

BEST PRACTICES WHITE PAPER SERIES

- A Unique and Renowned Content Marketing and Lead Generation Program, Online and In Print.

Produced in conjunction with *KMWorld* magazine, the **KMWorld Best Practices White Paper Series** leverages your editorial message:

- **Positioning:** KMWorld White Papers' content-rich journal format offers a unique marketing opportunity to position your company as a thought leader in the market.
- **Editorial Objectivity:** Editorial guidelines ensure high-value educational content. KMWorld White Papers are marketing communications tools, offering a new venue for your marketing team and budget.
- **Reach:** The entire White Paper and individual articles are available on the web, in downloadable PDF format, for mass distribution within end-user organizations.
- **Direct Leads:** We capture registrations for the white papers, they are screened and cleansed to ensure only legitimate contacts at legitimate organizations, and are delivered to your team.
- **Long Shelf Life:** KMWorld White Papers are focused guides that readers keep and refer to for months to come.

➤ MISSION

To provide a publishing forum for leading vendors and consultants to educate and engage technology decision-makers about the latest strategic issues and solutions in KM technologies and markets

➤ EDITORIAL CONTENT

- **Introduction:** KMWorld editorial writers will prepare the state of industry article including current trends, technology developments and strategies around the reports specific topic.
- **Sponsored Content:** Sponsors, following editorial guidelines, provide feature-article-style essays designed to enlighten readers about technology-oriented and business-oriented issues, developments, trends, and challenges. They may include a user reference or case study to describe a particular implementation of their product and the problems that it solved.
- **Who's Who:** Each sponsor may provide an executive profile and headshot to be showcased as a sidebar to their feature article.

➤ DISTRIBUTION

- In *KMWorld* magazine
- At KMWorld.com, hyperlinking to sponsor homepage
- Best Practices appearing in the Nov/Dec issue will also be available during the KMWorld Conferences in November

➤ FORMAT

- Standard magazine size (8"x10-1/2")
- 1 page (900 words) \$4,500 (net)
- 2 pages (2,000 words) \$7,650
- 3 pages (3,150 words) \$10,800
- 4 pages (4,300 words) \$12,600

➤ SPONSORSHIP RATES

(includes "Who's Who" CEO profile and headshot, company contact information, optional images)

➤ KMWorld PROVIDES

- Copy editing, layout, and design
- Posting on the KMWorld.com website with hyperlinks to sponsor's homepage
- PDF of individual article to each sponsor for website posting

➤ CANCELLATIONS

- In writing 30 business days prior to material deadlines.

➤ For additional information or answers to specific questions, contact:

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