

ARMA International Ask the Expert

ARMA International is pleased to offer you an opportunity to showcase your industry expertise in the **Ask the Expert** section of our online *Information Management* magazine. Your company will be seen as a thought leader through answers it provides for the pressing information-related challenges businesses are facing today.

How It Works

- Choose from among a dozen broad topics, such as electronic message management, records storage, and digital preservation (see list at <http://content.arma.org/IMM/online/InformationManagement.aspx>), and reserve a month to provide expert answers to questions related to that topic.
- Designate an expert to represent your company and answer questions.
- ARMA International will send your expert 10 frequently asked questions on your chosen topic, which your expert will need to respond to within 10 days. Answers will be subject to ARMA International's standard editorial review for completeness and accuracy, which means we may ask your expert for clarification or additional information and, possibly, a final review before answers are posted.
- On the first of your chosen month, the questions and answers (Q&A) will be uploaded to the *Information Management* website under the **Ask the Expert** tab. Your content will remain as the "featured" content through the end of that month, at which time it will be moved to "Past Forums" and remain accessible for 11 more months from that tab and keyword searches of the site.
- Throughout the month, visitors may submit additional questions via the "Comment" tool at the end of the Q&A section, driving interaction between your expert and site visitors. ARMA International will forward the questions to your expert, expecting a response within 48 hours, review the answer, and post it on the next weekday as part of your content.

Additional Promotion

- ARMA International's *Information Management* magazine will feature a 1/9 placement promoting your expert column with speaker photo and copy leading the reader to the full information online. Placement occurs in the print issue following your featured month.

Contact

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What You Will Need to Provide ARMA International

- Complete contact information for your expert, including bio. As the advertiser, you determine your expert's qualifications. However, as mentioned above, your expert's responses will have to meet standard editorial criteria for completeness and accuracy.
- Answers to the 10 questions posed initially, plus answers to any additional questions submitted via the comment section throughout the month
- Company logo (gif or jpg), plus the URL to which it should be linked
- Company expert photo (jpeg) Size: 150 x 170 pxls

What ARMA International Will Provide

- Feature your content on "Ask the Expert" throughout your chosen month and keep it accessible as a "Past Forum" for 11 additional months.
- Include your company logo on the page, link it to your website, and include your expert's bio, photo, and contact information to allow visitors to contact your company directly.
- Provide a comments section on the page that will encourage interaction between your expert and site visitors.
- Drive traffic to your content by marketing "Ask the Expert" in our *InfoPro* e-newsletter, mentioning it on Twitter and LinkedIn, and advertising the section with a rotating banner on our site as well as a display ad in the print edition of *Information Management* magazine.

You'll Get Measureable Results:

- ARMA will provide metrics on visitors to your content.
- Traffic will be driven to your company website via your hyper-linked logo, and interaction with your company's expert will be facilitated through an e-mail link, as well as through the comment section.

Cost per Expert Topic

\$(Z\$\$\$)

www.arma.org



ARMA International Ask the Expert Contract

Cost: \$(~~2~~\$\$\$)

Month/Year _____ Sponsored Topic: _____

Company Name: _____

Address: _____

City: _____ State/Prov.: _____ Country: _____ ZIP/Postal Code: _____

Contact Name: _____

Main Phone: (_____) _____ Mobile Phone: (_____) _____

URL Link: _____ Logo: _____

Primary Expert Name: _____ E-Mail Address: _____

Main Phone: (_____) _____ Mobile Phone: (_____) _____

Company Authorized Signature _____

ARMA International Authorized Signature _____

Preferred Method of Payment

Payment must accompany application

Corporate Check is Enclosed Credit Card VISA MasterCard American Express Discover

Card Number _____ Exp. Date _____

Name of Cardholder _____ Card Holder's Signature _____

Send Payment to

ARMA International, Attn: Accounts Receivable, 11880 College Blvd., Suite 450, Overland Park, KS, 66210, USA

Questions? Email: Karen.Krista@armaintl.org, Phone: 888-279-7378, Fax: 913.341.3742

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 72 hours of signing this contract.

