

# White Paper

\$6,000 total | \$700 per page for content creation

**Marketing** - Marketing Manager  
**Design** - Client  
**Website** - Editor

## Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

## Program Features

- Advertiser Logo and URL link
- Completed white paper in PDF format
- Customized registration page
- Up to three custom registration questions
- Marketing support campaign included
- Lead-retrieval options

## Roles & Duties

### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Inform client of timeline
- Manage final approval

## Specs



**Page Count:** not required but recommend 6-10 pages

**Size:** 8.5 (w) x 11 (h) - high res pdf

**Short Description:** 200 words or less

**Advertiser Logo:** 300 dpi, eps, jpg

## Timeline

