KMWORLD ONLINE MEDIA KIT

OVERVIEW

The KMWorld.com website is now averaging more than 550,000 impressions monthly.

Ad Positions Available

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728x90	200k	Top	20,000	$75 CPM
Box	300x250	200k	Center	20,000	$75 CPM
Skyscraper	160x600	200k	Left	20,000	$75 CPM
Skyscraper	160x600	200k	Right	20,000	$75 CPM
Tile	125 x125	200k	Left	20,000	$60 CPM
	text links	text only	Bottom	1 month/unlimited	$750 month

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:

West/Mountain Region

David Panara • Advertising Sales Manager
Information Today, Inc.
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(609) 654-6266, ext. 146 • (609) 714-2159 fax
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East/Midwest Region

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ENEWSLETTER SPONSORSHIPS

NewsLinks

Deliver 40,000-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. *NewsLinks* also features our latest site reviews, and our Events Calendar highlights upcoming, must-attend KM conferences and trade shows.

Your sponsorship link, with text block and optional graphic, is prominently displayed near the top of *KMWorld NewsLinks*. It consists of 50 words plus URL and optional 468x60 graphic to engage our readers with your message.

Available Tuesday and Thursday dates	Pricing: $3,495 net

KM Bulletin

Reach more than 38,000 subscribers with your targeted, stand-alone message. Please provide us with an HTML doc which has the text and graphics incorporated.

HTML specs: 600–700 pixels wide, absolute image links (or we can host them); no Flash or JavaScript. Images need to be JPEG or GIF format. No background images. Only use InLine CSS. Font sizes should all be specified in pixels.

Available Wednesday and Friday dates	Pricing: $4,995 net