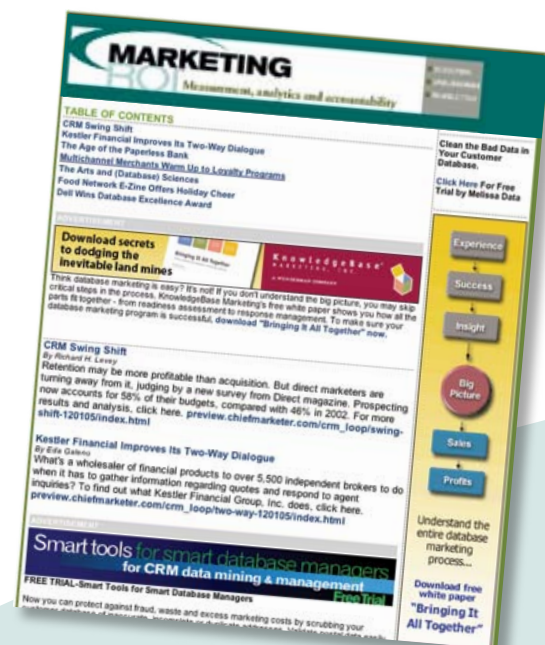




# Information that CMOs Need, Now.



**67% of Chief Marketer readers state the subject of marketing accountability/ROI is their most important information need<sup>1</sup>**

**56% of marketing executives surveyed by the CMO Council state that improving marketing analytics capability is one of the most urgent organizational development and improvement priorities<sup>2</sup>**

**45% of marketing executives at large firms surveyed by the CMO Council say their most important future investment is to create a marketing performance dashboard<sup>2</sup>**

*"The CMO has arguably one of most difficult positions in a corporation now. They're under tremendous pressure to produce results, and produce them immediately. They need to be fairly certain of their return on every marketing dollar spent."*

—Todd Forsythe,  
Vice President for  
Global Marketing  
at Oracle


Chief Marketer's *MarketingROI* is a bi-weekly e-newsletter for marketing executives responsible for testing, measuring and analyzing the performance of their marketing campaigns. It provides succinct articles written by Ray Schultz, award-winning Editorial Director of sister publication, DIRECT. Focusing on marketing metrics, best and worst practices, measurement tools, and customer insight and analytics, *MarketingROI* is the perfect vehicle to reach more than 38,000<sup>3</sup> senior-level marketers and C-level executives. 55% of *MarketingROI* subscribers have opted in to receive the e-newsletter—up 358% since February 2006.

Sources: 1. *Chief Marketer* Reader Profile Study, 1/06; 2. CMO Council Study: New Realities and Performance Requirement Mandates Faced by Today's Marketers, 2005; 3. Publishers Own Data, 9/06.



Contact your sales representative to advertise in Marketing ROI. For a complete list of sales contacts and more information on advertising with Chief Marketer, visit [www.chiefmarketer.com/advertisers](http://www.chiefmarketer.com/advertisers).

# Advertising Rates and Specs

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<p><b>A</b> Top Banner 468x60</p>	<p>10 Words of Text</p>	
<p>Hendignim dunt nonsequat, si.lbh ea aliscilnt nosting eugait ulla facinciit veliquam, conulputpat lor si. Ad eumny nulput ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat dolorem dolobore ea aliquam</p> <p><b>CRM Swing Shift. By Richard H. Levey</b> Retention may be more profitable than acquisition. But direct marketers are turning away from it, judging by a new survey from Direct magazine. Prospecting now accounts for 58% of their budgets, compared with 46%  <b>Kestler Financial Improves Its Two-Way Dialogue. By Eda Galeno</b> What's a wholesaler of financial products to do when it has to gather information regarding quotes and respond to agent inquiries? To find out what Kestler Financial Group, Inc.</p>		<p><b>B</b> Top Tower 120x600</p>
<p><b>C</b> Second Banner 468x60</p>	<p>10 Words of Text</p>	
<p>Hendignim dunt nonsequat, si.lbh ea aliscilnt nosting eugait ulla facinciit veliquam, conulputpat lor si. Ad eumny nulput ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat dolorem dolobore ea aliquam</p> <p><b>The Age of the Paperless Bank. By Eda Galeno</b> Rob Strickland has a dream: That banks will one day operate without paper. But unlike many other fantasies, this one is actually coming true. As he sees it, technology is rapidly  <b>Multichannel Merchants Warm Up to Loyalty Programs. By Tim Parry</b> Small direct marketers used to be daunted by the costs of starting a loyalty program. But no more. They can now offer benefits cheaply and quickly. And that's why RedEnvelope is testing the waters. For more on</p>		<p><b>D</b> Text Ad &amp; Logo 120x60</p>
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<p><b>The Age of the Paperless Bank. By Eda Galeno</b> Rob Strickland has a dream: That banks will one day operate without paper. But unlike many other fantasies, this one is actually coming true. As he sees it, technology is rapidly  <b>Multichannel Merchants Warm Up to Loyalty Programs. By Tim Parry</b> Small direct marketers used to be daunted by the costs of starting a loyalty program. But no more. They can now offer benefits cheaply and quickly. And that's why RedEnvelope is testing the waters. For more on</p>		<p><b>E</b> Second Half Tower 120x240</p>

**A**  
**TOP BANNER**  
468x60  
50 words of text,  
linking URL  
**\$1,250/issue**

**B**  
**TOP TOWER**  
120x600  
10 words of text,  
linking URL  
**\$1,175/issue**

**C**  
**SECOND BANNER**  
468x60  
50 words of text,  
linking URL  
**\$1,050/issue**

**D**  
**TEXT AD & LOGO**  
120x60  
10 words of text,  
linking URL  
**\$850/issue**

**E**  
**THIRD BANNER & SECOND HALF TOWER**  
468x60, 120x240  
**\$775/issue**