

# Media Information

Number 1  
Global  
Contact Centre  
Website

callcentre  
helper.com



DECEMBER 2021

# 262,889

readers (visitors)

# 641,779

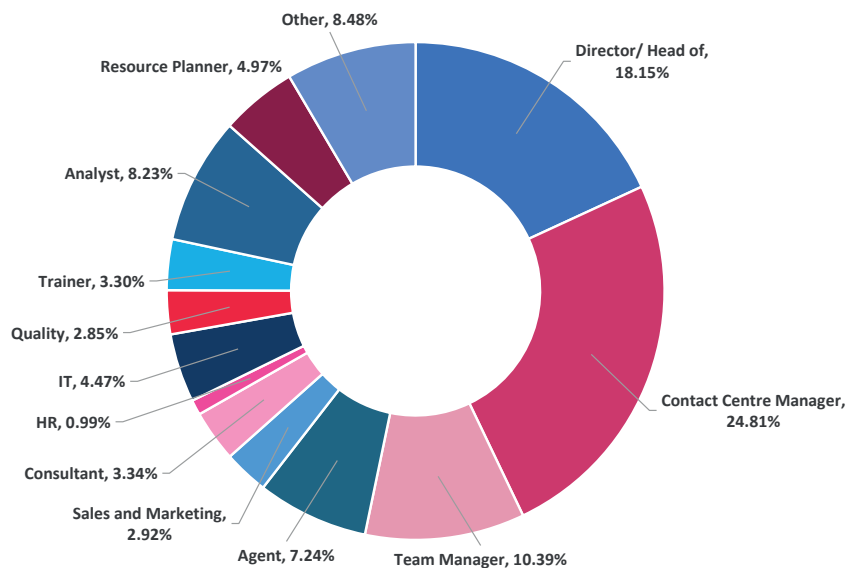
page views

# 34,274

newsletter subscribers

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

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



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  
340,000 unique visitors a month.**

**We have an active online community**



**32,386 members**  
on our LinkedIn group

**8,060 followers**  
on our LinkedIn page

**14,001 followers**  
on @callcentrehelp Twitter

**12,000 followers**  
on @jontypearce Twitter

**3,129 members**  
on our Facebook group

**2,530 subscribers**  
to our YouTube channel

# Advertising Packages

Choose the best package for your business.

			Most Popular
	Event Package	Standard Package	High Profile Package
	£6,500 + VAT / approx. \$9,213 per month	£4,500 + VAT / approx. \$6,378 per quarter	£16,500 + VAT /approx. \$23,387 per year

Package Length	1 month	3 months	12 months
Adverts	✓	✓ Change Once per Month	✓ Weekly Rotation We Can Help With Advert Design
Blog posts	✓ 1 Blog Post	✓ 1 per Week	✓ Unlimited
Event Listing	✓	✓	✓
Forward features	-	✓	✓
Whitepapers	-	✓ 1 per Month	✓ 2 per Month
Directory	-	✓ 3 Categories	✓ 6 Categories
Social Media	✓	-	✓
Video	-	-	✓ Coming soon
Additional activity	✓ Packages Includes 1 Eblast	✓ Additional Activity can be Booked	✓ Bolt-on Options: Eblast or Social Media Takeover <i>Can Book Extra Activity</i>

# Event Package

Are you running your own event and want help promoting it to Call Centre Helper's audience? Combine advertising, editorial and an eblast to promote your event.

## Adverts

- 1 set of Box adverts appear across the website and weekly newsletter.

## Editorial

- Publication of 1 press release to promote the event
- Listing on our [Events Page](#).

## Social Media

- Promotion of the event across the Call Centre Helper social media platforms

## Eblast

- 1 email marketing campaign to our subscribers
- The mailing can be geotargeted

Package can be Booked Based on Availability



**ADVERTISING  
EDITORIAL  
SOCIAL MEDIA  
EBLAST**

**Send out  
a targeted email  
to our subscriber list  
to promote your Event**



**£6,500 + VAT / approx. \$9,213**

(1 month package)

# Standard Package

The Standard Package is our sampler package allowing you to trial the most popular elements of our High Profile Package without committing to 12 months!

It provides a combination of advertising, editorial, lead generation and brand awareness.

## Adverts

- Box adverts appear across the website and weekly newsletter.
- Can rotate adverts monthly (Maximum of 3)
- Related adverts appear next to targeted content.

