



National Association of Call Centers

2020 Media / Advertising Guide

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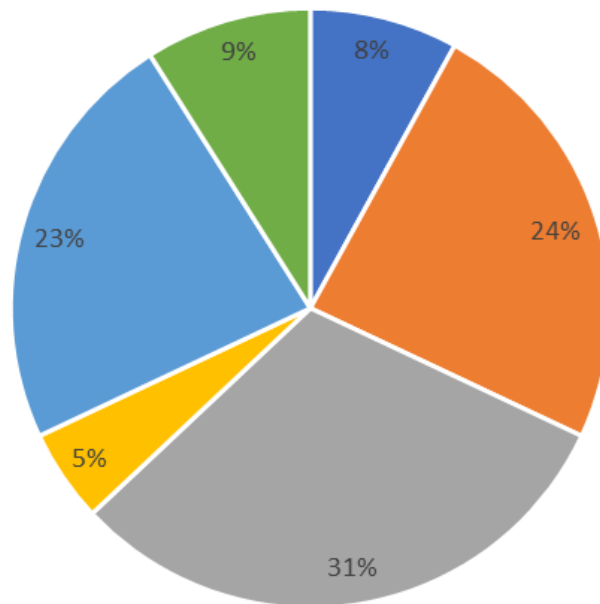
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Quick Summary: Quick Summary: Advertising Channels, Frequency, Circulation and Pricing

Advertising Channel	Channel Frequency	Price	Circulation
NACC Partners Email Blast	Open all year based on availability	\$3300 per email blast	~8,000 (as of January 2020)
<i>In Queue</i> Newsletter Banners	Second Wednesday of each month (see calendar)	\$1100 per Newsletter issue	~8,000 (as of January 2020)
Banner + Essay Combo in Newsletter	Second Wednesday of each month (see calendar in Step 2)	\$3300 per Newsletter issue	~8,000 (as of January 2020)
Webinars-Three options available	Open	Options: a) Basic-\$10,000 b) Webinar Service - w/Marketing Support-\$11,500 c) Enhanced Webinar-\$12,500	~8,000 (as of January 2020) for newsletter essays and email blasts supporting the webinar effort

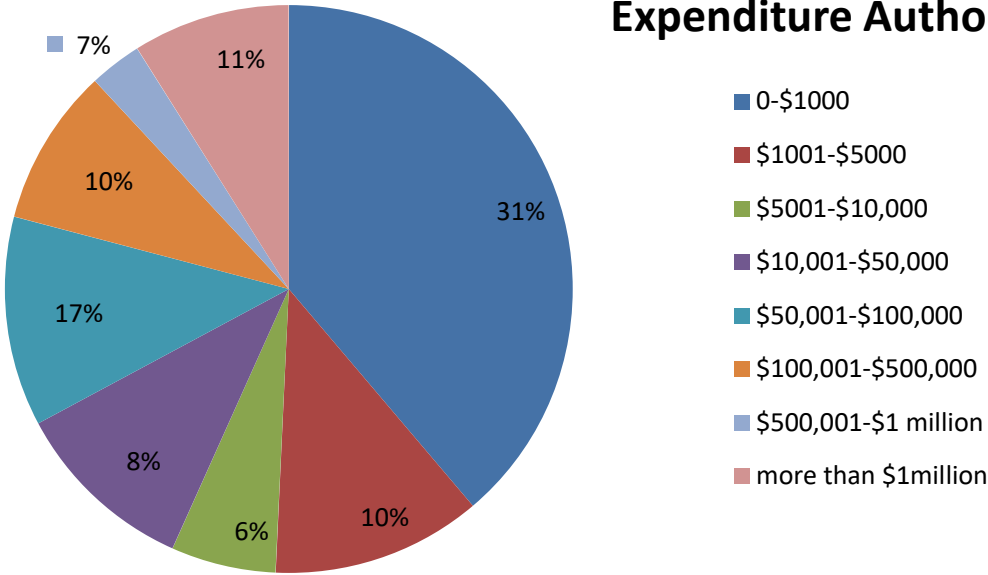
Membership/Readership Demographics: The Audience

