

KMWORLD ONLINE MEDIA KIT

➤ OVERVIEW

The KMWorld.com website receives more than 40,000 visits monthly by 30,000-plus unique visitors. Page views have surpassed 80,000 views per month.

➤ Ad Positions Available

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

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.
 143 Old Marlton Pike
 Medford, NJ 08055
 (609) 654-6266, ext. 146
 (609) 714-2159 fax
 dpanara@infotoday.com

East/Midwest Region

Kathy Rogals • Account Executive
 KMWorld Specialty Publishing Group
 8290 Springlake Drive
 Boca Raton, FL 33496
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 kathy_rogals@kmworld.com

➤ NEWSLETTER SPONSORSHIPS

➤ NewsLinks

Deliver 41,000-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: \$1,995 net

EMAIL BLAST DIRECT MARKETING

➤ **With the KM Bulletin, Our Opt-Into Third Party Subscriber List**

Email Blast Options

KMWorld's opt-into-third-party email blast program reaches 40,000-plus subscribers who have voluntarily opted into KMWorld's email program. Marketers have come to rely on email blast programs to drive direct response for webcasts, events, white papers, and other collateral promotions.

Available any day of the week, KMWorld email blasts are attractively priced at \$3,995 for a one-time blast.

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.



➤ **Contact us**

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