

# KMWORLD ONLINE MEDIA KIT

## ➤ OVERVIEW

The KMWorld.com website receives more than 30,000-plus visits monthly by 25,000-plus unique visitors. Page views have surpassed 35,000 views per month.

## ➤ Ad Positions Available

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

LOCATION	AD SIZE (PIXELS)	MINIMUM IMPRESSIONS	NET COST
Top of page billboard	970x250	10,000	\$95 CPM
Premium Leaderboard	728x90	10,000	\$75 CPM
Premium Box	300x250	10,000	\$75 CPM
Leaderboard (all positions)	728x90	10,000	\$50 CPM
Box (all positions)	300x250	10,000	\$50 CPM
In article text ad	25 words	Monthly	\$900 per mo.

## ➤ 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:

**Stephen Faig**  
Group Sales Director  
973-224-2930  
sfaig@infotoday.com

**LaShawn Fugate**  
Account Executive  
859-278-2223 x 104  
lashawn@infotoday.com

## ➤ ENEWSLETTER SPONSORSHIPS

### ➤ NewsLinks

Deliver 13,000-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 the latest site reviews.

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 dates

Pricing: \$995.00 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 approximately 11,000-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.

**PLEASE NOTE:** Creative must be 100% complete and ready to be proofed. Special characters, such as copyright, trademark, em- and en-dashes, must be rendered as properly escaped HTML code. We cannot be held responsible if a mailing is compromised due to improperly formatted HTML characters. All creatives must be provided a full 3 days in advance. Any additional work, beyond standard specifications, by KMWorld magazine's staff is subject to a \$250 design fee.

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