No. 1 Worldwide Call Centre Website

callcentrehelper.com

The UK's most popular online call centre magazine

August 2020
Call Centre Helper is the leading Contact Centre Magazine. A free, online magazine aimed at giving contact centre people up-to-the minute advice on how to make their businesses work more effectively.

In the last year we’ve had an average of over 260,000 unique visitors a month.

Mailing Lists

Our newsletter is published every Thursday and sent to contact centre people who have opted-in to receive mailings.

### Monthly Unique Visitors

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul-20</td>
<td>303,560</td>
</tr>
<tr>
<td>Aug-20</td>
<td>303,560</td>
</tr>
<tr>
<td>Sep-20</td>
<td>303,560</td>
</tr>
<tr>
<td>Oct-20</td>
<td>303,560</td>
</tr>
<tr>
<td>Nov-20</td>
<td>303,560</td>
</tr>
<tr>
<td>Dec-20</td>
<td>303,560</td>
</tr>
<tr>
<td>Jan-21</td>
<td>303,560</td>
</tr>
<tr>
<td>Feb-21</td>
<td>303,560</td>
</tr>
<tr>
<td>Mar-21</td>
<td>303,560</td>
</tr>
<tr>
<td>Apr-21</td>
<td>303,560</td>
</tr>
<tr>
<td>May-21</td>
<td>303,560</td>
</tr>
<tr>
<td>Jun-21</td>
<td>303,560</td>
</tr>
<tr>
<td>Jul-21</td>
<td>303,560</td>
</tr>
</tbody>
</table>

### Mailing Lists

- USA 28.1%
- UK 13.3%
- India 13.2%
- Canada 3.5%
- South Africa 2.2%
- Australia 3.4%
- Philippines 9.3%
- Rest of the World 27.0%

### Packages
- BOLT-ONS
  - High Profile Bolt-ons
- Email Blasts
- Survey and Reports
- Webinars
- Directory
- EMEA 50%
- APAC 21%
- NAmerica 27%
- LATAM 2%
Call Centre Helper is targeted at the Contact Centre Manager and Director

Reader Profile

We are targeted at Decision Makers and Influencers, Customer Service Directors, Contact Centre Managers and Technologists.

We span all sizes of contact centres

We have an active online community

26,260 members on our LinkedIn group

7,017 followers on our LinkedIn page

13,002 followers on @callcentrehelp Twitter

12,158 followers on @jontypearce Twitter

2,915 members on our Facebook group

2,060 subscribers to our YouTube channel

Source: Based on a sample of 3,000 Call Centre Helper readers – November 2017

Source: Based on mailing list February 2019
# Advertising Packages

Choose the best package for your business.

## Most Popular

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directory Package</td>
<td>£600 + VAT / approx. £761 per year</td>
<td>start the year at any time</td>
</tr>
<tr>
<td>High Profile Package</td>
<td>£3,600 + VAT / approx. £4,563 per quarter</td>
<td>(Minimum 3 consecutive months)</td>
</tr>
<tr>
<td>High Profile Package plus Bolt-on</td>
<td>£14,000 + VAT / approx. £17,746 per year</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feature</th>
<th>Directory Package</th>
<th>High Profile Package</th>
<th>High Profile Package plus Bolt-on</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directory entry</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Publication of Press Releases</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Event Listing</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Preview of Forward Features</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Contribute towards articles</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Publication of white papers on the site</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Adverts on the website and in the newsletter</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Bolt-on; Sponsorship of one of our Surveys, Sponsorship of an Email Blast, Sponsorship of a Webinar.</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

The Directory Package includes:

- Directory entry
- Publication of Press Releases
- Event Listing
- Preview of Forward Features
- Contribute towards articles
- Publication of white papers on the site
- Adverts on the website and in the newsletter

The High Profile Package includes:

- Directory entry
- Publication of Press Releases
- Event Listing
- Preview of Forward Features
- Contribute towards articles
- Publication of white papers on the site
- Adverts on the website and in the newsletter

The High Profile Package plus Bolt-on includes:

- Directory entry
- Publication of Press Releases
- Event Listing
- Preview of Forward Features
- Contribute towards articles
- Publication of white papers on the site
- Adverts on the website and in the newsletter
- Sponsorship of one of our Surveys, Sponsorship of an Email Blast, Sponsorship of a Webinar.
The Directory package provides a listing in our online directory. We have a whole range of categories, including Knowledge Management, E-learning and Headsets.

