

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 are guaranteed.

➤ **Cost:** \$9,500

➤ 2024 CALENDAR

FEBRUARY

Implementing Generative AI in the Enterprise

Space Reservations: January 3, 2024
Ad Materials Due: January 5, 2024

APRIL

Managing the Change Information Landscape: Taxonomies and Metadata

Space Reservations: March 5, 2024
Ad Materials Due: March 7, 2024

JUNE

The Rise of Vector Search

Space Reservations: May 2, 2024
Ad Materials Due: May 6, 2024

AUGUST

Finding the Right Content Services Platform

Space Reservations: July 2, 2024
Ad Materials Due: July 5, 2024

OCTOBER

Measuring KM Success: Key Metrics and Strategies

Space Reservations: September 3, 2024
Ad Materials Due: September 5, 2024

DECEMBER

Amplifying Customer Engagement Through Automated Knowledge

Space Reservations: November 4, 2024
Ad Materials Due: November 6, 2024

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:

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

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