

Your One-Stop Source for Partners, Vendors & Agencies

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

Through the combined resources of these leading marketing channels:

- **CHIEF MARKETER** Locate the leading digital & technology partners for multichannel integration and 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.

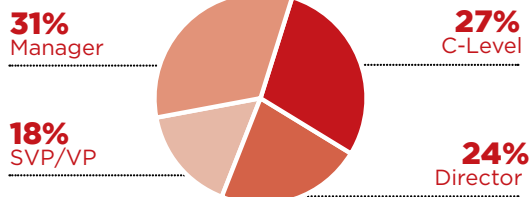
KEY BENEFITS:

1. Quickly pinpoint vendors to help plan and execute your next promotion
2. Search by company name, category, keyword and location
3. Contact vendors directly by email or phone
4. *Plus, find new ideas, products and services to help you think out-of-the-box*

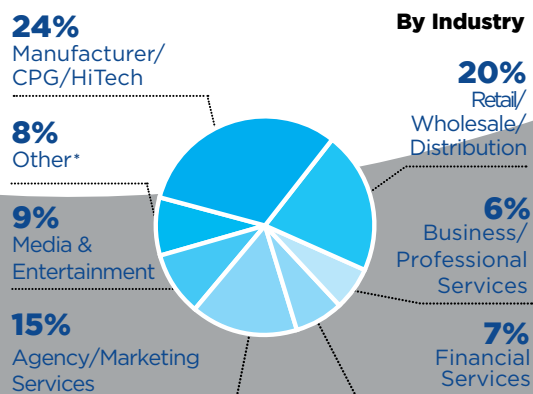
Audience Profile

95% recommend/approve/influence the purchase of a wide variety of products & services, including:

By Job Level



By Industry



*Other Includes: Travel & Hospitality, Communications and NonProfit

Cross-Channel Reach of 130,000+

- Average Monthly Visitors 82,000
- Unique Combined E-letter Audience 72,000
- Quarterly Strategic Guides 50,000

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.

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	PLATINUM
Net Package Price	\$1,995	\$4,995	\$6,895
ONLINE SOURCE DIRECTORY LISTING			
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
ONLINE SOURCE DIRECTORY MICROSITE			
12 month exposure		•	•
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	\$350	\$350
PRINT EXPOSURE			
Annual Exposure in Tool Box 3" ad in 4 quarterly editions of Chief Marketer	\$2,500	\$2,500	•
Annual Edition of Source Directory (Basic Content / One Category)	\$500	\$500	•

Listing Subscription Period: 12 months. Your company subscription begins when your listing goes live online.

Start Date: _____ End Date: _____

☐ **YES, please include my company listing(s) in the Chief Marketer Network Source Directory.**

STEP 1 : CHOOSE YOUR COMPANY LISTING(S) SUBSCRIPTION PACKAGE

☐ **BASIC PACKAGE** **\$1,995 NET**

- Includes 1 Category Online, ea. addl Category \$500
_____ Addl Categories x \$500 = _____
- Annual Print Directory Listing, ea. Category \$500
_____ Categories x \$500 = _____
- Print, Quarterly Special Reports, ToolBox Ad
3" Ad @ \$2,500 for 4 Exposures = _____
TOTAL NET = _____

Categories:

1) _____

☐ **GOLD PACKAGE** **\$4,995 NET**

- Includes 2 Category Online, ea. addl Category \$350
_____ Addl Categories x \$350 = _____
- Annual Print Directory Listing, ea. Category \$350
_____ Categories x \$350 = _____
- Print, Quarterly Special Reports, ToolBox Ad
3" Ad @ \$2,500 for 4 Exposures = _____
TOTAL NET = _____

Categories:

1) _____

2) _____

☐ **PLATINUM PACKAGE** **\$6,895 NET**

- Includes 2 Category Online, ea. addl Category \$350
_____ Addl Categories x \$350 = _____
- Annual Print Directory Listing, ea. Category @ No Charge
_____ Categories x \$350 = _____
- Print, Quarterly Special Reports, ToolBox Ad - 3" Ad @ No Charge for 4 Exposures
TOTAL NET = _____

Categories:

1) _____

2) _____

STEP 2 : ENTER YOUR INFORMATION

Name: _____ Title: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

STEP 3 : ENTER YOUR BILLING INFORMATION (100% Due at start of contract)

☐ Charge my Credit Card ☐ American Express ☐ Mastercard ☐ Visa

Card Number: _____ Exp. Date: _____ Security Code: _____

Card Holder Name: _____ Signature: _____

Billing Address: _____

☐ Bill my company. Order #: _____ Purchase Order #: _____

Company: _____

Contact: _____

Phone: _____ Email: _____

AGENCIES

- ☐ Promotion Agencies
- ☐ Direct Marketing Agencies
- ☐ PR Agencies

COMPLIANCE/LEGAL SERVICES

- ☐ Compliance/Legal Services

CONTENT MARKETING & MANAGEMENT

- ☐ Content Development
- ☐ Content Management Systems
- ☐ Product Information Mgmt Systems

