

CEO SPOTLIGHT

An Exclusive Opportunity for Branding and Leadership

Establish your company as an industry leader using a comprehensive multimedia campaign to develop credibility and influence amongst your target audience.

A CEO Spotlight published in *CUSTOMER* magazine provides you with a key marketing piece to:

- Enforce your brand's reputation as an industry leader
- Provide your CEO with industry recognition and acclaim
- Brand exposure to our influential readers – your target audience

Your CEO Spotlight includes:

- Story on the cover of *CUSTOMER* magazine
- Published interview with industry expert editors
- Full page 4-color advertisement in corresponding issue
- Interview hosted on customerzone360.com
- 100,000 online banner ad impressions from customerzone360.com and TMCnet.com
- Potential to earn *CUSTOMER*'s seal of approval
- Potential executive roundtable participation
- Inclusion in *CUSTOMER* eNewsletter
- 25 copies of magazine and reprint available at discounted rate



Total Cost: \$7,500

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