

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 x 60	30k	Top	20,000	\$60 CPM
Box	300 x 250	30k	Center	20,000	\$75 CPM
Skyscraper	120 x 600	30k	Right	20,000	\$75 CPM
Tile	125 x 125	30k	Left	20,000	\$60 CPM
	text links	text only	Bottom	1 month/unlimited	\$750 month

www.kmworld.com

❖ Ad Specifications:

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

❖ ENEWSLETTER SPONSORSHIPS

NewsLinks

Deliver 48,000+ “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 48,000 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.

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

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
(561) 483-5190 • (208) 460-2057 fax
kathy_rogals@kmworld.com