

KMWORLD ONLINE MEDIA KIT

➤ OVERVIEW

The KMWorld.com website is now averaging more than 550,000 impressions monthly.

➤ 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
Box	300 x 250	30k	Center	20,000	\$75 CPM
Skyscraper	120 x 600	30k	Left	20,000	\$75 CPM
Skyscraper	160 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 JPEG or GIF format and must be no more than 30k in size.

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@infoday.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

➤ ENEWSLETTER SPONSORSHIPS

➤ NewsLinks

Deliver 49,000+ “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 44,000 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. No background images. Only use InLine CSS. Font sizes should all be specified in pixels.

Available Wednesday and Friday dates Pricing: \$4,995 net

