Number 1 Global Contact Centre Website

Media Information

MAY 2022
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.

296,733 readers (visitors)
650,198 page views
35,378 newsletter subscribers

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.

We have an active online community
75,429 Social Media Members

NEW Content Added Every Day!
WE HAVE GOOD GLOBAL COVERAGE

In the last year we've had an average of over 310,000 unique visitors a month.

Contact the Team
Visit Site
## Advertising Packages

Choose the best package for your business.

<table>
<thead>
<tr>
<th></th>
<th>Event Package</th>
<th>Standard Package</th>
<th>High Profile Package</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£6,500 + VAT / approx.</td>
<td>£4,500 + VAT / approx.</td>
<td>£16,500 + VAT / approx.</td>
</tr>
<tr>
<td></td>
<td>$7,947 per month</td>
<td>$5,502 per quarter</td>
<td>$20,173 per year</td>
</tr>
</tbody>
</table>

### Most Popular

- **Event Package**
  - £6,500 + VAT / approx.
  - $7,947 per month
- **Standard Package**
  - £4,500 + VAT / approx.
  - $5,502 per quarter
- **High Profile Package**
  - £16,500 + VAT / approx.
  - $20,173 per year

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

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Event Package

£6,500 + VAT / approx. $7,947

(1 month 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.

£4,500 + VAT / approx. $5,502

(3 consecutive month package - £1,500 per month)
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 social sharing of all blog/news stories with @company tag
- Listing on our Events Page.
- Video promotion

**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.

£16,500 + VAT /approx. $20,173 per year
(12 consecutive month package, can be invoiced quarterly)

Contact the Team | Visit Site
Sponsorship of our 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. The survey we are planning this year will be a slightly different benchmarking survey and you will have the option to sponsor the whole report, rather than 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.

As a single sponsor you will receive all of the leads (800+) and all of the research to use for your own marketing purposes.

2020 Autumn report 666 downloads
GDPR compliant (split between sponsors)

2020 Spring report 717 downloads
GDPR compliant (split between sponsors)

2019 Autumn report 885 downloads
GDPR compliant (split between sponsors)

2019 Spring report 900 downloads
GDPR compliant (split between sponsors)

£20,000 + VAT / approx $24,391

Please enquire
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 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 $6,098

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

34,974
Call Centre and Contact Center Community – LinkedIn Group Followers

8,549
Call Centre Helper Magazine – LinkedIn Page Followers

14,065
@CallCentreHelp Twitter Followers

12,000
@Jontypearce Twitter Followers

3,136
Facebook Page followers

2,714
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 $6,098

Not Available to Purchase as a Stand Alone Item
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  
+44 (0)1600 714546  
jo.robinson@callcentrehelper.com

Rachael Trickey  
Account Manager  
+44 (0)1600 714546  
rachael.trickey@callcentrehelper.com

Visit Site  
Contact the Team
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 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 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:
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, 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%