



# **2012 Media / Advertising Guide**

# Table of Contents

<u>Item</u>	<u>Page</u>
Table of Contents.....	2
Quick Summary: Advertising Channels, Frequency, Circulation and Pricing.....	3
Membership/Readership Demographics: The Audience...4-8	
Advertising Channels.....	9-11
Advertising Calendar.....	12
Payment.....	13
About the NACC.....	13
Contact the NACC.....	13

## Quick Summary: Quick Summary: Advertising Channels, Frequency, Circulation and Pricing

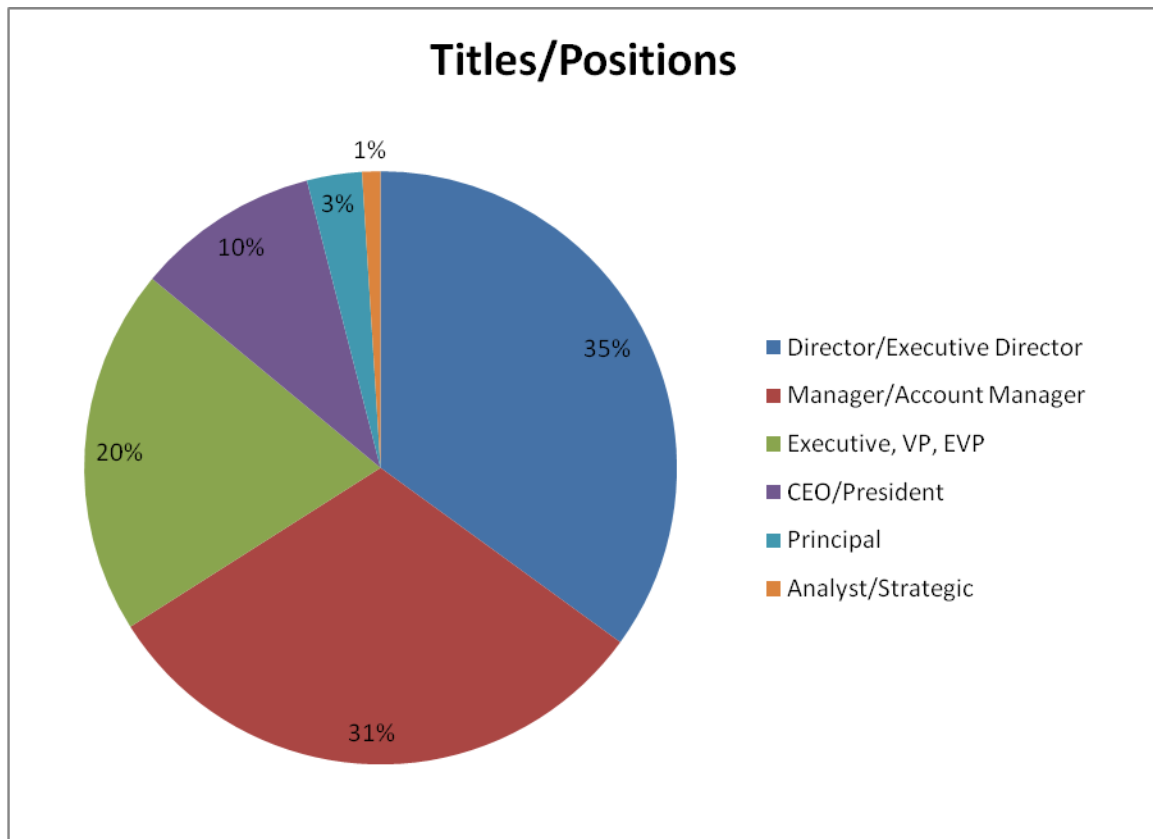
<b>Advertising Channel</b>	<b>Channel Frequency</b>	<b>Price</b>	<b>Circulation</b>
NACC Partners Email Blast	Open all year based on availability	\$3300 per email blast	~27,000 (as of January 2012)
<i>In Queue</i> Newsletter Banners	First Friday of Each Month (see calendar)	\$1100 per Newsletter issue	~27,000 (as of January 2012)
Banner + Essay Combo in Newsletter	First Friday of Each Month (see calendar in Step 2)	\$3300 per Newsletter issue	~27,000 (as of January 2012)
Webinars-Three options available	Open	Options: a) Basic-\$4000 b) Webinar Service - w/Marketing Support-\$5500 c) Enhanced Webinar-\$6500	~27,000 (as of January 2012) for newsletter essays and email blasts supporting the webinar effort
Exclusive Underwriting	All Year-limited number	\$50,000 per year	~27,000 (as of January 2012)