The Listing includes:

- Company Name
- Logo
- Address
- Telephone Number
- Contact Name
- Contact Email
- Social Media Links
- Web Link
- Profile – up to 400 words on your company
- Inclusion in up to 3 categories.
- Extra categories cost £125 + VAT / approx. $166 each.

We regularly get asked for our recommendation on software and technology suppliers and we always point people towards our directory. We would never recommend people we don't work with.

Don’t see the right one for you? We can create a new category

£600 + VAT / approx. $761 per year

start the year at any time
The High Profile package provides a combination of advertising, editorial, content syndication and brand awareness. Our High Profile advertising package ensures that you get your message across and that your brand and message stays in the mind of key decision makers.

With great account management, we act on a consultancy basis, offering you the best advice to maximise your package.

**Adverts**
- Box adverts appear across the website and weekly newsletter.
- We can help with design.
- Related adverts appear next to targeted content.

**Editorial**
- Exclusive access to our editorial schedule. These are panel pieces that you are welcome to contribute towards.
- Publication of press releases, opinion pieces, video content and case studies.
- Syndicate and publish your blog posts.
- Post on our Events Page.

**Publication of White Papers**
- Publish a maximum of 2 White Papers/Reports per month.
- We host the content and create a landing page for you. This will prepopulate the fields and collect any contacts on your Customer Dashboard.

**Directory Entry**
- A listing in our on-line Directory.
- Included in 3 categories.

**High Profile Package**

£3,600 + VAT / approx. $4,563 per quarter

(Minimum 3 consecutive months)
The cost of the High Profile Package is £1,200 + VAT / approx. $1,568 per month.

If you sign up for a 12 month package (invoiced quarterly), then we can include a free bolt-on* as part of the package.

**Call Centre Helper Survey and Report**

- Detailed surveys look at a wide range of issues that are impacting customers ranging from operational issues to the technologies that contact centres use.
- We are offering companies the opportunity to sponsor an individual chapter.

**Email Blast**

- An eBlast allows you to send out a targeted email to our subscriber list.
- This can be a White Paper, eBook, Survey, Event Mailing or Benchmarking Report.

*based on availability

**Webinar**

- A hosted webinar allows you to interact with our audience in a real-time conversation and share audio, webcams and slides.

*Webinars can be included as a bolt-on but will have a £5,000 supplement.*

£14,000 + VAT / approx $17,746 per year
The Customer Dashboard allows you to view the latest stats that your content has received from adverts, editorial, white papers and any webinars.

**Downloads/ White Paper Stats**
Customer details include Name, Job Title, Company, Email Address, Phone Number, Permission Given, Permission Expires and Demo Requests

**Webinar Stats**
Stats include number of people who registered, who attended, requested a demo and watched the recording. Customer details include Name, Job Title, Company, Email Address, Phone Number, Permission Given, Permission Expires, Demo Request and details of the webinar; if they attended or watched the recording.

**Advert Stats**
Advert impressions, total clicks which are broken down by box, static box, newsletter and related adverts.

**Editorial Page Views**
Every editorial item from the directory, press releases and forward features are all tagged with your Company name and these stats are shown in your customer dashboard each month.

