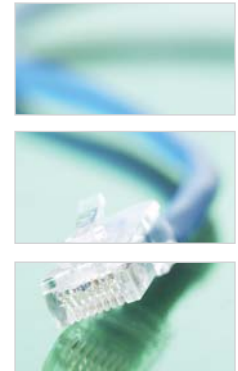


KMWORLD ONLINE MEDIA KIT



❖ Overview

The **KMWorld.com** website is now averaging:

- more than **550,000** impressions monthly
- more than **70,000** monthly unique users

❖ Ad Positions Available

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728 x 90	30k	Top	20,000	\$75 CPM
Banner	468 X60	30k	Top	20,000	\$60 CPM
Skyscraper	120 x 600	30k	Right	20,000	\$75 CPM
Tile	125 x125	30k	Left	20,000	\$60 CPM
	text links	text only	Bottom	1 month/unlimited	\$750 month

❖ Ad Specifications:

All files must be in either **JPG** or **GIF** format and must be no more than **30k** in size.

❖ NEWSLETTER SPONSORSHIPS

NewsLinks

Deliver 44,000+ “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 468 X 60 graphic, to engage our readers with your message.

Available Tuesday and Thursday dates

Pricing: \$3,495 net

❖ KM Bulletin

Reach more than 42,000 subscribers with your targeted, stand-alone message. Your sponsorship allows up to 100 words and two URLs to engage our readers with your message.

Available Wednesday and Friday dates

Pricing: \$4,995 net

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

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