

White Papers & Article Sponsorship

Position your company as an industry leader by sponsoring a white paper or commissioning an article on one of our respected Publisher sites.



- Sponsored White Papers
- Commissioned Article Publication
- Specific Article Sponsorship
- Product and Book Reviews

LAKE QUINCY MEDIA
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ASP Alliance Sponsored White Papers

White papers published on ASPAlliance.com combine the authority of a leading developer site with the technical expertise of your authors to provide a solid presentation of your product or service. Because your authors write the white paper, you can apply your intimate knowledge of your product or service to show potential customers how it's capable of meeting their needs. Publication on a third-party site increases the credibility of that information in the minds of users. **A sponsored white paper is a very powerful marketing tool!**

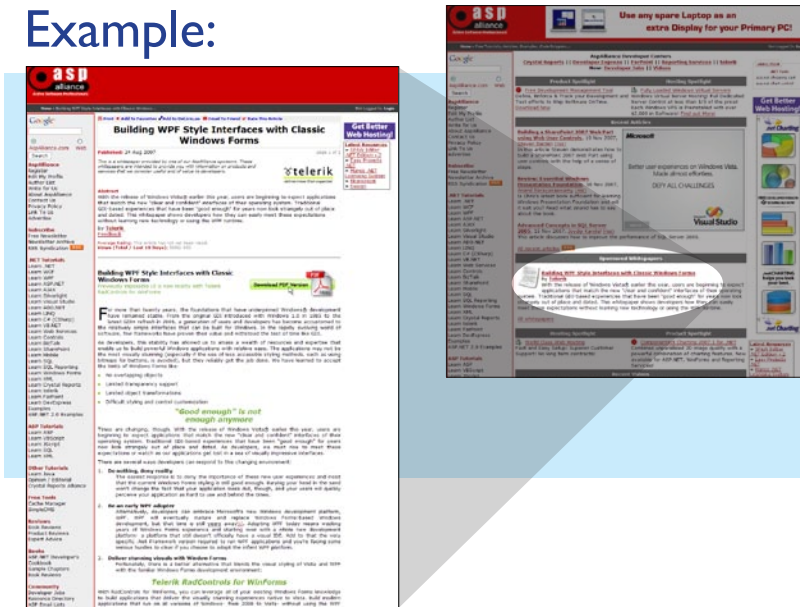
White paper sponsorships are featured on the ASPAlliance home page for one week with the title rotated through a listing of white papers located under the featured white paper thereafter. They also include network-wide promotion of the white paper (250,000 impressions) as well as promotion in the ASPAlliance Times weekly newsletter.

Requirements:

White Papers should be submitted as both a Word document and downloadable PDF. A company logo (at least 165x165px) used to promote your White Paper should be provided, too.

Two weeks minimum lead time required after receipt of White Paper for creative development and publication.

Example:



Includes:

- Featured on ASPAlliance.com home page.
- Network-wide promotion of white paper (250,000 impressions of custom designed leaderboard).
- Promotion in ASPAlliance Times weekly e-newsletter.

Pricing:

Rate
\$3500 (a \$5000 value!)

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Go to LakeQuincy.com/ASPAlliance for additional advertising opportunities.



ASP Alliance Commissioned Article Publication

If you want to exclusively associate your company and product(s) with a particular topic, consider commissioning an article on ASPAlliance.com. These instructional articles, written by a respected ASPAlliance author, promote your product or service as the solution to an immediate problem faced by the user. The article page will build strong brand recognition by displaying only your ads. And, since the article is focused on a particular topic, you'll be successfully targeting developers with an interest in the solution you're advertising.

- Advertisers will need to work with our Editorial Team on article specifications, including topic and length. Advertisers are responsible for providing all materials needed by the author to complete the article, including all necessary product licenses.
- Pricing and publication date are negotiable, depending on the exact focus and technical complexity of the desired article.

Requirements:

Advertisers should provide creatives in up to three of the following ad formats: Leaderboards (728x90), Skyscrapers (160x600 or 120x600), or Large Rectangles (336x280). We recommend that Advertisers choose two of these options in order to avoid overwhelming users with their branding.

Example:



Includes:

- "How To" article focusing on specific topic written by a respected ASPAlliance author.
- Promotion of the advertiser's product within the article (optional).
- Sponsorship of the article for one year (Sponsorship noted on the Article Page).
- Exclusive branding of article page (up to 3 placements).
- Guaranteed date of publication.