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To schedule advertising with the National Association of Call Centers or for more information, contact Paul Stockford, Research Director, at 480-922-5949 or e-mail [paul.stockford@nationalcallcenters.org](mailto:paul.stockford@nationalcallcenters.org)

# Membership/Readership Demographics: The Audience

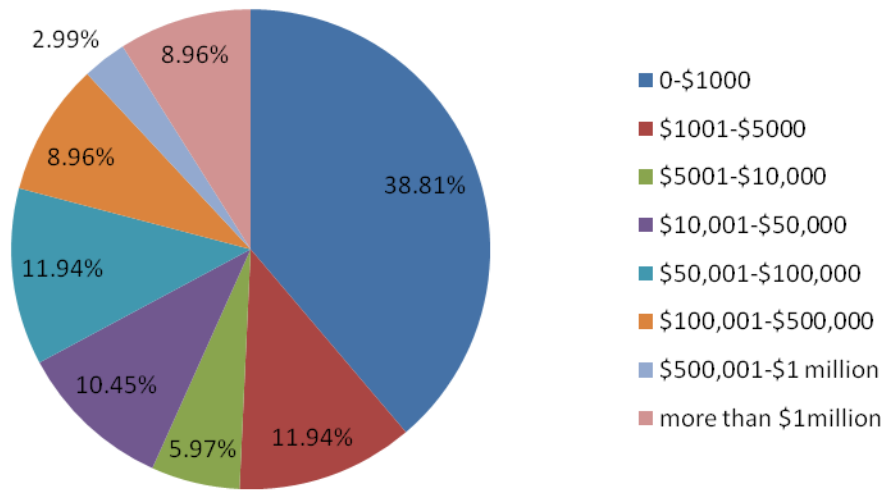
Total Audience ~27,000 as of January 2012



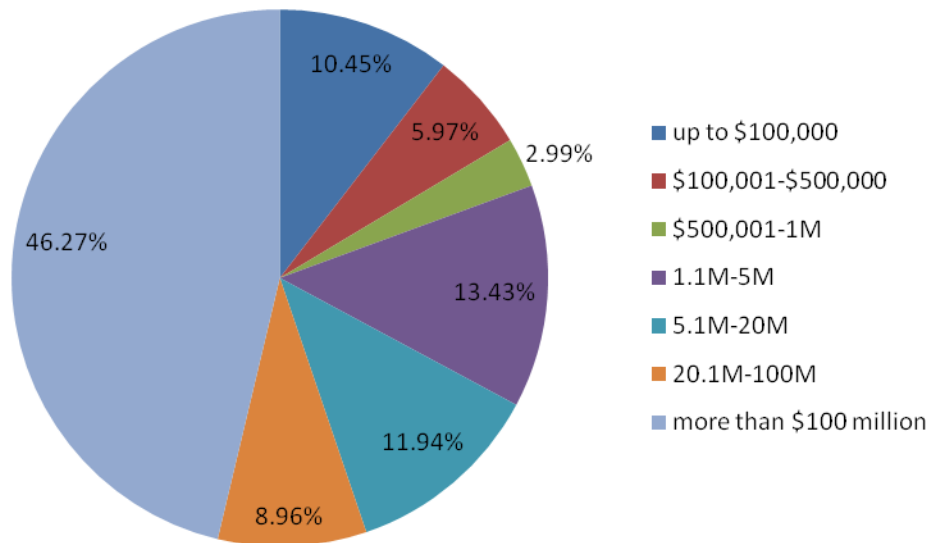
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## Expenditure Authority

