



White Papers: Specs and Instructions

Leads in your inbox, ASAP. Simply provide a completed white paper, eBook, infographic, or other valuable content marketing piece, and we will provide a full marketing campaign to promote downloads.

Your white paper campaign may begin as soon as your contract agreement is signed and your materials are ready for publication. Your materials are due **three business days prior** to your preferred publication date and should be submitted by email to Production Manager, Bethany Lewis, at Bethany@TrainingMag.com.

In addition to the white paper/asset in PDF format, the following materials are also required:

- Your high-res company logo (minimum 1200 pixels) and clickthrough URL.
- Short abstract for the white paper download page (recommended length is 1-2 paragraphs).
- Names and email addresses for those in your organization who should receive your weekly lead reports.
- Up to two custom questions to be added to our standard white paper download form (our standard form includes these fields: first/last name, company name, email address, physical address, phone number, company size, industry, annual sales revenue, # of company employees, and job title).

Promotional efforts will begin as soon as these materials are received and your download page is live. A link to your white paper will rotate in the permanent "Free Whitepapers" box on the *Training Magazine* website, and it will also be promoted in our weekly "white paper roundup" email to *Training* email subscribers. Additional marketing opportunities may be utilized at *Training's* discretion.

Once weekly, your leads from the prior week will be emailed to the addresses you provided until the agreed upon number of leads is delivered. All leads are filtered for bogus entries and duplicates and are delivered via Excel spreadsheet. Most white paper campaigns include 100 guaranteed leads and finish well within four months (see your contract for details regarding your campaign). *If your lead goal is not achieved within four months of publication/promotion, we will discuss alternative marketing strategies with you and you'll have the option of paying for the number of leads received rather than continue your campaign.*

Invoicing for our standard white paper campaign occurs once the campaign has been completed. Please let us know if you'd like to make other payment arrangements.

As a tip, our audience prefers "how-to" content, something that tells them "what's in it for me." Please let us know if you'd like to see examples of recent successful white paper titles.

**Please direct all materials and questions to
Bethany Lewis at Bethany@TrainingMag.com.**