**Immediately track which campaigns have been effective**

**Monthly updates of advert and editorial stats**

**Download any GDPR compliant contacts that have been collected from a white paper, report or webinar**
Sponsorship of a Survey and Report

These detailed surveys look at a wide range of issues that are impacting customers ranging from operational issues to the technologies that contact centres use. We are offering Companies the opportunity to sponsor an individual chapter.

Our last Call Centre Helper Contact Centre Survey had over 200 contact centre professionals taking part, which makes it one of the most comprehensive snapshots into what contact centres are currently doing.

We run two surveys each year, one in the Spring and the other in the Autumn.

The Spring survey is centred around the topical subject of customer service and the Autumn survey is our popular “What Contact Centres Are Doing Right Now?” report.

We have the opportunity for just 4 companies to sponsor each survey and the accompanying report.

We also produce an individual report of your sponsored chapter that you can then use for your own promotional needs.

Each sponsor receives their share of the contacts generated.

<table>
<thead>
<tr>
<th>Year</th>
<th>Downloads</th>
<th>GDPR Compliant</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 Spring report</td>
<td>680</td>
<td>(split between sponsors)</td>
<td></td>
</tr>
<tr>
<td>2019 Autumn report</td>
<td>885</td>
<td>(split between sponsors)</td>
<td></td>
</tr>
<tr>
<td>2019 Spring report</td>
<td>900</td>
<td>(split between sponsors)</td>
<td></td>
</tr>
</tbody>
</table>

£5,000 + VAT / approx $6,624

Only Available to Customers on the High Profile Package
Sponsorship of an Email Blast

An eBlast allows you to send out a targeted email to our subscriber list. This can be a White Paper, eBook, Survey, Event Mailing or Benchmarking Report. Assets that solve a typical call centre problem work well.

The mailing will link through to a gated landing page on Call Centre Helper, where the reader submits a form to access the content. This form will be prepopulated with their details, making it as easy as possible for the reader to access the content, in a GDPR compliant way.

We collect Name, Job Title, Company, Email and Phone Number as well as the Number of Contact Centre Agents. We filter out students, consultants, competitors and people without a contact centre.

Any contacts generated will be supplied to you through your customer dashboard.

What's included in an eBlast:

- 1 email marketing campaign to our newsletter subscribers (can be geotargeted**)
- Promotional article on the Call Centre Helper website
- Appearance in Call Centre Helper newsletter

The eBlast process:

- You send us the asset you would like to use as the content for the Eblast.
- We will check the asset for relevance to our readership, quality and how similar it is to other Eblasts in the schedule.
- Once we are satisfied that it is suitable, we will then schedule the Eblast.

We send out a maximum of 1 UK mailing and 2 global mailings per month.

**Geotargeting is available for an additional fee.

Send out a targeted email to our subscriber list

£5,000 + VAT / approx $6,624

Only Available to Customers on the High Profile Package
A **hosted webinar** allows you to interact with our audience in a real-time conversation and share audio, webcams and slides. We run our chatroom alongside each webinar and this allows audience members to share questions and interact with other audience members. Webinars also allow you to share polls and ask live questions live of the participants.

**What's included:**
- Fully designed adverts on the website
- Hosted by a member of the Call Centre Helper team
- Call Centre Helper to source industry expert speaker
- 12 - 14 minute speaking slot from your company
- Appearance in Call Centre Helper newsletters
- Individual page featured in our Events and Webinars sections
- 1 solus mailing
- Advertising on all Call Centre Helper social media sites
- [Hosted recording](#) and speaker slides for minimum of 6 months
- Podcast sourced from webinar recording and published on platforms such as PlayerFM, Spotify and more. This allows us to spread your ideas to a wider audience.

**Average webinar registration**

574

**Average live attendance**

158

**Average recording view**

73

*stats based on 2020 webinar figures*

**Having run over 270 webinars we know what we are doing!**

£10,000 + VAT / approx. $12,057

*Only Available to Customers on the High Profile Package*
Proven Results

Many of our advertisers have been advertising with us for years. They only do this because they know it gets results.

