

WHITE PAPERS

White papers have become a hugely important part of the marketer's armoury. A well-written and interesting white paper transforms you very quickly from merely 'involved' in a technology, to 'expert'.

- **Featured on our white paper page**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine**
- **Option to include data capture form to collect leads**

SPECIFICATIONS

- .pdf of the whitepaper (max 10mb)
- A brief summary (max 30 words)
- A description (optional)
- A lead image in 3:2 ratio, 72dpi, RGB



Deadline date
A complete list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

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