

2019 WHITE PAPER CALENDAR • BEST PRACTICES IN ...

		RESERVATIONS	MATERIALS
January/February	White Paper: Best Practices in Collaboration and Workflow	11/26/18	11/28/18
February	White Paper: Best Practices in Business Intelligence and Analytics	1/3/19	1/7/19
March/April	White Paper: Best Practices in Enterprise Content Management	1/16/19	1/18/19
April	White Paper: Best Practices in Customer Experience and Support	3/1/19	3/5/19
May/June	White Paper: Best Practices in Document Management	3/19/19	3/21/19
June	White Paper: Best Practices in Office365	5/3/19	5/7/19
July/August	White Paper: Best Practices in Intelligent Search White Paper: Best Practices in E-Learning	5/16/19	5/20/19
August	White Paper: Best Practices in Information Governance and Security	7/1/19	7/3/19
September/October	White Paper: Best Practices in Text Analytics and Natural Language Processing	7/18/19	7/22/19
October	White Paper: Best Practices in AI and Cognitive Computing	9/2/19	9/4/19
November/December	White Paper: Best Practices in Knowledge Management	9/18/19	9/20/19

➔ To Participate in the KMWorld Best Practices Series contact:

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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:** Each White Paper is targeted for mass distribution through trade events, as well as distribution with industry-leading publications. 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 then they are delivered to your team.
- **Long Shelf Life:** KMWorld White Papers are focused guides that readers keep and refer to for months to come.

For additional information or answers to specific questions, contact:

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➤ MISSION

To provide a publishing forum for the leading vendors and consultants to educate and stimulate to action industry decision makers on the latest strategic issues and solutions in KM technologies and markets.

EDITORIAL CONTENT

- **Introduction:** KMWorld provides the overture state-of-the industry article. We conduct interviews with premium sponsoring participants and incorporates their views in the opening editorial.
- **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 with full-text search, hyperlinking to sponsor homepage

➤ FORMAT

- Standard magazine size (8"x10-1/2")

1 page (900 words)	\$4,995 (net)
2 pages (2,000 words)	\$7,995
3 pages (3,150 words)	\$10,995
4 pages (4,300 words)	\$13,995

➤ SPONSORSHIP RATES

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

➤ KMWorld PROVIDES

- Copyediting, layout, and design
- Posting on the KMWorld website with hyperlinks to sponsor's homepage
- PDF of individual article to each sponsor for website posting
- Direct download leads for 1 year

➤ CANCELLATIONS

- In writing 30 business days prior to material deadlines.

CUSTOM WHITE PAPERS

➤ If clarifying and defining the key issues for technology users is part of your sales cycle, educational white papers offer a tried-and-true approach to increasing your influence and generating new leads for your sales team. Sponsoring a KMWorld custom white paper enables you to take advantage of the credibility of the KMWorld brand and our extensive subject matter



expertise to build the case for your solution. You gain industry-wide exposure and enhanced positioning in the marketplace by aligning your brand with thought leadership. This program also allows you to capitalize on the significant demand for trusted, independent content to assist with technology decision-making.

KMWorld produces custom white papers on a turnkey basis. Our team works directly with your company to author a custom white paper on a topic agreed upon by both parties. The white paper will be five pages long, including a cover page, conclusion and call-to-action with your contact information, complete with artwork and your logo on the front cover. KMWorld will author, edit, layout and proof the white paper as a PDF. The content of the white paper will be sourced from market insights, research and analysis from KMWorld and the analysts with whom it partners, and discussions and supporting materials from your company. KMWorld will assign a qualified analyst and project manager to establish and manage the scope, objectives, deliverables and timeline.

Sponsors have full input and final approval, as well as unrestricted usage rights. Upon approval, your custom white paper will be posted on www.kmworld.com as a unique PDF for registered downloaders and marketed

➤ to qualified candidates via online, email and email newsletter advertising. All download requests will be driven through a unique registration page that captures complete contact and qualifying information. The clean leads produced from downloads on www.kmworld.com will be delivered to your team on a weekly basis. A minimum of 200 clean leads from North America are guaranteed.

➤ **Cost**
\$12,000 all-inclusive

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