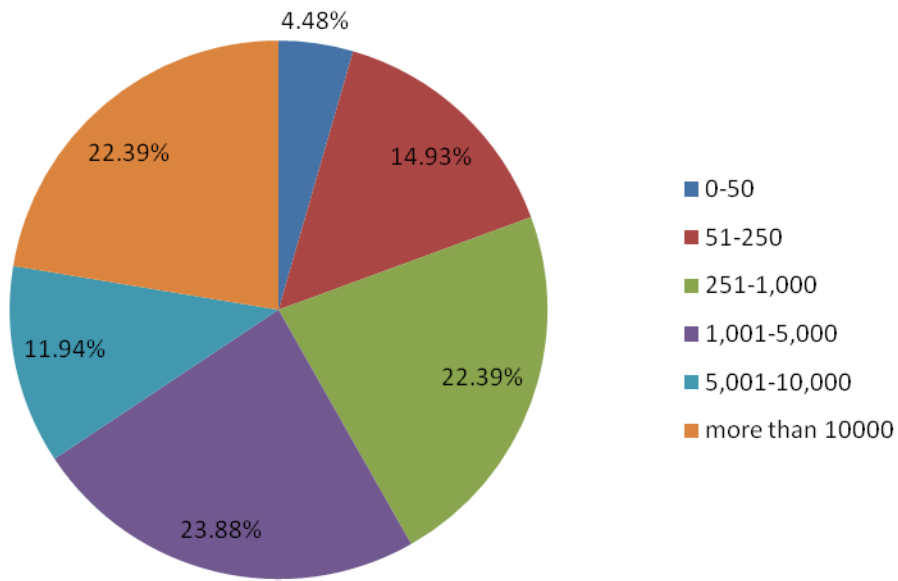


## Annual Revenue

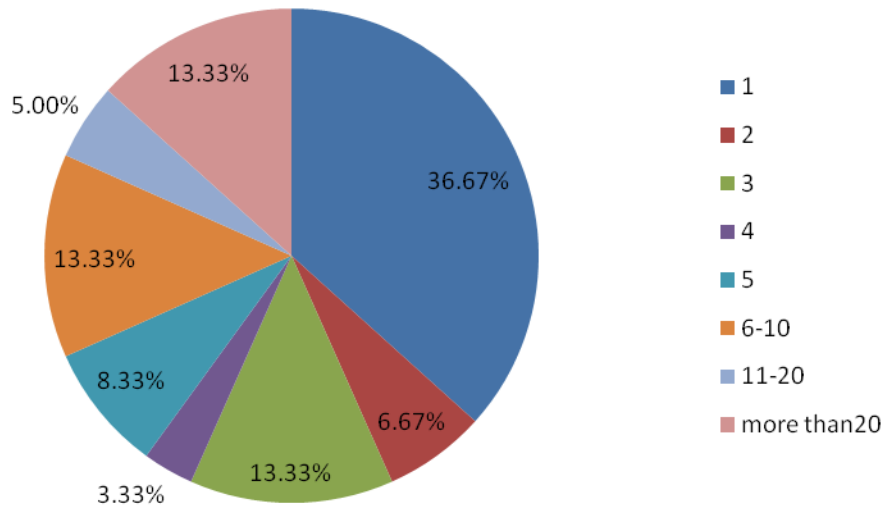


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### Total Employees



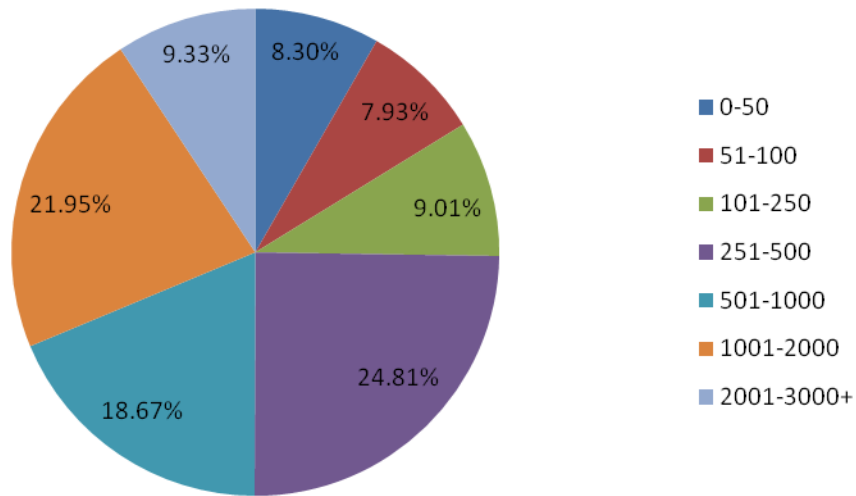
### Number of Call Centers



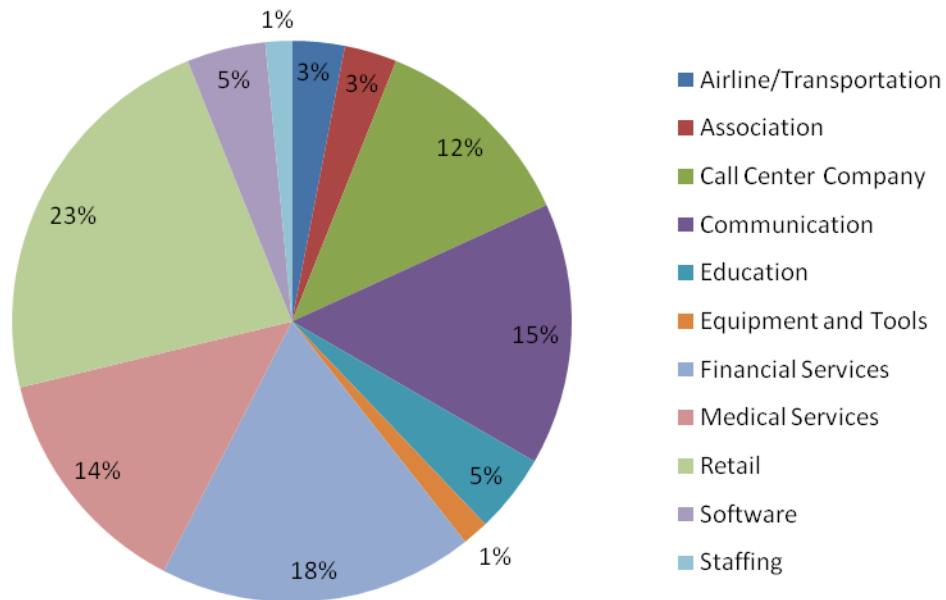
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## Number of Call Center Seats



## Sector



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## Advertising Channels:

### NACC Partners Email Blast

The NACC Partners Email Blast is your content sent directly into the email inbox of our NACC Partners email database ~27,000. Email blasts are comprised of your .html code. One week after the email blast we will send you metrics of the blast include the Open and Click counts. Email blasts are \$3300 per blast.

### “In Queue” Newsletter Banners

With a newsletter banner your advertisement will be seen by ~27,000 call center professionals per issue. You provide us with your banner ad in .jpeg or .gif format 125x125 pixels or less-including animation if you wish, and the URL you want our readers to go to when they click on your banner-and we will send it out on our newsletter. Banner ads are \$1100 per issue.

### Banner + Essay Combo in Newsletter

Supersize your advertising. Try our banner ad + essay combo. With this option you receive a banner ad (as described above) in our popular *In Queue* newsletter as well as control over a 500 word essay in the same newsletter. Your essay and banner will be seen and read by ~27,000 call center professionals per issue. You provide us with your banner ad in .jpeg or .gif format 125x125 pixels or less, including animation if you wish, and the URL you want our readers to go to when they click on your banner. Then you send us your 500 word essay, or we can help you write and edit it, and then we prepare it for publication. \$3300 per issue.



## Research Report Sponsorship

The NACC publishes several research reports annually, including a report issued during the first quarter of each year that reviews important industry events and looks ahead to what we believe will be significant industry trends, issues, opportunities, and technologies in the year ahead. This report is delivered to all NACC members and is available for purchase by non-members.

The NACC offers two ways in which companies can sponsor these reports and use them to further their own marketing efforts. First, sponsoring companies can have their logo placed on the front cover and the back cover of the report, as well as being listed on the sponsorship acknowledgement page within the report. The fee for this sponsorship is \$3,500 for each report sponsored.