## Editorial

- Exclusive access to our editorial schedule. These are our forward features that you are welcome to contribute towards.
- Listing on our Events Page.
- Publication of press releases, opinion pieces and case studies.
- Syndicate and publish your blog posts.
- Publish a maximum of 1 piece of editorial per week.

## Publication of White Papers

- Publish a maximum of 1 [White Papers/Reports](#) per month.
- Related reports hosted on our site appear next to targeted content.

## Directory Entry

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



**ADVERTISING  
EDITORIAL  
WHITEPAPERS  
DIRECTORY ENTRY**



**£4,500 + VAT / approx. \$6,378**

*(3 consecutive month package - £1,500 per month)*



# High Profile Package

The High Profile package provides a combination of advertising, editorial, lead generation, brand awareness and includes a free bolt-on as part of the package.

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 our forward features that you are welcome to contribute towards.
- Publication of press releases, opinion pieces and case studies.
- Syndicate and publish your blog posts.
- Automatically tweeting of all blog/ news stories with @company tag
- Listing on our Events Page.
- Video promotion - coming soon!

## Publication of White Papers

- Publish a maximum of 2 [White Papers/Reports](#) per month.
- Related reports hosted on our site appear next to targeted content.

## Directory Entry

- A listing in our online [Directory](#).
- Inclusion in 6 categories.

**PACKAGE**

**ADVERTISING  
EDITORIAL  
WHITEPAPERS  
DIRECTORY ENTRY**

**PACKAGES INCLUDES A BOLT-ON:  
AN EBLAST OR  
SOCIAL MEDIA TAKEOVER**

**£16,500 + VAT /approx. \$23,387 per year**

(12 consecutive month package, can be invoiced quarterly)

# 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
- Phone Number
- 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 subscribers
- The mailing can be geotargeted
- Promotional article on the Call Centre Helper website
- Appearance in Call Centre Helper newsletter



**Send out  
a targeted email  
to our subscriber list**

**£5,000 + VAT / approx \$7,085**

*Not Available to Purchase as a Stand Alone Item*

# Social Media Takeover

An opportunity to takeover Call Centre Helper's social media channels for a week!

## SOCIAL CHANNELS

**14,001**

@CallCentreHelp Twitter Followers

**12,000**

@Jontypearce Twitter Followers

**32,386**

Call Centre and Contact Center Community –  
LinkedIn Group Followers

**8,060**

Call Centre Helper Magazine –  
LinkedIn Page Followers

**3,129**

Facebook Page followers

**2,530**

YouTube Channel subscribers

## What's included in the Social Media Takeover:

- Pinned Post on ALL social media channels for 1 week
  - LinkedIn Company Page
  - Facebook page
  - Tweet on @callcentrehelp and @jontypearce
- Cover Image on our LinkedIn Company Page to showcase your brand or a social cause
- One Recommended post on our LinkedIn Group - sends a targeted email to everyone in the group.

**£5,000 + VAT / approx \$7,085**

*Not Available to Purchase as a Stand Alone Item*



# 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:** +44 (0)1600 714546  
**Email:** [jo.robinson@callcentrehelper.com](mailto:jo.robinson@callcentrehelper.com)  
[rachael.trickey@callcentrehelper.com](mailto:rachael.trickey@callcentrehelper.com)

# Terms & Conditions

## Marketing Packages

### The Event Package

The Event Package runs for 1 month and is invoiced in advance.

You can start the package at any time - although it is subject to availability.

- 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.

Unfortunately for the Eblast and with GDPR, we cannot guarantee any number of registrations.

If you cancel your package, 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%

### The Standard Package

The Standard Package runs for 3 months and you can cancel at the end of that period or upgrade to the 12 month High Profile Package.

The package is invoiced in advance. You can start the package at any time.

At the end of your package, we will archive your editorial content (press releases, articles etc.) on the site and your white papers, adverts and directory entry will be taken down. 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.
- The Standard package allows you to publish one item of content i.e. blog post, case study or news story per week

- The Standard package allows you to publish one item 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.

### The High Profile Package

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

- 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.
- 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.

### Bolt-ons

- Customers who sign up for the High Profile 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:

# Terms & Conditions

## Eblast/ Social Media Takeover

- 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%

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.

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.

## Additional Products

### Email Blasts

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%

### Social Media Takeover

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

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%