Total Audience ~8,000 as of January 2020

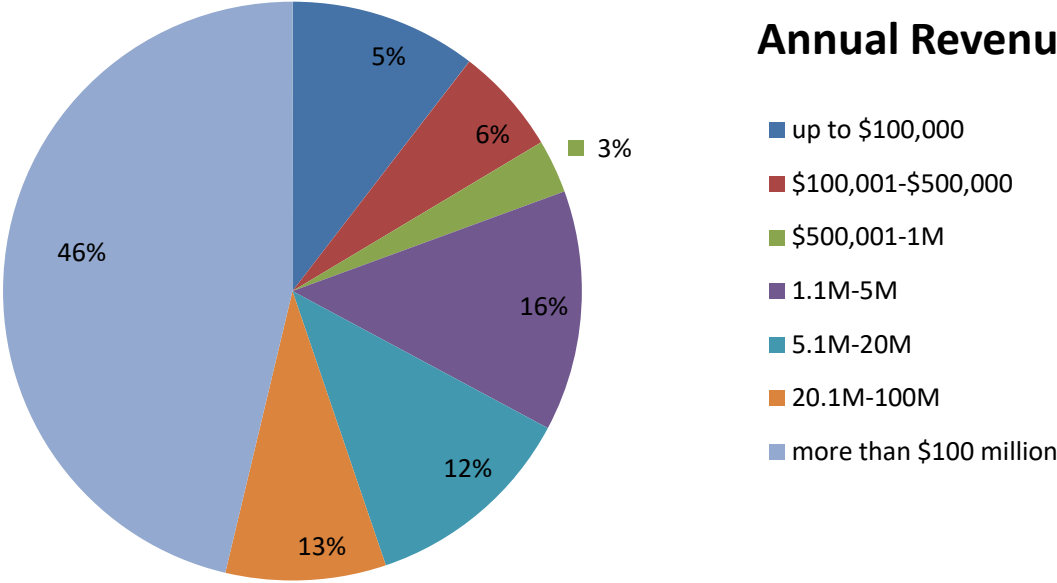


■ Analyst/Strategic ■ Manager ■ Director ■ Principal ■ Executive ■ CEO/President

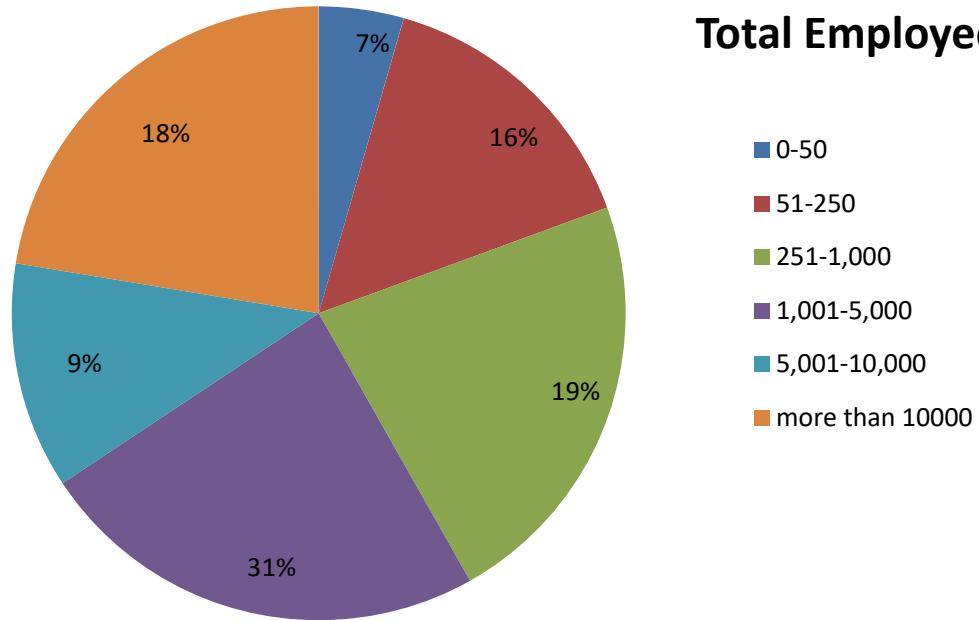
Expenditure Authority



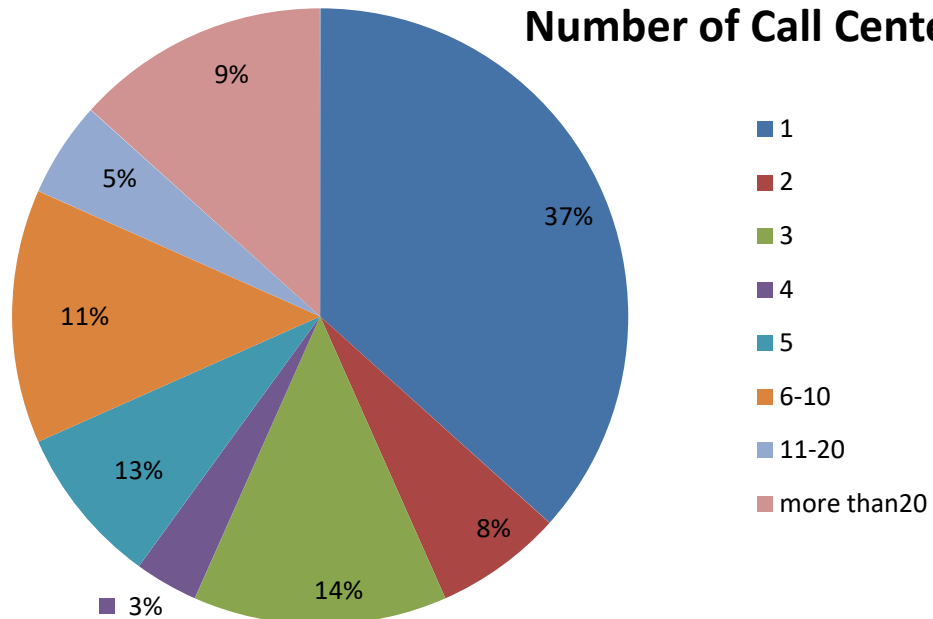
Annual Revenue



Total Employees

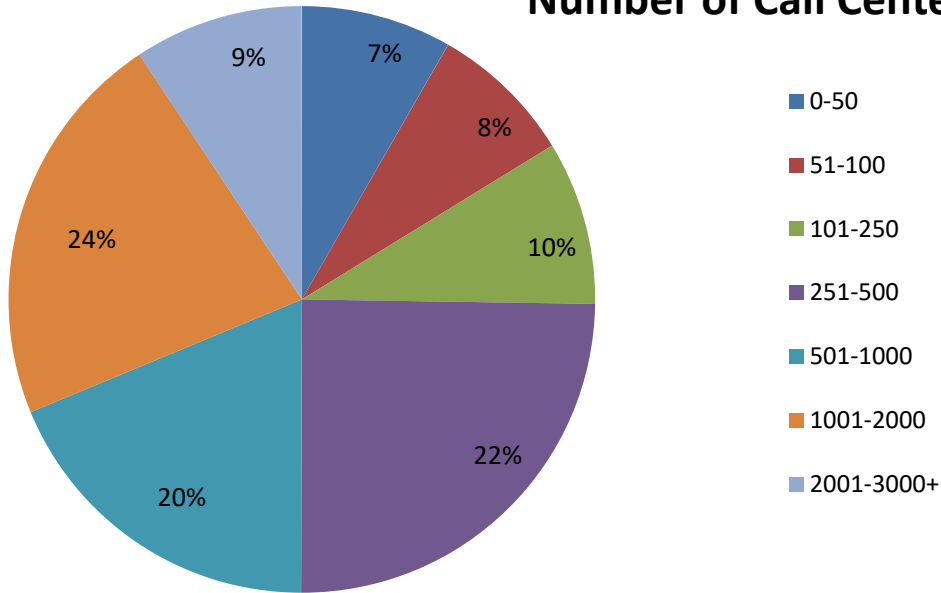


Number of Call Centers

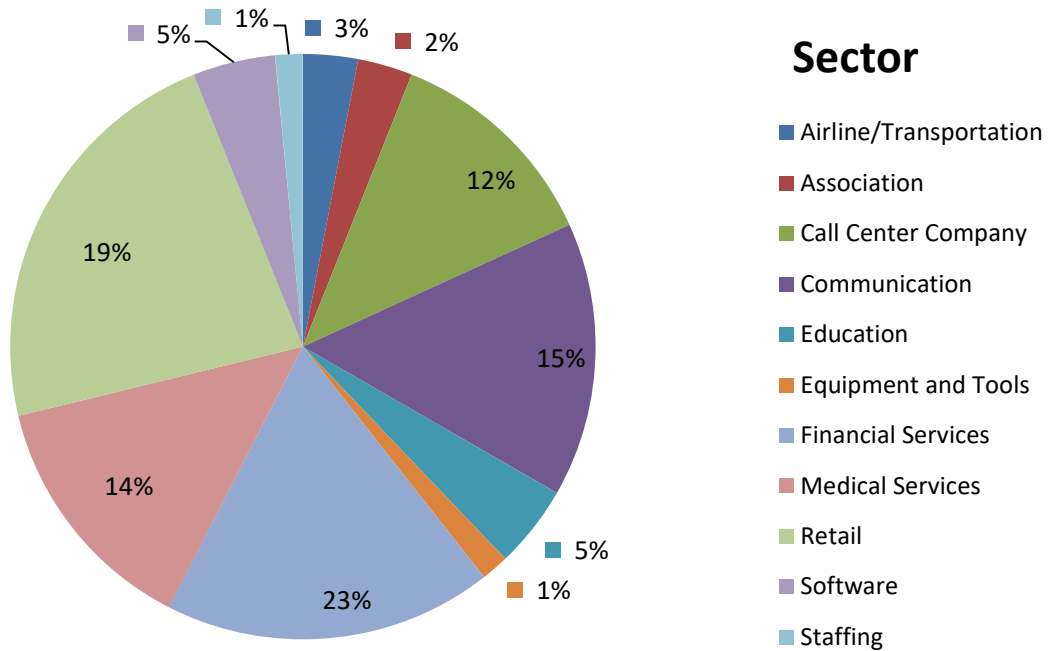


To schedule advertising with the National Association of Call Centers or for more information, contact Paul Stockford, Research Director, at 480-922-5949 or e-mail paul.stockford@nationalcallcenters.org

Number of Call Center Seats



Sector



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Advertising Channels:

NACC Partners Email Blast

The NACC Partners Email Blast is your content sent directly into the email inbox of our NACC Partners email database ~8,000. Email blasts are comprised of your .html code. Two weeks after the email blast we will send you metrics of the blast include the Open and Click counts. Email blasts are \$3300 per blast.

“In Queue” Newsletter Banners

With a newsletter banner your advertisement will be seen by ~8,000 call center professionals per issue. You provide us with your banner ad in .jpeg or .gif format 125x125 pixels or less-including animation if you wish, and the URL you want our readers to go to when they click on your banner-and we will send it out on our newsletter. Banner ads are \$1100 per issue.

