



MEDIA PLANNING GUIDE

THE SOLE SOURCE OF INFORMATION
ON AND FOR CANADIAN CONTACT CENTRES



Answering the industry's call for a publication devoted to issues facing Canadian contact centres



Your advertising is surrounded by powerful editorial that breeds strong readership by being relevant, current and vital



Written from a Canadian perspective by industry leaders and award-winning writers



You reach unique, qualified, and targeted prospects addressed by name, title and company

Contact Management's readers represent the core of decision makers in the call centre industry in Canada. Our readers lead the key companies in the key vertical industries, and we ensure that everyone who can influence purchasing decisions receives and reads the publication.

ACTUAL READER COUNTS AT SELECTED COMPANIES

Telecommunications

Bell Canada 153, Telus 43,
M&T Tel 16, Sask Tel 15, NB Tel 13

Government

Revenue Canada 37, Canada Post
Corporation 35, Public Works 17,
Industry Canada 17, HRDC 11, Hydro
Ottawa 10, Statistics Canada 10, NAV
Canada 8

Financial Services

Bank of Montreal 49, American Express
48, Scotiabank 42, MNBA Canada 24,
Canadian Tire Financial Services 13,

CIBC 33, Manulife Financial 22,
TD Canada Trust 21, Belair Direct 14,
Assurante Group 10, Zurich Canada 7

Technology

IBM Canada 33, Allstream 28,
EDS Canada 18, Dell Canada 10,
3M Canada 10

Travel & Tourism

Air Canada 21, CAA 20, Carlson Wagonlit
Canada 10, WestJet 10, Via Rail 9. Choice
Hotels 7, Fairmont Hotels 6

Retail

Sears Canada 10, LCBO 10,
Grand & Toy 9, Hudson's Bay 8,
Best Buy 6

Non Profit

World Wildlife Fund 10, World Vision 8,
War Amps of Canada 5

**Total circulation
5,200 individually
addressed copies.**

CONTACT MANAGEMENT READERS



52%

Contact Centre Managers

26%

Senior Executive Management

16%

Customer Service Management

6%

Senior IT Management

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
Call Centre Team Care Manager
Cellular Call Centre Manager
Channel Marketing Manager
Chief Marketing Officer

Chief Information Officer
Computer Services Help Desk Supervisor
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

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

Sizes

Ad Size (inches)	Width	Depth
Double Page Spread	17.25	11.375
Full Page Trim	8.375	10.875
2/3 Vertical	4.75	9.5
1/2 Island	4.75	7.25
1/2 Horizontal	7.25	4.75
1/2 Vertical	3.5	9.5
1/3 Square	4.75	4.75
1/3 Vertical	2.3	9.5
1/3 Banner	7.25	3.165
1/4 Square	3.625	4.75
1/4 Vertical Long	2.3	7.5
1/4 Banner	7.25	2.375

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

CIRCULATION

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

MATERIAL REQUIREMENTS

Provide a Hi-resolution, press optimized, CMYK only PDF.

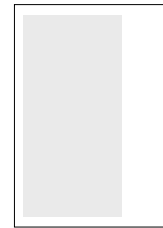
Please ensure all fonts are embedded or converted to outlines.

Other acceptable formats: EPS, PDF, TIF or JPEG. Please ensure all images are a minimum of 300 dpi at full size and are CMYK.

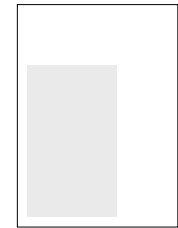
File Transfer: Compress files to reduced transfer problems, both for size and corruption protection. Size changes, re-setting, re-formatting and/or corrections will be charged to the advertiser.



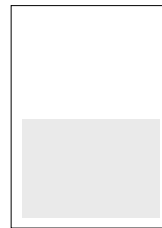
Full Page



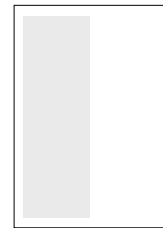
2/3 Vertical



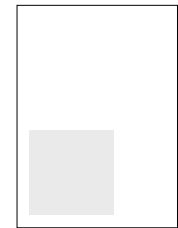
1/2 Island



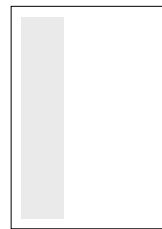
1/2 Horizontal



1/2 Vertical



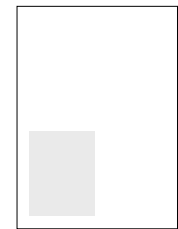
1/3 Square



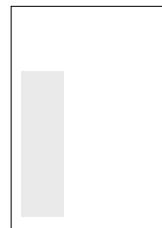
1/3 Vertical



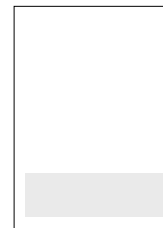
1/3 Banner



1/4 Square



1/4 Vertical Long



1/4 Banner

ADVERTISING RATES



FOUR COLOUR RATES (interior)

Ad Size	1X	3X	6X
Double Page Spread	\$4,599	\$4,320	\$4,150
Full Page	3,215	3,120	2,995
2/3 Page	2,835	2,750	2,640
1/2 Island	2,440	2,370	2,275
1/2 Page	2,205	2,130	2,035
1/3 Page	1,710	1,660	1,595
1/4 Page	1,295	1,260	1,210
Showcase	850	830	810

For black & white deduct 25% • Guaranteed Position +15%

All display ads include online exposure, as well as a marketplace listing in the publication. *NB Rates are based on criteria outlined in the Material Requirements. Alterations are extra charges and non-commissionable. All rates are net.

