

The Call Centre & Customer Management portfolio is firmly established as the industry's leading media partner.

Delivering the very best content, Call Centre Online offers a fully integrated portal providing easy access to our extensive range of products and services.



Presenting contact centre and customer service professionals with a single, easy to access central resource base, Call Centre Online offers a unique marketing channel for advertisers to reach the industry's leading purchasers.



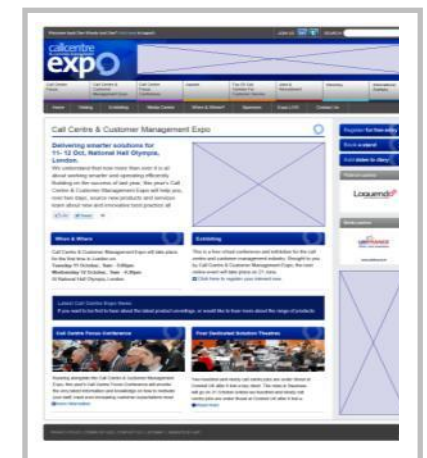
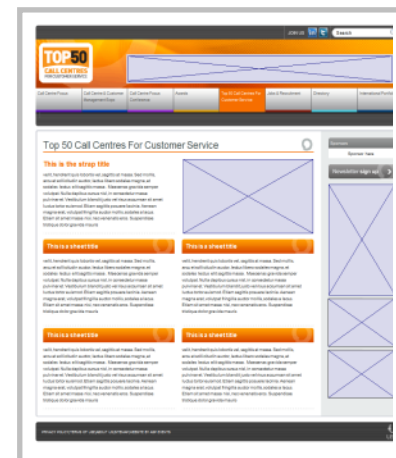
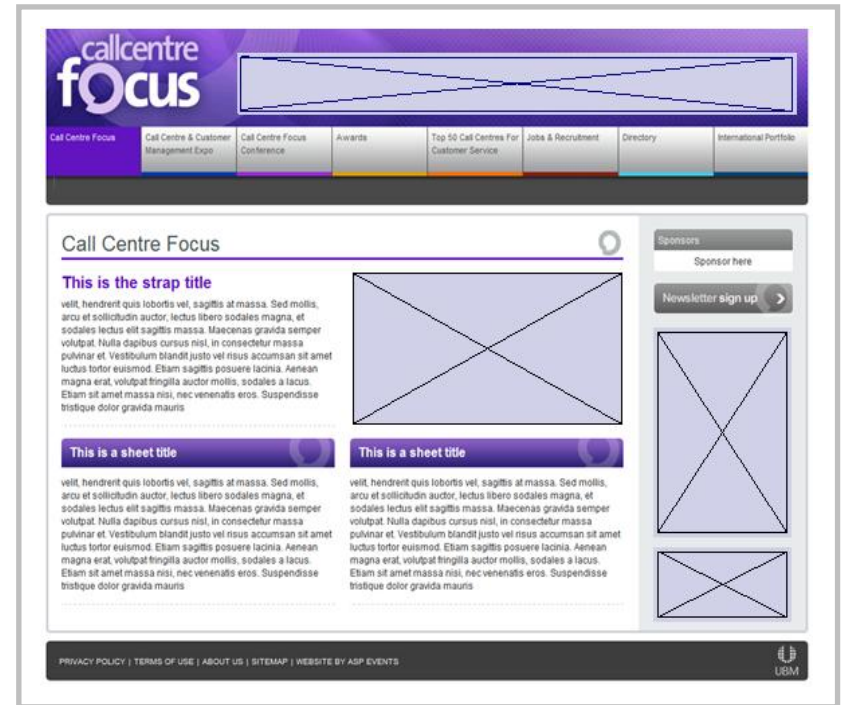
CALL CENTRE ONLINE

www.callcentre.co.uk provides a central portal for our full portfolio of products and services – **Call Centre Focus, Call Centre Expo, European Call Centre & Customer Service Awards** and the **Top 50 Call Centres for Customer Service** benchmarking programme.

