DIGITAL ADVERTISING AND NEWSLETTER SPONSORSHIPS

Reach knowledge management, enterprise search, content, and AI professionals through high-visibility advertising on KMWorld.com and exclusive sponsorship of *KMWorld NewsLinks*.

50,000+ unique visitors

80,000+ monthly page views

KMWORLD.COM DIGITAL ADVERTISING

Connect with professionals researching the technologies and strategies shaping knowledge management and enterprise AI.

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	728x90	10,000	$50 CPM
Box	300x250	10,000	$50 CPM
In article text ad	25 words	Monthly	$900/month

CREATIVE REQUIREMENTS

- Maximum file size: 200 KB
- Accepted formats: JPG, PNG, GIF, animated GIF, and approved HTML5 creative
- Flash and SWF files are not accepted
- Press-ready artwork: embedded fonts, CMYK color, 300 dpi images, and flattened transparencies

NEWSLINKS SPONSORSHIP

Put your message near the top of KMWorld's weekly news briefing

37,000+ professionals reached per send

Align your brand with KMWorld editors' selections of important industry news, customer stories, and feature articles.

YOUR SPONSORSHIP INCLUDES

- Up to 75 words of sponsor copy and one destination URL
- Optional 1200 x 630 graphic
- Prominent placement near the top of the newsletter
- Tuesday distribution date, subject to availability

$995 NET PER SPONSORSHIP

Please Note: Cancellations for all online advertising must be received 30 business days prior to material deadlines.

Contact our sales team to discuss individual opportunities or an integrated campaign.

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

LaShawn Fugate
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DEDICATED EMAIL MARKETING

Reach knowledge management, enterprise search, content, and AI professionals through high-visibility advertising on KMWorld.com and exclusive sponsorship of *KMWorld NewsLinks*.

34,000+	FLEXIBLE	$3,995
opt-in subscribers	scheduling throughout the week	one-time dedicated send

PUT YOUR CAMPAIGN IN FRONT OF THE RIGHT AUDIENCE

KMWorld sends your proof-approved creative as a dedicated message to subscribers who have opted to receive relevant third-party communications. The format keeps the focus on your offer and drives readers directly to your chosen landing page.

POPULAR CAMPAIGN USES

- Webinar and virtual event registration
- White paper, research report, and ebook promotion
- Conference and in-person event promotion
- Product launches and other gated content

SIMPLE THREE-STEP PROCESS

1	2	3
Reserve your send date.	Submit proof-ready HTML.	Review and approve the proof.

CREATIVE REQUIREMENTS

Submit complete, proof-ready creative at least three business days before the scheduled send.

Width: 600-700 pixels

Images: JPEG or GIF with absolute image links; KMWorld can host images

Code: Inline CSS only, with font sizes specified in pixels

Not accepted: JavaScript, Flash, or background images

Characters: Copyright, trademark, em dash, and en dash characters must use properly escaped HTML code.

Additional production work: Work beyond the standard specifications is subject to a $250 design fee.

RESERVE A DEDICATED EMAIL DATE.

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