

# Be Front & Center When Senior Marketers Are Looking For New Products & Services

The Chief Marketer Network Source Directory offers marketing professionals easy access to all the leading products, technology and services available - searchable by type, geography and name.

## Through the combined resources of the leading marketing brands in the Chief Marketer Network:

### CHIEF MARKETER

Locate the leading digital & technology partners for multichannel integration and to maximize engagement, leads, conversion & ROI - key resources for web, mobile, social, and offline tactics, measurement and integration.

### PROMO

Source key providers of promotional marketing expertise- from the premier promotional agencies, to specialist in contests, games, and sweeps, in-store, loyalty & incentives, sampling, staffing and event/experimental programs.

### DIRECT

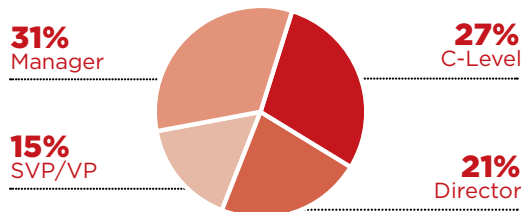
Identify leading direct marketing resources - data, data management, analytics, email, direct mail, teleservices, and DR media - from insert media, radio, to DRTV and out-of-home.

Quickly find the companies and resources that fit your requirements, with the ability to contact them quickly and easily.

## Audience Profile

**94%** recommend/approve/influence the purchase of a wide variety of products & services, including:

### By Job Level



30%  
 Manufacturer/  
 CPG/HiTech

8%  
 Other\*

9%  
 Media &  
 Entertainment

15%  
 Agency/Marketing  
 Services

### By Industry

20%  
 Retail/  
 Wholesale/  
 Distribution

6%  
 Business/  
 Professional  
 Services

7%  
 Financial  
 Services

### Cross-Channel Reach of 130,000+

- Average Monthly Visitors 82,000
- Unique Combined E-letter Audience 72,000
- Quarterly Strategic Guides 55,000

### Quick & Easy to Find Resource

- Search-optimized Directory content and listing
- Prominent placement in upper right rail on all website pages
- Category specific links within navigation
- Weekly promotions in E-letters
- Run of site promotion of the Directory Resource
- Directory link in the site footer under 'Resources'

### Measurable Results

- See the Metrics provided on number of times your listing is viewed
- Lead generation through information request, phone, email social
- Engagement through content, articles, awards, videos, pictures, infographics, press releases, etc.

\*Other Includes: Travel & Hospitality, Communications and NonProfit

# PACKAGE OPTIONS

## Easy, Integrated Subscription Packages

**Online + Print = 12 Months of Exposure.** With Chief Marketer you have the ability to showcase your company to thousands of buyers of marketing products and services.

AVAILABLE PACKAGES	BASIC	GOLD	SUPER
Net Package Price	\$1,995	\$4,995	\$5,995
<b>ONLINE SOURCE DIRECTORY LISTING</b>			
12 month exposure	•	•	•
Company Name	•	•	•
Address	•	•	•
Personalized Contact Info (name, email, phone, social website)	•	•	•
Company Logo	•	•	•
Company Description (100 word max)	•	•	•
Request More Info Button	•	•	•
Number of Categories	1	2	2
<b>ONLINE SOURCE DIRECTORY MICROSITE</b>			
Banner Ad in Chief Promo Marketer Newsletter			•
Link from directory page to PDF of Q&A, Profile or Case Study (can be changed at NC)			•
Featured Content (Gated or Ungated for Lead Gen)		•	
Video		•	
Photo Gallery		•	
Press Releases		•	
People / Team		•	
Search Optimized		•	
24/7 Access to Content & Metrics Dashboard		•	
Lead Generation Capabilities		•	
Additional Categories	\$500	N/A	\$350
<b>PRINT EXPOSURE</b>			
Full page print ad (Q&A, Profile or Case Study)		•	\$350
Annual Edition of Source Directory (Basic Content/One Category)	\$500	N/A	\$350