In addition to hosting the latest news and developments for each of these products, the site offers a consolidated home for a wealth of content and information.

The combination of daily news and unique editorial content attracts **over 25,000 unique visitors per month**, serving as an effective vehicle for online advertising, lead generation and for driving traffic to sponsors' sites.

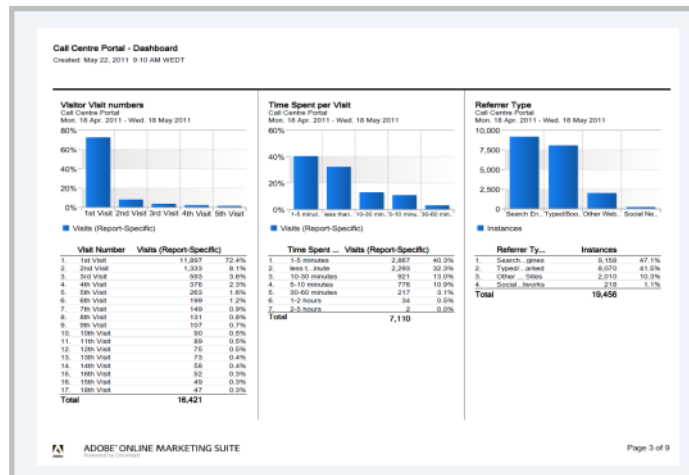
Along with the all new online presence, our weekly email newsletter delivers the latest news and developments directly to over 16,000 active subscribers, whilst our series of live webinar events present the latest thought leadership and our roundtable executive debates engages the industry's leading figures to discuss the key pressing issues of the day.



CALL CENTRE AUDIENCE

Call Centre Focus media solutions; providing you with the information you need to make your media planning decisions. CCF provides you with a full portfolio of solutions, reaching over 55,000 key decision makers throughout the contact centre and customer management industry.

- 25,000 unique visitors per month
- 54,021 page views
- 16 min average time spent per visit



Job Function	Contacts	%
Business Analyst	2,449	4%
Call Centre Manager	11,678	20%
CEO/MD/Owner	6,948	12%
Consultant	2,250	4%
Corporate Manager	1,114	2%
Customer Service Manager	9,241	16%
Facilities Manager	908	2%
Finance Director/Manager	1,674	3%
Helpdesk Manager	1,767	3%
HR/Training Manager	3,011	5%
IT/Telecoms Manager	9,770	17%
Operations Manager	3,009	5%
Business Dev. Manager	3,492	6%

No of Call Centre agents	Contacts	%
0-100	22,458	39%
101-500	15,823	28%
501-1000	1,900	3%
1000+	4,238	7%
none	12,892	22%

Business Activity	Contacts	%
Computer Hardware/Software	2,542	4%
Construction/Engineering	1,103	2%
Education	2,175	4%
Finance/Banking/Insurance	8,708	15%
Government/Local Authority	1,417	2%
IT Services	6,649	12%
Leisure/Entertainment/Media	4,254	7%
Manufacturing	3,997	7%
NHS/Healthcare	2,190	4%
Oil/Chemical/Pharmaceuticals	284	0%
Outsourced Contact Centre	5,250	9%
Retail/Consumer	4,149	7%
Telecommunications	7,138	12%
Training/Recruitment	1,720	3%
Transport/Distribution	2,219	4%
Utilities	2,922	5%
Voluntary Sector/Charity	595	1%

Omniture® web analytics and real-time visitor reporting.

Whilst free reporting tools may offer top-line summary functions, in the fine print you will find no guarantee for accuracy, reliability or even privacy of data. Omniture delivers a comprehensive, robust multi-dimensional view of customers that enables marketers with accurate, timely and insightful decisions.

ONLINE ADVERTISING

Key online advertising positions are available offering varying levels of impact, exposure and creative content.

MPU - the most prominent advertising position offering high visibility and an excellent showcase for creative artwork / video content.

Leaderboard - appears across the top of every page.

Skyscraper - the vertical format works well for creative advertisers.

Tiles/Buttons - animated tiles offering high impact brand presence.