Please call to discuss your marketing requirements

Jo Robinson
Operations Manager

Rachael Trickey
Account Manager

Tel: 01600 716234
Email: rachael.trickey@callcentrehelper.com
Web: www.callcentrehelper.com
## Marketing Packages

### Directory Entries

Directory Entries are payable in advance via PayPal or credit card. Individual Directory Entries run for a 12 month period and you can start the year at any time. Should you later decide to take out the High Profile Package then we will add any remaining time left on your directory entry onto the end of the package.

### The High Profile Package

Upon cancellation, we will leave any of your editorial content (press releases, articles etc.) on the site but your white papers, adverts and directory entry will be taken down at the time of cancellation. We will also remove any links to your website.

- All content submitted is subject to Call Centre Helper’s normal editorial controls and must be written from a neutral point of view. By submitting content to Call Centre Helper, you retain copyright of the material. You also grant to Clearly Presented Ltd (the owners of Call Centre Helper) an irrevocable, non-exclusive license to publish, modify (edit – subject to standard editorial procedures) or distribute the content in any way that we feel fit.
- We will usually credit the author. Please note that all content in our reference guides is liable to be changed and edited over time.
- The High Profile package allows you to publish two items of downloadable content per month.
- Due to space constraints, we cannot guarantee that content will be published in the same week but we will endeavour to ensure that it is published as soon as possible.
- As a rule of thumb, we do not tend to publish press releases that relate to financial results.

### 3 Month Packages

- The minimum term for the High Profile Package is 3 months and you can cancel at the end of that period.
- 3 Month High Profile Packages are invoiced in advance. You can start the year at any time.

### 12 Month Packages

Marketing package contracts which run for 12 months are invoiced annually or quarterly in advance. You can start the year at any time.

- Customers who sign up for a 12 month package also receive an additional ‘bolt-on’ at no extra charge. Available ‘bolt-ons’ will be discussed at the time the package is taken out or renewed and are subject to availability.

### Survey Sponsorship

- Any bolt-ons need to be used within the time frame of the package and cannot be carried forward.
- You can cancel your contract at any time but it will be subject to a cancellation fee depending on whether you have used your bolt-on.

If you have not used your bolt-on, then you can cancel at the end of the quarter and a cancellation fee depending on your bolt-on will be applied as follows:

#### Survey Sponsorship

- More than 30 days of the bolt-on delivery date – no charge
- Within 30 days of the bolt-on delivery date – 50%
- Within 15 days of the bolt-on delivery date – 100%

#### Webinar

- More than 90 days of the webinar date – no charge
- Within 90 days of the webinar date – 50%
- Within 30 days of the webinar date – 100%

If you have used your bolt-on, then you may cancel at the end of the quarter plus a fee of £5,000 will be charged. A fee of £8,000 will be charged if you had a webinar as part of your package.
Marketing Packages

Additional Products

Email Blasts
Email Blasts are invoiced after the mailing has taken place.

Unfortunately, with GDPR, we cannot guarantee any number of leads.

We will schedule your asset once it has been received and reviewed from a quality and relevance perspective.

If you cancel your email blast, then there will be a cancellation fee, applied as follows:

- More than 30 days of the mailing date – no charge
- Within 30 days of the mailing date – 50%
- Within 15 days of the mailing date – 100%

Survey Sponsorship
These activities are invoiced after the event has taken place.

If you cancel, then there will be a cancellation fee, applied as follows:

- More than 30 days of the activity delivery date – no charge
- Within 30 days of the activity delivery date – 50%
- Within 15 days of the activity delivery date – 100%

Webinar
Webinars are invoiced after the live event has taken place.

If you cancel your webinar, then there will be a cancellation fee, applied as follows

- More than 90 days of the webinar date – no charge
- Within 90 days of the webinar date – 50%
- Within 30 days of the webinar date – 100%