

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 in 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.

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 will conduct interviews with premium sponsoring participants and incorporate their views in the opening editorial.
- › **Sponsored Content:** Sponsors, following editorial guidelines, will 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 head shot to be showcased as a sidebar to their feature article.

DISTRIBUTION

- › **55,000:** Binds center into *KMWorld* magazine
- › **10,000:** Distribution at major industry events
- › **10,000:** Sponsor/promotional distribution (500 copies per sponsored page to participants)
- › **75,000:** 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)	3 pages (3,150 words)	\$19,500
2 pages (2,000 words)	\$14,000	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 2 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 2 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.

For additional
 information or answers
 to specific questions,
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