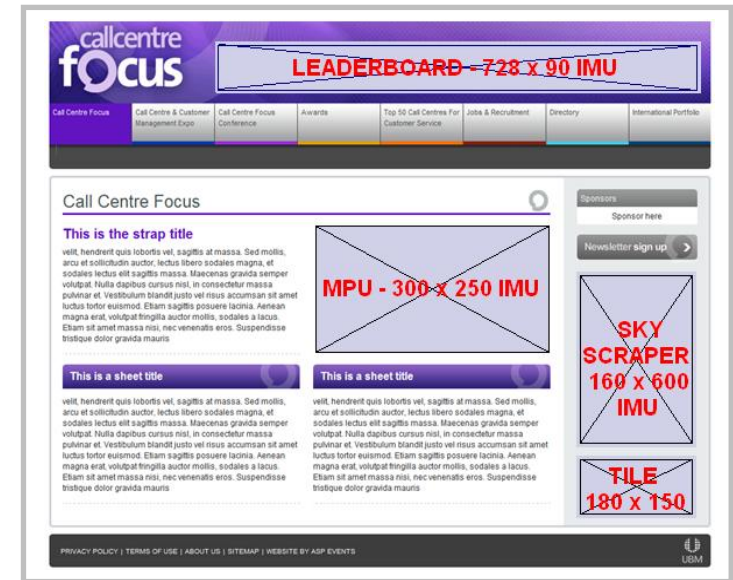
ADVERTISER SECTIONS

Call Centre online offers both run-of-site campaigns, ensuring maximum coverage across every page or targeted placements within key sections.

Tier 1 - Home Page ROS (Run of Site)

Tier 2 - Product Pages (CCF, CC Expo, Conference, Awards & Top 50)

Tier 3 - Topic Pages (News, Resource Centre, Strategy & Leadership, People Development, Technology, Events, Jobs & Directory)



DoubleClick is the industry standard ad serving solution that provides streamlined planning, trafficking,



targeting, optimisation and reporting, to improve campaign results across display, search and rich media channels.

ONLINE DIRECTORY

A directory listing is the perfect way to put your company branding, profile and contact details in front of potential customers.

With both a A-Z company listing and search facilities across over 30 key product categories, the Directory is separated into 4 core channels for easy visitor navigation.

Channels: Call Centre Technology
Customer Service Solutions
Strategy & Leadership
People Development

Profile: Company Name & Logo
Address, Tel & Email
URL Weblink
Social Media Links (LinkedIn, Facebook & Twitter)
Sales Contacts (name, photo, direct links)
Company Overview
Video / Presentation
News/Press Releases
Sales Brochures
Whitepapers
Case Studies

A variety of package levels are available offering additional content and profile levels for maximising coverage.

The screenshot shows a website profile for 'United Business Media' on the 'callcentre focus' platform. The header includes the 'callcentre focus' logo and a navigation menu with items like 'Call Centre Focus', 'Call Centre & Customer Management Expert', 'Call Centre Focus Conferences', 'Awards', 'Top 50 Call Centres For Customer Service', 'Jobs & Recruitment', 'Directory', and 'International Profiles'. The profile content includes: 'United Business Media' title, address fields (Address Line 1, Address Line 2, Town, County, Postcode, Contry), contact details (T: +44 (0)20 7921 5000, E: callcentrefocus@ubm.com, W: www.ubm.com), the UBM Live logo, social media icons for LinkedIn, Twitter, Facebook, and YouTube, five placeholder profile pictures, 'Product Categories' (Address Management Systems, Agent Desktop Software), 'Company Profile' (text about uCIV8), 'Presentations' (a video player with a play button), 'Brochures' (Migration option for existing / previous CCF advertisers, Entry level package for Expo re-sign), 'Whitepapers' (Migration option for existing / previous CCF advertisers, Entry level package for Expo re-sign), and 'Case Studies' (Migration option for existing / previous CCF advertisers, Entry level package for Expo re-sign). The footer contains 'PRIVACY POLICY | TERMS OF USE | ABOUT US | SITEMAP | WEBSITE BY ASP EVENTS' and the UBM logo.

eCCF eNewsletter

eCCF newsletter is the weekly news source for the call centre industry, keeping over 18,000 opt-in readers informed of the latest business news, regulatory updates, upcoming events, case studies and feature articles.

