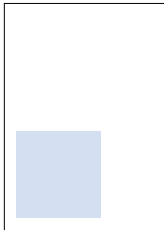
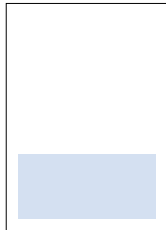
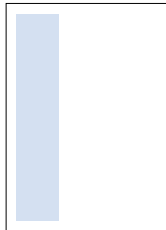
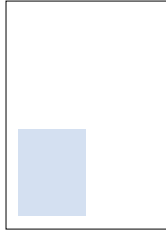
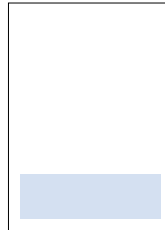
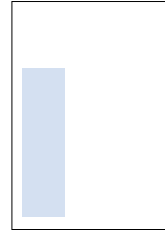

List Monitor

news on mailing lists, marketing lists, email lists and other data for use by contact centres and for clients



Advertising Specifications

Advertising Sizes

						
Double Page Spread 17.25 X 11.375	Full Page Trim 8.375 X 10.875	2/3 Vertical 4.75 X 9.5	1/2 Island 4.75 X 7.25	1/2 Horizontal 7.25 X 4.75	1/2 Vertical 3.5 X 9.5	
						
1/3 Square 4.75 X 4.75	1/3 Banner 7.25 X 3.165	1/3 Vertical 2.3 X 9.5	1/4 Square 3.25 X 4.75	1/4 Banner 7.25 X 2.375	1/4 Vertical 2.3 X 7.5	Vendor Classified 3.5 X 1" / 2" / 3"

Sizes

Full Page Bleed: please add 0.125" on all sides to trim specs. Full Page Type Safety: please inset all type 0.5" from trim specs

Material Requirements

Provide a Hi-resolution, press optimized, CMYK only PDF. Please ensure all fonts are embedded or converted to outlines. Other acceptable formats: EPS, PDF, TIF or JPEG. Please ensure all images are a minimum of 300 dpi at full size and are CMYK. File Transfer: Compress files to reduced transfer problems, both for size and corruption protection. Size changes, re-setting, re-formatting and/or corrections will be charged to the advertiser.

Circulation

5,200 across Canada, Canadian Fortune 500 Companies, and Suppliers to the Industry.

Contact Us

Brent White,
Advertising Sales
brent@contactmanagement.ca
905.201.6600 ext. 224

Sarah O'Connor,
Advertising Sales
sarah@contactmanagement.ca
613.421.5171

Four Colour Rates (interior)

Ad Size	1X	4X
Double Page Spread	\$4,599	\$4,150
Full Page	3,215	2,995
2/3 Page	2,835	2,640
1/2 Island	2,440	2,275
1/2 Page	2,205	2,035
1/3 Page	1,710	1,595
1/4 Page	1,295	1,210
Showcase	850	810

Guaranteed Position +15% • Alterations are extra charges and non-commissionable. All rates are net.

Cover Rates (includes mandatory colour)

Ad Size	1X	4X
Inside Front	\$4,465	\$3,995
Inside Back	4,365	3,885
Outside Back	4,570	4,095

Vendor Classifieds

Ad Size	4 Issues
Single Unit (3.5" x 1")	\$595
Double Unit (3.5" x 2")	\$1,190
Triple Unit (3.5" x 3")	\$1,785

Rate Policy & Contract Provisions

All insertion orders for advertising in Contact Management are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the order. No conditions, printed or otherwise appearing on the space order, billing instructions or copy instructions which conflict with the publisher's stated policies and current rate card will be binding on the publisher.

Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all of the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.

The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Failure (by advertiser) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice.

Uniform rates apply to all advertisers at all times. Conversion to publisher's requirements will be billed at publisher's costs. Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the advertiser or agency.

All advertisements for Contact Management, on the representation that both the advertiser and the advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless Lloydmedia Inc., its officer, agents and employees, against all expenses (including legal fees) and losses resulting from the publication or the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy

or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.

All contents of advertisements are subject to publisher approval. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time.

The publisher will insert the word "advertisement" prominently into any advertisement which simulates editorial content.

All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. The publisher assumes no liability if for any reason it becomes necessary to omit or cancel an advertisement.

The publisher's liability for any error will not exceed the charge for the advertisement in question. The publisher assumes no liability for errors in key numbers or type set by the publisher.

As used in this section, the term "publisher" shall refer to Lloydmedia Inc.

FOUR MAGAZINES DELIVER YOUR AUDIENCE IN PRINT AND ONLINE

More than 57,000 prospects authorizing and approving expenditures in the boardroom, on the front lines, in the IT corridors, in the centres of support and fulfillment, on the road with delivery, and creating customer loyalty. Our readers link you to all the right executives and managers in FOUR KEY ROLES at the largest and fastest growing companies in Canada.



FUND

Finance & Credit Prospects via Canadian Treasurer

CT is published bi-monthly and reaches more than 10,000 readers, in about 6,000 organizations, who are responsible for capital, credit and risk in all forms of financial operations. www.canadiantreasurer.com Readers are in charge of corporate finances and how funding is approved, obtained, budgeted, loaned, processed, allocated, and distributed. Follow the money from need to delivery. Inside our readers' companies, you'll reach the key people who control spending and who ensure their companies effective operations, from supply chain to fulfillment and delivery.



SELL

Marketing & Sales via Direct Marketing

Published monthly since October 1988, DM is Canada's magazine for interactive marketing and sales, reaching about 17,000 readers in marketing and sales at about 6,400 organizations. www.dmn.ca Readers who devise strategies, create campaigns, choose media, select tactics, implement programs, track response, analyze results, measure ROI, and generate sales for their companies. These readers are responsible for all aspects of customer acquisition, retention, expansion and development.



PAY

Transactions and Billings via Payments Business

PB is published bi-monthly and reaches more than 20,000 readers in the transactions, cards and ebilling/epayments sector, including banks, credit unions, retailers, online sellers, and about 9,000 of Canada's largest corporations. www.paymentsbusiness.ca Readers who provide their companies with efficient, effective and cutting-edge systems to accept, process and clear payments in a wide range of channels, from traditional cheques to new mobile payments, from credit cards to debit cards, from points-redemptions to gift cards, and every form of payments.



SERVICE

Customer Service, IT & Fulfillment via Contact Management

CM is published quarterly and reaches more than 10,000 readers in about 5,000 call centres in Canada which manage all forms of customer interaction and engagement, including outsourcers who conduct those activities on behalf of their clients. www.contactmanagement.ca Readers who manage all customer engagement programs, who ensure customer satisfaction, construct and outfit contact centres, evaluate and select technology and software, increase customer loyalty, solve problems and process inquiries, orders, sales and leads.

TO ADVERTISE OR GET MORE INFORMATION AND MEDIA KITS

905-201-6600 | 1-800-668-1838
Mark Henry x 223 | Jennifer Bishop x 222 | Brent White x 224
Sarah O'Connor (613)421-5171