

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:

Kathy Rogals
kathy_rogals@kmworld.com
(561) 483-5190

➤ **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 headshot 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 two 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 two 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.