

## BEST PRACTICES WHITE PAPER SERIES

➤ 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:** Download registration is required. You will be provided with a URL to access these direct leads to use in your marketing efforts.
- **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:** Andy Moore provides the overture state-of-the industry article. Moore conducts 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 head shot to be showcased as a sidebar to their feature article.

### ➤ DISTRIBUTION

- **50,000:** Binds center into *KMWorld* magazine
- **10,000:** Distribution at major industry events
- **10,000:** Sponsor/promotional distribution (500 copies per sponsored page to participants)
- **70,000:** Total press run
- At *KMWorld.com* with full-text search, hyperlinking to sponsor homepage

### ➤ FORMAT

- Standard magazine size (8" x 10-1/2"), stand-alone publication
- |                       |               |
|-----------------------|---------------|
| 1 page (900 words)    | \$7,500 (net) |
| 2 pages (2,000 words) | \$14,000      |
| 3 pages (3,150 words) | \$19,500      |
| 4 pages (4,300 words) | \$24,000      |

### ➤ SPONSORSHIP RATES

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

### ➤ PREMIUM SPONSORSHIPS

- **Platinum Sponsor:** add \$2,000  
Opening article (minimum 2 pages) following intro, logo on front cover, interview with Andy Moore for coverage in overture article, 1,000 custom reprints of your article.
- **Gold Sponsors:** add \$1,500  
Minimum 2 pages, logo on front cover, interview with Andy Moore for coverage in overture article, 500 custom reprints of your article.

### ➤ 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
- 500 copies of the White Paper per sponsored page to participants
- Direct download leads for 1 year

### ➤ CANCELLATIONS

- In writing 30 business days prior to material deadlines.
- Premium sponsorships are noncancelable.