

EXCLUSIVE 'CHECKLIST' REPORTS

➤ **If clarifying and defining the key issues** for technology users are part of your sales cycle, educational white papers offer a tried-and-true approach to increasing your influence and generating new leads for your sales team. KMWorld's exclusive "Checklist" reports are topic- and sponsor-specific assets that dive deep into a special topic of interest among the technology users and executives within our audience. These reports enable our sponsors to leverage the credibility of the KMWorld brand along with its extensive subject matter expertise and market reach to:

- Build the case for your solution
- Gain industry-wide exposure and enhance positioning
- Generate guaranteed leads
- Acquire custom marketing content

Our team works directly with your organization to produce a five-page report that includes a cover page branded with your company logo, a two-page trends analysis article from *KMWorld*, and a two-page overview of your company, its solutions and customer success stories with a conclusion and call-to-action.

Sponsors have full input and final approval, as well as full usage rights. Upon approval, your white paper will be posted on KMWorld.com as a unique PDF for registered viewers and marketed to qualified candidates via online, email, and email newsletter advertising. All download requests will be driven through a unique registration page that captures complete contact and qualifying information. The clean leads produced from downloads will be delivered to your team on a scheduled basis. A minimum of 200 clean leads from North America are guaranteed.

➤ **Cost:** \$9,500

2020 CALENDAR

FEBRUARY

Special Report: Choosing Your Insights Engine

Space Reservations: January 10, 2020
Ad Materials Due: January 24, 2020

APRIL

Special Report: Succeeding With Machine Learning

Space Reservations: March 3, 2020
Ad Materials Due: March 17, 2020

JUNE

Special Report: Overcoming the Top E-Discovery Challenges

Space Reservations: April 30, 2020
Ad Materials Due: May 14, 2020

AUGUST

Special Report: Building a Modern Information Governance Strategy

Space Reservations: July 10, 2020
Ad Materials Due: July 24, 2020

OCTOBER

Special Report: Unlocking the Power of Digital Process Automation

Space Reservations: September 9, 2020
Ad Materials Due: September 23, 2020

DECEMBER

Special Report: Optimizing Digital Workspaces and Intranets

Space Reservations: October 21, 2020
Ad Materials Due: November 4, 2020

Don't see a topic on your mind? KMWorld can produce a custom checklist report for your organization on any subject relevant to its audience.

For additional information or answers to specific questions, contact:

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