Banner + Essay Combo in Newsletter

Supersize your advertising. Try our banner ad + essay combo. With this option you receive a banner ad (as described above) in our popular *In Queue* newsletter as well as control over a 500 word essay in the same newsletter. Your essay and banner will be seen and read by ~8,000 call center professionals per issue. You provide us with your banner ad in .jpeg or .gif format 125x125 pixels or less, including animation if you wish, and the URL you want our readers to go to when they click on your banner. Then you send us your 500 word essay, or we can help you write and edit it, and then we prepare it for publication. \$3300 per issue.

Research Report Sponsorship

The NACC offers two ways in which companies can sponsor any NACC published reports and use them to further their own marketing efforts. First, sponsoring companies can have their logo placed on the front cover and the back cover of the report, as well as being listed on the sponsorship acknowledgement page within the report. The fee for this sponsorship is \$12,500 for each report sponsored.

The sponsor can also choose to make the report available to its customers and prospects by offering it for download. With this program, the NACC provides an unlimited report distribution license to the sponsor who can publicize the availability of the report and offer a free copy to anyone who responds. Fulfillment and information capture is at the sponsor's discretion. Sponsor's logo will appear on the front cover and the back cover of the report, as well as being listed on the sponsorship acknowledgement page within the report. The fee for this sponsorship is \$14,500 for each report sponsored.

Webinar

Basic Webinar Service. Webinar hosted by Executive Director David Butler and/or Research Director Paul Stockford. Client provides content and webinar service. NACC provides introductory remarks, support material as appropriate and moderates Q&A session at the client's discretion. NACC provides two brief overviews of the webinar in two issues of the *In Queue* newsletter between one and four weeks prior to the event. Client has the option of providing the text of the webinar overview up to 300 words. \$10,000 per webinar.

Webinar Service w/Marketing Support: Same as Basic Webinar Service but supported by one e-mail marketing blast to *In Queue* subscribers. Date of e-mail blast at the client's discretion and subject to availability. \$11,500 per webinar.

Enhanced Webinar Service: Same as Basic Webinar Service but supported by two e-mail marketing blasts to *In Queue* subscribers prior to the event. Dates of e-mail blasts at the client's discretion and subject to availability. \$12,500 per webinar.

Advertising Calendar

Email Blast and Webinar Calendar

Open all year based on availability.

Newsletter Calendar

Volume 11, Issue 1, January 15, 2020
Volume 11, Issue 2, February 12, 2020
Volume 11, Issue 3, March 18, 2020
Volume 11, Issue 4, April 15, 2020
Volume 11, Issue 5, May 13, 2020
Volume 11, Issue 6, June 17, 2020
Volume 11, Issue 7, July 15, 2020
Volume 11, Issue 8, August 12, 2020
Volume 11, Issue 9, September 16, 2020
Volume 11, Issue 10, October 14, 2020
Volume 11, Issue 11, November 18, 2020
Volume 11, Issue 12, December 16, 2020

Payment

Payment must be received **before** advertising commences. Upon request of advertisement with the NACC, we will send out a W-9 and an invoice 30 to 45 days prior to the desired start of the advertising campaign giving you ample time to make payment before the start of the advertising campaign.

The NACC accepts checks and Paypal payments for advertising. If an organization wants to pay using Paypal, there is a 3.0% credit card processing fee that will be added to the total.

About the NACC

The National Association of Call Centers (NACC) was launched in 2005 as a 501(c)(6) not-for-profit membership organization. Unlike other membership organizations serving the call center industry we are not looking to turn a fast profit. Our objective was, and is, to create a solid, long-lasting, professional and trustworthy organization that serves the call center industry. Many call center professionals whose advice we trusted had warned us about some questionable operations and fly-by-night organizations in the industry. We chose to distinguish the NACC from disreputable organizations and adopted the non-profit structure in order to help assure the industry that we are different, we are here to stay, and we intend to be a positive influence on the industry in the years to come.

Contact the NACC

To schedule advertising with the NACC, or for questions about advertising, contact Paul Stockford at 480-922-5949 or e-mail at paul.stockford@nationalcallcenters.org.