KMWORLD ONLINE MEDIA KIT

OVERVIEW

The KMWorld.com website receives more than 36,000-plus visits monthly by 35,000-plus unique visitors. Page views have surpassed 58,000 views per month.

Ad Positions Available

Ad Size (Pixels) Max File Size Location Minimum Impressions Net Cost

LOCATION	AD SIZE (PIXELS)	MINIMUM IMPRESSIONS	NET COST
Top of page billboard	970x250	10,000	$95 CPM
Premium Leaderboard	728x90	10,000	$75 CPM
Premium Box	300x250	10,000	$75 CPM
Leaderboard (all positions)	728x90	10,000	$50 CPM
Box (all positions)	300x250	10,000	$50 CPM
In article text ad	25 words	Monthly	$900 per mo.

Creative Specifications

- File size: maximum of 200K for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media, including Flash.
- Flash files (.SWF) must be in Flash 10 (or earlier) format, and can use Action Script 3 (or earlier versions).
- Flash 11 is NOT acceptable.

Please Note: Cancellations for all online advertising must be received 30 business days prior to material deadlines.

Contact us to discuss your KMWorld.com advertising program:

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ENEWSLETTER SPONSORSHIPS

NewsLinks

Deliver 39,000-plus "push impressions" of your unique selling proposition straight to the desktops of the most influential and technologically savvy decision makers in the KM marketplace!

KMWorld NewsLinks hyperlinks our readers—your customers—directly to our editors' picks of the top KM-specific news of the day, including user success stories, bottom-line industry news, and in-depth feature articles.

Your sponsorship link, with text block and optional graphic, is prominently displayed near the top of ***KMWorld NewsLinks***. It consists of 75 words plus URL and optional 1200x630 graphic to engage our readers with your message.

Available Tuesday dates — Pricing: $995.00 net