Advertising opportunities provide a direct platform for brand, product service, or campaign promotion while driving web traffic and engagement.

Banner - Offering top-level visibility and exposure.

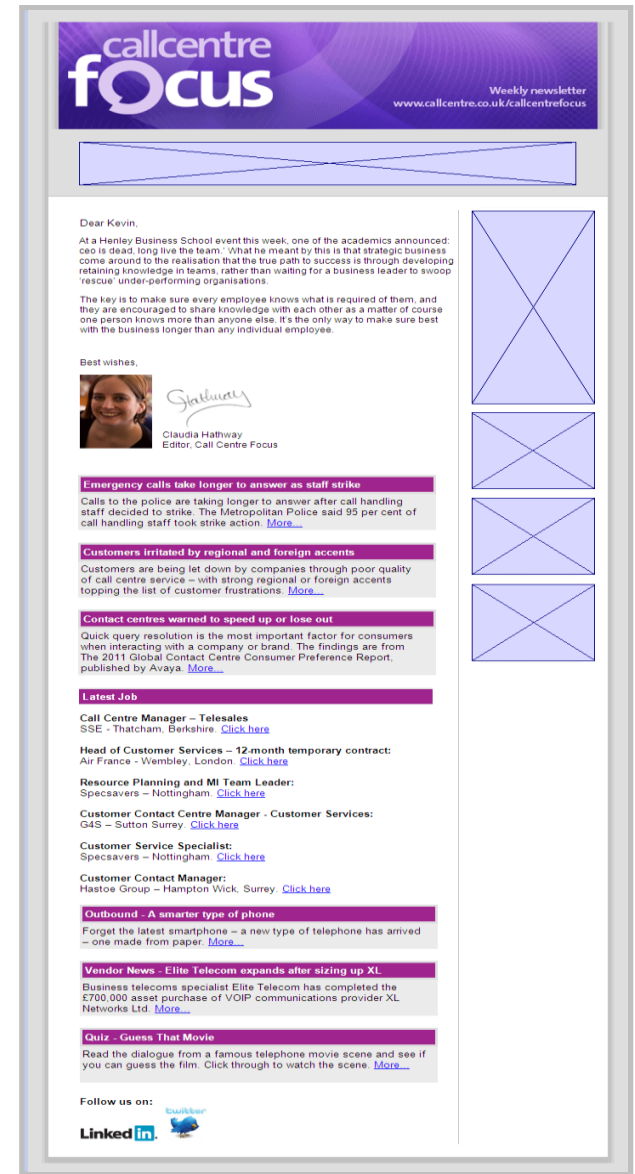
Skyscraper - high presence creative coverage.

Tiles/Buttons - animated tiles for brand promotion.

e-DMs Third Party Email Broadcasts

With an unrivalled data pool of over 50,000 active contacts throughout the contact centre & customer management industry, CCF offers a proven channel for delivering dedicated third party vendor email campaigns.

Delivered direct from the out-box of CCF, the dedicated vendor e-casts provide a fully trackable and highly-cost effective route to market and can be targeted to reach primary audience sectors.



ONLINE CAMPAIGNS

White Paper / Case Study downloads

One of CCF's most popular lead-generation programmes, white paper downloads offer sponsors an opportunity to create thought-leadership technical insight and obtain contact details of industry members who access their report via bespoke registration.

Campaigns are run over an 8 week period to deliver agreed levels of leads, delivered through a combination of online banners, newsletter awareness and direct emailing activity, which provides the additional benefit of brand exposure.

Audio / Visual Podcasts

Offering a unique opportunity to communicate with industry professionals, via audio/visual podcast can feature interviews with an editorial team member using corresponding photos and/or PowerPoint presentations. Sponsors are guaranteed a minimum number of leads per broadcast which is dependent on the topic.

