

**ARMA International
Information Management Magazine
Ask the Expert Agreement
Sponsored Topic area : TBD
Month: TBD**

Cost \$3,250 per topic (limited spots available, one sponsor per month)

ARMA International is pleased that you have chosen to participate in our new Ask the Expert section of our online *Information Management* magazine. Your expertise will provide answers to challenging and timely questions at the forefront of the RIM profession. This section will provide useful and informative commentary to the websites visitors and will provide you with an opportunity to be seen as a thought leader on the subject sponsored.

Expert Qualifications:

The *expert's* qualifications are determined by you, the advertiser. Whoever you hold out or engage as an expert is a direct reflection on you as the sponsor. However, the *content* does have to meet our standard editorial criteria:

- Its relevance to our readers
- Its accuracy
- Its sufficiency of scope (Is it missing any important discussion points?)
- Its neutrality (Is it a product/service promo in disguise?)

Sponsor Perks:

For one month you will be highlighted as the industry expert. After the first month your sponsored Ask the Expert content will be archived under the Past Forums section of the *Information Management* magazine "Ask the Expert" drop down menu.

- ARMA International will pose 10 questions to you as the expert. You will have 10 days to respond to those initial questions.
- The topic will go live the 1st day of the month
- ARMA International will market the Ask the Expert category in the *InfoPro* e-newsletter, mention it in Twitter and LinkedIn, will advertise the section in a display ad in the *Information Management* magazine (print edition)
- ARMA will have a rotating banner advertising the section
- Your company logo will appear on the page and a url link to your website will be provided
- Comments section will allow for readers to submit their questions at the bottom of the experts initial 10 questions. You the expert will have 24 hours (based on a 5- day work week) to answer the questions that our editor will send you. Your answers will be posted within 24 hours (based on a 5-day work week).
- ARMA will have an editorial contact that your expert will be working with, Amy Lanter, amy.lanter@armaintl.org

ARMA International Pre- Selected Topic Areas:

- Archives
- Classification / Taxonomy
- Content / Document Management Applications
- Data Conversion
- Digital Preservation
- Disaster Recovery
- Document Capture (Imaging)
- E-Discovery / Compliance
- Electronic Message Management
- Records Storage / Document Destruction
- Retention Management
- RIM Fundamentals

What You Will Provide ARMA International:

- Name of company expert and one back-up expert to answer the questions, name, e-mail, telephone (work and mobile)
- Answers to the 10 initial posed questions, plus answers to any additional questions posed in the Submit a Question section.
- Company Logo (gif or png), plus the url in which to link your logo

Planning Calendar:

Four weeks out – Final category selected

Three weeks out – Questions will be e-mailed to the sponsor

Two weeks out – Advertiser’s responses are due back

To reserve your topic and preferred month

Pat Smithson

pat.smithson@armaintl.org

+1.888.277.5838 or +1.913. 217.6022

Billing Contact name:

Company: _____

Address: _____

City/State or Province/Zip: _____

Phone: _____ **Mobile:** _____

Expert Name/Title: _____

Phone: _____ **Mobile:** _____

E-Mail: _____

Alternate Expert Name/ Title: _____

Alternate Phone: _____ **Alternate mobile number:** _____

Alternate email address: _____

Payment method (payment due before the 1st day of the month the Ask the Expert is set to begin:

Please bill me _____

Please bill my credit card _____

GENERAL CONDITIONS

Sponsor assumes liability for the content of their message and assumes responsibility for any claims therefore made against ARMA International.

Subject matter, size, wording, illustration, and typography of all material is subject to ARMA International’s approval.

Cancellations: No cancellations will be accepted after signing this contract.

Payment: Payment-in-full is required prior to the launch of the Ask the Expert spot, submit to:

**ARMA International
Attn. Accounts Receivable
11880 College Blvd.
Suite 450
Overland Park, Kansas 66210**