CUSTOMER LOYALTY / CRM / SERVICE

- ☐ Call / Contact Center Solutions
- ☐ Customer Loyalty / Incentives
- ☐ Customer Relationship Management (CRM)
- ☐ Customer Satisfaction Measurement
- ☐ Live Chat

DATA & LISTS

- ☐ Consumer
- ☐ Business
- ☐ Co-Op Database
- ☐ International
- ☐ List Compilation

DATA SERVICES & SOFTWARE

- ☐ Address Correction Software
- ☐ Data Security
- ☐ Data Services / Processing
- ☐ Database Marketing Svcs
- ☐ Data Modeling / Analytics
- ☐ Data Mining / Warehousing
- ☐ Data Management

DIGITAL MARKETING

- ☐ Affiliate Marketing
- ☐ Digital Marketing
- ☐ Ecommerce
- ☐ Online Display
- ☐ Search Engine Marketing
- ☐ Search Engine Optimization
- ☐ Site Search
- ☐ Social Media
- ☐ Video
- ☐ Website Design
- ☐ Website Performance/Analytics
- ☐ Website Usability

DIRECT MAIL

- ☐ Catalog Development Services
- ☐ Direct Mail Development Services
- ☐ Paper
- ☐ Printer

E-COMMERCE SERVICES, SOFTWARE & SYSTEMS

- ☐ E-Commerce Platforms
- ☐ E-Commerce Software
- ☐ Internet Service Providers- Hosting / Security / Performance
- ☐ Shopping Cart Software & Systems

EMAIL MARKETING SVCS & SOFTWARE

- ☐ Email Marketing Services
- ☐ Email Marketing Software & Systems

EVENT MARKETING SERVICES

- ☐ Builders & Designers
- ☐ Event Marketing Services
- ☐ Event Staffing
- ☐ Interactive Technologies
- ☐ Mobile Marketing
- ☐ Photography / Video
- ☐ Properties / Venues
- ☐ Sampling Programs

FULFILLMENT

- ☐ Fulfillment: Direct Mail
- ☐ Fulfillment: Premium & Contest
- ☐ Fulfillment: Products
- ☐ Rebate Processing

MARKETING AUTOMATION

- ☐ Lead Acquisition
- ☐ Lead Management
- ☐ Webinar Platforms
- ☐ Forms / Landing Pages
- ☐ InBound Marketing Software
- ☐ Content Marketing Platform

MOBILE MARKETING & COMMERCE

- ☐ Mobile Ad Networks
- ☐ Mobile Couponing
- ☐ Mobile Service Bureaus
- ☐ Mobile / Wireless Technology
- ☐ SMS Promotions
- ☐ M-Commerce Solutions
- ☐ Mobile Payments

PERSONALIZATION

- ☐ Product Recommendations
- ☐ Website Optimization

PREMIUMS & INCENTIVES

- ☐ Advertising / Promotional Products
- ☐ Custom Apparel
- ☐ Gift Cards / Certificates
- ☐ Incentives
- ☐ Tattoos / Temporary

RESPONSE MEDIA

- ☐ Insert Media
- ☐ Advertising Networks
- ☐ DR Media
- ☐ Out of Home Media

RETAIL MARKETING

- ☐ Couponing: Processing / Mgmt Svcs.
- ☐ In-Store Marketing
- ☐ In-Store Sampling
- ☐ Point-of-Purchase Displays

SOCIAL MARKETING

- ☐ Blogger Outreach / Relations
- ☐ Social Media Tools / Platforms
- ☐ Social Reputation Monitoring
- ☐ Viral / Word-of-Mouth

SPECIALTY MARKETING

- ☐ Account Specific Marketing
- ☐ Automotive Marketing
- ☐ B2B Marketing
- ☐ Beverage Marketing
- ☐ Cause Marketing
- ☐ Co-Marketing
- ☐ CPG Marketing
- ☐ Entertainment Marketing
- ☐ Ethnic Marketing
- ☐ Experiential Marketing
- ☐ Field Marketing
- ☐ Healthcare Marketing
- ☐ Kids / Teens / College Marketing
- ☐ Loyalty Marketing
- ☐ Mobile Marketing
- ☐ Restaurant / Hospitality Marketing
- ☐ Retail Marketing
- ☐ Shopper Marketing
- ☐ Sports Marketing
- ☐ Strategic Marketing
- ☐ Travel Marketing

SWEEPSTAKES, GAMES & CONTESTS

- ☐ Advergames
- ☐ Insurance for Prizes & Sweepstakes

TELESERVICES

- ☐ InBound
- ☐ OutBound