Pricing:

Rate
Starting at \$795

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ASPAlliance.com Specific Article Sponsorship

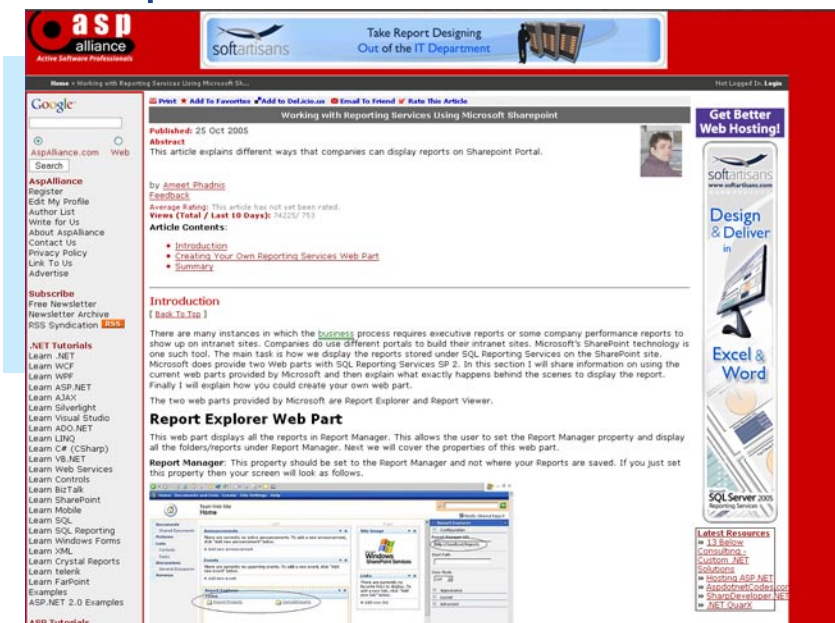
Article sponsorships allow advertisers to exclusively associate their company and products with an existing article on ASPAlliance.com. The selected article will be exclusively branded, which allows the sponsor to clearly link the topic with their product. This option also allows Advertisers to more effectively target highly qualified leads who have already shown a clear interest in a given area. Pricing is variable depending on article topic and current page views.

Requirements:

Advertisers should provide creatives in up to three of the following ad formats: Leaderboards (728x90), Skyscrapers (160x600 or 120x600), or Large Rectangles (336x280). We recommend that Advertisers choose two of these options in order to avoid overwhelming users with their branding.

A minimum SIX MONTH commitment is required for all single article or page sponsorships.

Example:



Includes:

- Exclusive advertising sponsorship of one article on ASPAlliance.com.
- Up to three ad placements on the article page.

Pricing:

Rate
Starting at \$250 per month

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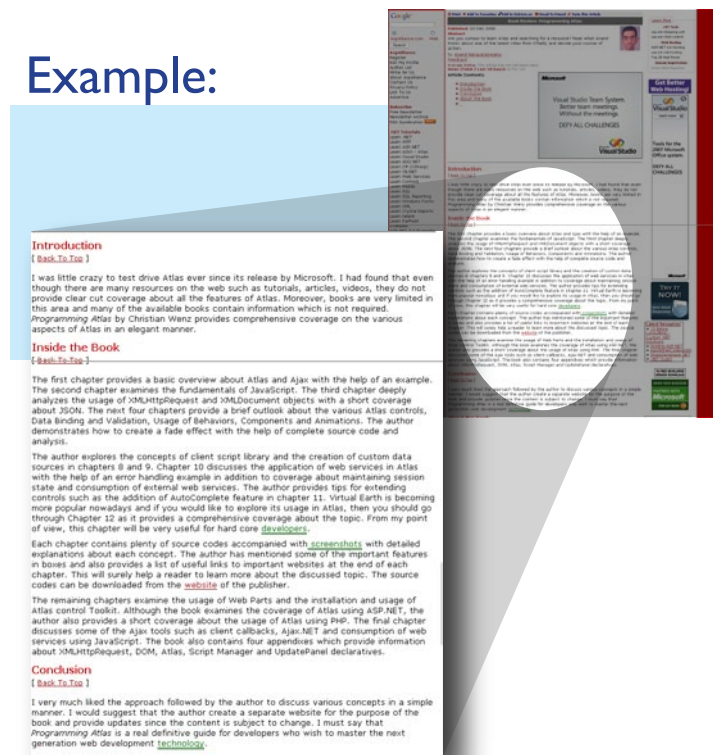
ASPAlliance.com Product and Book Reviews

Product and book reviews are published as standard articles on ASPAlliance.com. Written by a regular ASP Alliance author, these articles serve as a resource for other developers considering the purchase of the product or book in question. These reviews are provided at no charge to vendors, and vendors may request the ability to read the article prior to publication to correct any errors. However, the reviews are intended to be factual in nature and there is no guarantee that the opinion of the author on the product will be positive. There is also no guarantee that the article will be published within a specific time frame, if at all.

Requirements:

Vendors are required to provide information about the product or book, including any version details and a brief description, in writing to feedback@aspalliance.com. The request must include direct contact information; ASPAlliance.com will only post a request to regular authors, but will NOT be responsible for negotiating any further details of the review. Authors should not be paid any direct monetary compensation, but **the vendor should be prepared to provide a copy of the book or software directly to the author**. For software, a trial license is fine, as long as it contains sufficient access to the features of the product for the author to effectively review it. Preference will be given to advertisers who are current clients of Lake Quincy Media.

Example:



Includes:

- Publication of a Product Review on ASPAlliance.com written by an ASP Alliance author.

Pricing:

Rate
Free

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