



MEDIA PLANNING GUIDE

THE 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.**

52%

Contact Centre Managers

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

26%

Senior Executive Management

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

16%

Customer Service Management

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

6%

Senior IT Management

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

JANUARY / FEBRUARY

Workforce recruiting, training, performing

Features:

- HR realities facing contact centres
- Virtual training to increase learning, retention

SOFTWARE SOLUTIONS

Workforce optimization & scheduling, training and hiring tools, quality management software

Bonus distribution:

Human Resources Professional Association of Ontario Annual Conference
January 28-29
Metro Toronto Convention Centre,
Toronto, Ont.

MARCH / APRIL

Customer service strategies

Features:

- The future of customer self-service
- Self service: New essential tools

SOFTWARE SOLUTIONS

IVRs, speech systems, help desk tools, ACDs

Bonus distribution

Manitoba Customer Contact Association Annual Conference
March 18-19
Victoria Inn,
Winnipeg, MB

Canadian Marketing Association Annual Convention
April 27-29
Metro Toronto Convention Centre,
Toronto, ON

Alberta Call Centre Association Annual Conference
April 28-29
Calgary, AB

Help Desk Institute (HDI) Trillium Chapter Conference
Sometime in week of May 4
Toronto, ON

MAY / JUNE

Unified Communications & Telecom Management

Features:

- The cell phone deluge
- Telecom strategies in tight times

SOFTWARE SOLUTIONS

VoIP, Virtual Solutions, CTI & PBX, Click to Chat

Bonus distribution

ContactNB Awards of Excellence
Late May
Moncton, NB

Ottawa Regional Call Centre Association Awards Gala
June 3
Ottawa

Canadian Telecom Summit
June 15-17
Toronto Congress Centre,
Toronto, ON

JULY / AUGUST

Outsourcing, Site Selection & Facilities

Features:

- Drafting all encompassing site selection plan
- Outsourcing versus home agents for cost cutting

SOFTWARE SOLUTIONS

Home agent applications, geographic information systems, location intelligence tools

Bonus distribution

Call Centre Week Canada
August 17-20
Toronto
Hotel TBA

SEPTEMBER / OCTOBER

Business strategy & leadership/ICCM *Show issue*

Features:

- Preview of ICCM Canada conference
- Business metrics for your call centre

SOFTWARE SOLUTIONS

Customer Relationship Management systems, Business Intelligence systems, analytical software

Bonus distribution:

Canadian Call Management Association (CAM-X) 45th Annual Convention & Trade Show,
September 22-25
Kelowna, B.C.

ContactNB Annual Conference
Early October
Saint John, NB

ICCM Canada Annual Conference & Expo
October 19-21
Metro Toronto Convention Centre, Toronto

NOVEMBER / DECEMBER

Rewards, Incentives & Agent Productivity

Features:

- Implementing creative rewards & recognition program
- Incentives on a tight budget

SOFTWARE SOLUTIONS

Agent productivity tools, call monitoring, marketing automation

HARDWARE SOLUTIONS

Headsets, wall boards, furnishings

Bonus distribution:

SQM Call Centre Conference
Late November,
Location TBA

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

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 manage-
ment 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

contact
MANAGEMENT



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.

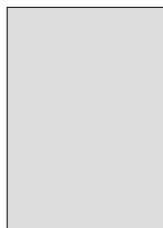
MATERIAL REQUIREMENTS

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

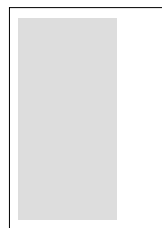
Please ensure all fonts are embedded or converted to outlines.

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

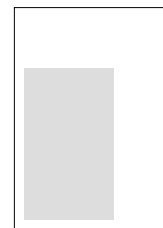
File Transfer: Compress files to reduced transfer problems, both for size and corruption protection. Size changes, re-setting, re-formatting and/or corrections will be charged to the advertiser.



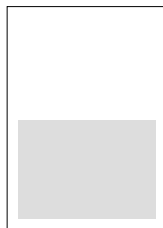
Full Page



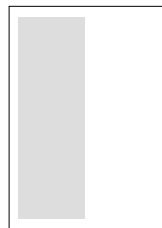
2/3 Vertical



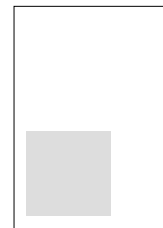
1/2 Island



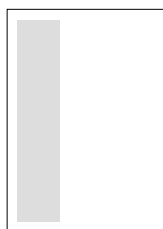
1/2 Horizontal



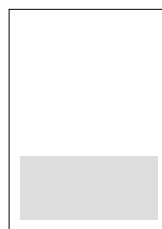
1/2 Vertical



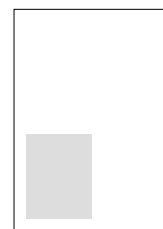
1/3 Square



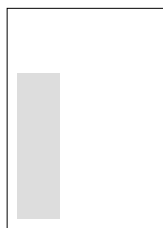
1/3 Vertical



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

Guaranteed Position +15% • 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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302-137 Main Street North, Markham, Ontario, L3P 1Y2

"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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