May 2021

No. 1 Worldwide Call Centre Website

callcentrehelper.com

The UK's most popular online call centre magazine
376,048 readers (visitors)
803,859 page views
30,447 newsletter subscribers

April 2021 Statistics are independently provided by Google Analytics and Campaign Monitor.

In the last year we’ve had an average of over 350,000 unique visitors a month.

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

We have good global coverage:
- USA 27.9%
- UK 11.4%
- India 11.9%
- Philippines 10.9%
- Australia 3.3%
- South Africa 2.4%
- Canada 3.3%
- Rest of the World 26.1%

Packaging:
- Directory
- High profile bolts-on
- Email blasts
- Survey and reports
- Webinars

Mailing list:
- NAmerica 30%
- EMEA 43%
- APAC 22%
- LATAM 5%
We are targeted at Decision Makers and Influencers, Customer Service Directors, Contact Centre Managers and Technologists.

We span all sizes of contact centres

Source: Based on a sample of 3,000 Call Centre Helper readers – November 2020

Source: Based on mailing list February 2020

We have an active online community

29,933 members on our LinkedIn group
7,648 followers on our LinkedIn page
13,653 followers on @callcentrehelp Twitter
2,975 members on our Facebook group
2,320 subscribers to our YouTube channel
# Advertising Packages

Choose the best package for your business.

## Most Popular

<table>
<thead>
<tr>
<th>Directory Package</th>
<th>High Profile Package</th>
<th>High Profile Package + Bolt-on</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>£600 + VAT / approx. £761 per year</strong> (Start the year at any time)</td>
<td><strong>£4,500 + VAT / approx. £6,172 per quarter</strong> (Minimum 3 consecutive months)</td>
<td><strong>£18,000 + VAT / approx. £24,686 per year</strong> (Start the year at any time)</td>
</tr>
</tbody>
</table>

### Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Directory Package</th>
<th>High Profile Package</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Directory Listing</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Publication of Press Releases, Opinion Pieces, Video Content and Case Studies</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Event Listings</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Preview of our Editorial Schedule</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 Whitepapers/Reports 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 a Survey or Sponsorship of an Email Blast</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
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, working with your brand guidelines.
- 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.
- Related reports hosted on our site appear next to targeted content.

**Directory Entry**

- A listing in our online [Directory](#).
- Inclusion in 3 categories.

**High Profile Package**

£4,500 + VAT / approx. $6,172 per quarter

(Minimum 3 consecutive months)
The cost of the High Profile Package is £1,500 + VAT / approx. $2,045 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.

The High Profile Package provides a combination of advertising, editorial, brand awareness and lead generation. Included in the package is:

- Adverts
- A listing in our online Directory.
- Exclusive access to our forward features list to allow you to take part
- The High Profile Package allows you to publish content in the form of press releases, opinion pieces and case studies
- We can also syndicate any relevant blog posts for you.
- We also allow you to publish a maximum of 2 White Papers/Reports per month.
- The High Profile Package also includes postings on our Events Page

Call Centre Helper Survey and Report

- Detailed survey looking 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
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.

**Monthly updates of advert and editorial stats**

**Immediately track which campaigns have been effective**

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

Our 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 300 contact centre professionals taking part, which makes it one of the most comprehensive snapshots into what contact centres are currently doing.

This year, we are running one survey in the Autumn, which is our popular “What Contact Centres Are Doing Right Now?” report.

We have the opportunity for just 6 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>
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<th>Report</th>
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<tr>
<td>2019 Spring report</td>
<td>900</td>
</tr>
<tr>
<td>2019 Autumn report</td>
<td>885</td>
</tr>
<tr>
<td>2020 Spring report</td>
<td>717</td>
</tr>
<tr>
<td>2020 Autumn report</td>
<td>668</td>
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£5,000 + VAT / approx $6,624

Please enquire about our 2022 Surveys
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.

Those people who have given permission to be contacted 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.

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 two industry expert speakers
- 10 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

Having run over 290 webinars we know what we are doing!

£10,000 + VAT / approx. $12,057

Stats based on 2021 webinar figures (so far)

Average webinar registration: 533
Average live attendance: 161
Average recording view: 71

Please enquire about our 2022 webinar program
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

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Operations Manager

Rachael Trickey
Account Manager

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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.

• 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

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%