

Media Kit – January 2017

The SLMA has 8000 world-wide members; 3456 more on SLMA LinkedIn, a closed membership group. We are the only community dedicated to the subject of sales lead management. Our membership is broken down into the following titles:

- Marketing Management, various titles: 36%
- C-Level, Owners, Presidents, CEOs: 26%
- Sales Titles: 21%
- Managers: 9%
- Consultants: 3%
- Analysts: 3%
- Agencies: 1%
- Academics: 1%

The SLMA Web sites are visited by thousands of professionals every month who have an interest in the subject of sales lead management. Membership is 88% domestic U.S. and 12% international from 47 countries.

The top five countries by sponsorship are:

1. United States
2. Canada
3. India
4. UK
5. France

We have achieved significant search engine visibility with our site and blog; giving advertisers enhanced link popularity and increased traffic for their own sites.

SLMA Sponsorship:

1. Premium Home Page Lead Generation package \$2500 annually

Your display ad will appear in the right hand column of the **home page** (one of six) and on most of the Members Resources pages and the SLM Today Blog.

Includes Hi-Visibility Sponsorship (below): Home Page display ad, buyers guide listing, a full page with an RSS feed from your site; Social Media posts of your RSS; interview on the SLMA Radio program; a banner ad rotating on 25 pages; up to 10 articles placed; press releases will be posted within 24 hours, six weeks of commercials on SLMA Radio, and more. Ad size is limited to 200 x 200 pixels, JPG, GIF or PNG, max file size 50K. To begin click [here](#):

2. Hi-Visibility Lead Generation Package \$945 annually if separate from Home Page

This 12-month program (including monthly reports), has a monthly fee of \$78.75 (invoiced as an annual fee of \$945), which includes:

1. **Banner Advertisement** – Rotating on 25 pages of the site; contributes to views and unique clicks to your site. The ad is also rotating on the SLM Today Blog.
2. **Buyers Guide Inclusion.** Your company will be listed in a separate section of the website entitled Buyers Guide. This section gathers like companies in a list.
3. **Six Weeks of Commercials on SLMA or CRM Radio** A 30 second commercial on the SLMA or CRM Radio plus other programs we produce, heard by thousands.
4. **Your Full Corporate Page (Optimized)** a full page about your company and products, with links and phone #s on the SLMA site. RSS feeds from Blog and News appear on the page. When they click to your site we track the traffic. Reported monthly.
5. **Your Corporate Directory Listing & Events Calendar** – Your company listing in the Corporate Directory and the Events Calendar
6. **SLMA Radio Interview** - A 25-minute live interview on the long running SLMA Radio Program (6+ years and 450 executive interviews). Posted to the SLMA Radio site. You get the link and embed code for placement on your site, electronic files etc. 150 to 1,000+ listeners.
7. **Social Media from the SLMA Engine** – Each day we “push” RSS feed updates from you into Twitter. This is a big social media benefit.
8. **Social Media UTM (Urgent Tracking Model) campaigns:** Once each quarter we create a campaign using a UTM code and artwork that drives people to your page on the SLMA Site. This is highly tractable. In addition the UTM code is used on your articles, radio programs and blog entries on the site. All tractable. This is a big social media benefit.
9. **Reports:** Views and clicks to your site are reported monthly.
10. **Content Support:** New White Paper/research? Send it to us for a white paper or research review on our award winning blog.
11. **Articles on SLMA Site:** You may place up to ten articles on the SLMA site with links, photos, etc.
12. **News about your company:** We will post it the same day we receive it.
13. **Sponsor Badge:** You are given a sponsor badge for use on your site.
14. **Your Logo/link** on the SLMA Home Page.

To begin Click [here](#).

Testimonials and References [Click here](#).