Video Presentations

Presenting video content on Call Centre online provides valuable exposure and high level rich-media engagement with visitors, demonstrating thought leadership whilst delivering active lead generation from people who register to watch the programme.

Market Research

Working in conjunction with CCF's editorial team to deliver bespoke market intelligence solutions from reader polls for quick insight and trends, to full-blown market research projects.

Focussed on an agreed topic of interest, surveys can consist of a variety of bespoke multiple choice questions and/or free-text answers to gain independent opinion. Hosted online, and promoted through a variety of channels, sponsoring companies receive exclusive access to the survey findings together with full opt-in contact data of all participants.

CCF Live Webinar Programme

CCF's Webinar series delivers a programme 1 hour online seminar presentations designed to educate industry members about new technologies, 'best practices', and hot topics/issues impacting the industry.

This full-service, turnkey programme is managed, hosted, and marketed by the Call Centre Focus editorial and marketing team providing sponsors with an opportunity to present their message to a targeted audience and capture full registrant contact information.

Unlike traditional broadcasts, the webinar technology we utilise is fully interactive and employs real-time polling, as well as live Q&A to initiate discussion, and a post event survey to generate feedback.



Roundtables

Throughout the year CCF hosts a series of executive Roundtable debates, where leading contact centre and customer service managers meet to explore the key issues facing today's service managers, to share challenges and to discuss best practice techniques.

Hosted by the editor of CCF and staged at a landmark private dining venue, the Roundtable events continue to prove highly successful creating a unique opportunity for high-level debate and discussion across a wide range of topics.



ADVERTISING RATES & DATA

Call Centre Online	Tier 1 - ROS	Tier 2	Tier 3	Dimensions	File Size	Animation
MPU	£2,450 (month)	£1,950 (month)	£1,460 (month)	300 x 250 IMU	39k	0:15 sec
Leaderboard	£1,970 (month)	£1,575 (month)	£1,180 (month)	728 x 90 IMU	39k	0:15 sec
Skyscraper	£1,740 (month)	£1,390 (month)	£1,040 (month)	160 x 600 IMU	39k	0:15 sec
Tile / Button	£890 (month)	£710 (month)	£535 (month)	180 x 150 IMU	39k	0:15 sec

Directory	Bronze	Silver	Gold	Platinum
Company Profile	£500 pa	£1,500 pa	£3,540 pa	£6,420 pa

Jobs Board	Vacancy	Job of the week	Profile (unlimited postings)
Posting	£350	£500	£1,500 pa

eCCF Newsletter	Rates	Dimensions	File Size	Animation
Leaderboard	£525 (week)	468 x 60 IMU	39k	0:15 sec
Skyscraper	£450 (week)	120 x 300 IMU	39k	0:15 sec
Tile / Button	£375 (week)	120 x 120 IMU	39k	0:15 sec

Flash & Java accepted on approval

Frame rate for flash files may not exceed 12 frames per second.

110 maximum frames.

7 second preload.

300 bytes bandwidth setting.

Back-up GIF or JPG format for visitors without flash installed.

Video or sound can only play with user interaction (click-based not mouse-over).

Click-tag flashvar must be embedded and URL supplied.

Actionscript to be embedded in flash file.

Campaign	Rates	Campaign	Rates	Campaign	Rates
Video Presentation	£4,250	Webinar	£10,000 (100 leads)	Roundtable	£9,000
Audio/ Visual Podcast	£2,750	Whitepaper Download	£5,000 (100 leads)	e-DM 3rd Party Mailing	£1,300 (3,000 count)
Research Survey	£7,500		£3,500 (50 leads)		£350 per 1,000 thereafter

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The UBM Live Customer Management and Awards portfolio has more than 20 years experience in producing industry leading business-to-business publications, events and awards, targeted at professionals across a range of markets. Internationally UBM has operations in 15 countries and customers in over 110.



Call Centre & Customer Management

UBM Live | Ludgate House | 245 Blackfriars Road | London | SE1 9UY

Call Centre Online - Media Info

www.callcentre.co.uk