COVER RATES (includes mandatory colour)

Ad Size	1X	3X	6X
Inside Front	\$4,465	\$4,230	\$3,995
Inside Back	4,365	4,125	3,885
Outside Back	4,570	4,330	4,095

Vendor Classifieds

Ad Size	3 issues	6 issues
Single Unit (3.5" x 1")	\$595	\$995
Double Unit (3.5" x 2")	\$1,190	\$1,990
Triple Unit (3.5" x 3")	\$1,785	\$2,985

CONTACT US

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"All amounts are quoted and payable in Canadian funds. American advertisers must pay in Canadian funds or provide payments in US Funds at current conversion rates."

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.



Published by Lloydmedia Inc.



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JANUARY / FEBRUARY

ESSENTIALS THEME

First call resolution feature stories include:

- Processes, procedures that lead to FCR
- Newfoundland Power case study

Special Report

BC Contact Centre Association Annual Awards

ANNUAL 2010 CALL CENTRE DIRECTORY ISSUE

Listings and solutions for strategy & leadership, people, operations and services, and technology

SOFTWARE SOLUTIONS

Web-based systems, automated call distribution (ACD), Interactive Voice Response (IVR)

MARCH / APRIL

ESSENTIALS THEME

Introducing sales paradigm stories include:

- Smoothing shift from service to sales

SOFTWARE SOLUTIONS

IVRs, speech systems, help desk tools, ACDs

Outsourcing Stories include:

- Moving toward full business process outsourcing
- Outsourcing directory-Guide to call centre service bureaus nationally*

Speech Analytics

(This is collaborative effort with Contact Centre Council of the Canadian Marketing Association)

Outsourcing Stories include:

- Emerging science probes customer intent

SOFTWARE SOLUTIONS

Speech analytics systems, sales Force Automation (SFA), contact management systems, predictive diallers

Bonus distribution

Manitoba Customer Contact Association Annual Conference, MCCA offices, 1000 Waverly St., Winnipeg, MB.

*This would involve running Contact Centre Outsourcing listings in this issue instead of in the January/February Call Centre Directory listings.

MAY / JUNE

ESSENTIALS THEME

Unified communications stories include:

- Tightening enterprise, call centre bond

Social Networking

- Impact of social Web sites on role of call centre

SOFTWARE SOLUTIONS

Computer Telephony Integration, Click to Chat, Unified Communications applications, VoIP systems.

Bonus distribution

International Customer Service Association Toronto chapter, 2010 Customer Service Conference, Mississauga, ON, mid-May

Manitoba Customer Contact Association Annual General Meeting, MCCA offices
1000 Waverly St., Winnipeg, MB, May 12

Canadian Marketing Association National Convention, Metro Toronto Convention Centre
Toronto, May 26-27

JULY / AUGUST

ESSENTIALS THEME

Customer service stories include:

- Balancing service and self-serve options

Rewards, recognition & incentives

- Initiatives that really motivate agents

SOFTWARE SOLUTIONS

Customer Relationship Management systems, Business Intelligence software

Bonus distribution

Call Centre Week Canada Conference
Toronto, late August

SEPTEMBER / OCTOBER

ESSENTIALS THEME

At-Home Agents Stories include:

- Home security concerns and case studies

Recruiting & Training

- Best practices for hiring & retaining agents

SOFTWARE SOLUTIONS

Call monitoring and recording systems, hiring & training tools, home agent applications

Bonus distribution:

The Canadian Call Management Association (CAM-X) and Western States Telemessaging Association (WSTA) joint 2010 Annual Meeting
Hard Rock Hotel, Las Vegas, NV, Oct 3-6

Contact Atlantic, Annual Conference of ContactNB
Moncton, NB, Oct 19-20

NOVEMBER / DECEMBER

ESSENTIALS THEME

Call centre culture & HR department Stories include:

- Aligning HR hiring strategies with call centre culture

Workforce management

- Maximizing workforce management, forecasting, scheduling

SOFTWARE SOLUTIONS

Workforce optimization & scheduling systems, agent productivity tools, Software as a Service, HR software.

Bonus distribution:

SQM Call Centre Conference
Location TBA, late November

British Columbia Contact Centre Association Awards of Excellence Gala, Venue TBA
Late November/early December.

ANNUAL CALL CENTRE DIRECTORY ISSUE
Listings and solutions for strategy & leadership, people, operations and services, and technology