The sponsor can also choose to make the report available to its customers and prospects by offering it for download. With this program, the NACC provides an unlimited report distribution license to the sponsor who can publicize the availability of the report and offer a free copy to anyone who responds. Fulfillment and information capture is at the sponsor's discretion. Sponsor's logo will appear on the front cover and the back cover of the report, as well as being listed on the sponsorship acknowledgement page within the report. The fee for this sponsorship is \$4,500 for each report sponsored.

## Webinar

Basic Webinar Service. Webinar hosted by Executive Director David Butler and/or Research Director Paul Stockford. Client provides content and webinar service. NACC provides introductory remarks, support material as appropriate and moderates Q&A session at the client's discretion. NACC provides two brief overviews of the webinar in two issues of the *In Queue* newsletter between one and four weeks prior to the event. Client has the option of providing the text of the webinar overview up to 300 words. \$4000 per webinar.

Webinar Service w/Marketing Support: Same as Basic Webinar Service but supported by one e-mail marketing blast to *In Queue* subscribers. Date of e-mail blast at the client's discretion and subject to availability. \$5,500 per webinar.

Enhanced Webinar Service: Same as Basic Webinar Service but supported by two e-mail marketing blasts to *In Queue* subscribers prior to the event. Dates of e-mail blasts at the client's discretion and subject to availability. \$6,500 per webinar.

## Exclusive Underwriting

As an underwriter, everything we do, print or say, will have you co-branded with us. This includes:

- Banner on the NACC main webpage-[www.nationalcallcenters.org](http://www.nationalcallcenters.org) (exclusive)
- Newsletter banner-An exclusive slot in the upper left hand corner of our newsletter dedicated just for our underwriters. All 25 issues your banner will be with us (\$27,500 value).
- Four NACC Partners Email Blasts (1 per quarter-\$13,200 value).
- Four NACC Basic Webinars (1 per quarter-\$12,000 value).
- Highlighted in all new projects or reports that we initiate in 2010 (exclusive).
- Right of first refusal for renewal in 2013. If you are happy with your NACC underwriting in 2012 we will offer you the opportunity to renew your underwriting in October 2012 for the 2013 calendar year. If you accept the underwriting, this will block any of your competition from taking that slot from you. If you choose not to renew, then the underwriting slot will be open once again.

Total Direct advertising value for underwriting is \$52,700 plus exclusive placement on the NACC homepage and in reports. However, the true value of underwriting is supporting the mission of the NACC in advancing the call center industry and profession. Your generosity as an underwriter allows the NACC to talk more about your company and its successes in the industry.

# Advertising Calendar

## Email Blast and Webinar Calendar

Open all year based on availability.

## Newsletter Calendar

Volume 7, Issue 1, February 3, 2012

Volume 7, Issue 2, March 2, 2012

Volume 7, Issue 3, April 6, 2012

Volume 7, Issue 4, May 4, 2012

Volume 7, Issue 5, June 1, 2012

Volume 7, Issue 6, July 6, 2012

Volume 7, Issue 7, August 3, 2012

Volume 7, Issue 8, September 9, 2011

Volume 7, Issue 9, October 5, 2012

Volume 7, Issue 10, November 2, 2012

Volume 7, Issue 11, December 7, 2012

## Payment

Payment must be received **before** advertising commences. Upon request of advertisement with the NACC, we will send out a W-9 and an invoice 30 to 45 days prior to the desired start of the advertising campaign giving you ample time to make payment before the start of the advertising campaign.

The NACC accepts checks and credit card payments for advertising. If an organization wants to pay by credit card, there is a 3.0% credit card processing fee that will be added to the total.

## About the NACC

The National Association of Call Centers (NACC) was launched in 2005 as a 501(c)(6) not-for-profit membership organization. Unlike other membership organizations serving the call center industry we are not looking to turn a fast profit. Our objective was, and is, to create a solid, long-lasting, professional and trustworthy organization that serves the call center industry. Many call center professionals whose advice we trusted had warned us about some questionable operations and fly-by-night organizations in the industry. We chose to distinguish the NACC from disreputable organizations and adopted the non-profit structure in order to help assure the industry that we are different, we are here to stay, and we intend to be a positive influence on the industry in the years to come.

## Contact the NACC

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