

Be seen as \*the\* thought leader for a topic; generate more leads with more assets

## ABOUT eKITS

InfoQ eKits help you generate qualified leads by offering a compelling bundle of domain-related, educational content for registration.

Because a wide range of assets – white papers, webinars, product information – are combined into a single download, you can target and reach readers across the entire spectrum of the software purchasing cycle.

## eKITS CHECKLIST

The following checklist includes the types of assets you can include in an eKit :

### Educational Assets

- ebooks
- ePosters

### Educational Tools / Reference

- Reference Cards / Cheat Sheets
- White Papers
- Checklists
- Tip Sheets
- Case Studies
- Blogs
- Articles

### Educational Videos

- Webinars
- How-To Videos
- Podcasts

### Product Evaluation Assets

- Product Download
- ROI Calculator
- Product Datasheets
- Product Demo Videos
- Sample Applications
- Webinars

## eKITS TOPICS

eKits provide you with the opportunity to be seen as the expert on a particular topic. Simply send us a list of your educational assets and we will find the right topic for you. Examples of popular eKit topics include:

- Agile Project Management
- API Development
- Application Lifecycle Management
- Big Data
- Cloud Computing
- Continuous Delivery
- Mobile Development
- NoSQL
- REST
- Scrum / Kanban / Lean
- Topic of your choice

## eKITS BENEFITS, PROMOTION and PRICING

eKit Benefits	
<b>Lead Generation</b>	More assets = higher lead volume
<b>Thought Leadership</b>	Alignment with an editorial topic = greater audience trust
<b>Extended Reach</b>	Broader promotion: VCR, Email, NL, Text Link

	VCR	eKit Basic	eKit Plus
<b>Duration</b>	4 mnths	6 wks	12 wks
<b>VCR Placement</b>	Yes	Yes	Yes
<b>Email Blast</b>	-	10K	20K
<b>Newsletter Ad</b>	-	3x	6x
<b>Sponsored Text Link</b>	-	Yes	Yes
<b>Price</b>	\$3k/ month	\$10K	\$15K