

FEATURED TECHNOLOGY – WHITE PAPER+

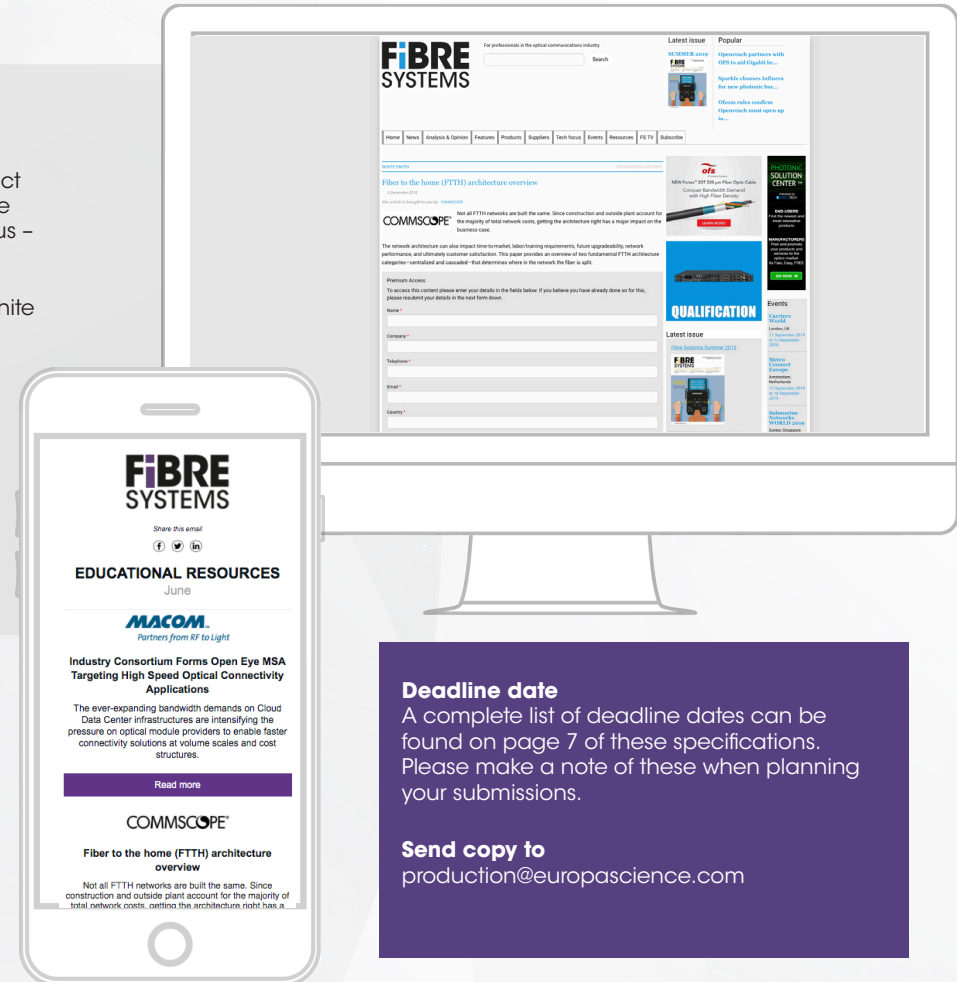
This option gives you all the benefits of a white paper promotion, but we will write an article based on the impact of the technology highlighted in the White Paper. The key here is communication. The *Fibre Systems* team will be writing the feature, so we need as much information from you as possible, as early as possible. Sell the story to us – we want to highlight genuine impact, so let us know!

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’.

- **Appears as two pages in the magazine, comprising a 1,200-word feature (written by us)**
- **Featured on our white papers page**
- **Also appears online as a feature, with a footer advert pointing towards your white paper,**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine, pointing towards your white paper**
- **Option to include data capture form to collect leads**

SPECIFICATIONS

- Pdf of a white paper to base the written white paper on (max 10mb)
- Hi-res images where applicable
- Available for a phone interview with the editorial team for them to write up the article
- A lead image in 3:2 ratio, 72dpi, RGB



Deadline date
A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

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