



White Paper Syndication Options for Technology Marketers

September 2009

By Stephanie Tilton

You've spent the time and money to produce a white paper. Now you want to get it in front of as many prospects and customers as possible. White paper syndication is an effective way to quickly expand your reach. Essentially, you contract with a company to promote your paper via its newsletters, its web site, or its network of sites – putting it in front of thousands of subscribers interested in consuming white papers and other content assets.

According to the research firm MarketingSherpa, 78% of companies rate white paper syndication as the most effective media purchase, outperforming online ads, paid search, emails and offers in a third-party newsletter.

In this report, you'll find details about the costs to syndicate your paper with the following companies and, more importantly, what you get in return.

eMedia.....	4
Find White Papers.....	5
IT Business Edge.....	6
NetLine.....	7
Technology Evaluation Centers	8
TechTarget.....	9
TechWeb.....	10
Toolbox.com	11
Web Buyer's Guide/Ziff Davis Enterprise.....	12
Connect Direct.....	13

I've included a table on the next page so you can compare all the syndication companies at a glance. I hope you find this report valuable!

Happy syndicating! Feel free to contact me with any questions or suggestions.

Stephanie Tilton

	Reach	# of White Paper Downloads /Month	Cost	Customize Registration Form	Frequency of Lead Reports	Integrate with Sales Force Automation Tools
eMedia	3.5 million	15,000	\$35-80/lead	Yes	Weekly or monthly	Yes
Find White Papers	25 million	Thousands across entire Madison Logic network	Starts at \$30/lead	Yes	Daily	Not Yet
IT Business Edge	600,000	30,000-35,000	\$35/lead minimum	Yes	Weekly or More Frequently	Yes
NetLine	25 million	20,000	\$22-\$80/lead	Yes	Can be Daily (via portal)	Yes
Technology Evaluation Centers	4.5 million	12,600	\$15-\$100/lead	Yes	Weekly	In some cases
TechTarget	17.6 million	137,000 (across all assets)	Starts at \$7,000	Yes	Real Time	Yes
TechWeb	13.3 million	50,000	Starts at \$40/lead	Yes	Weekly	Yes
Toolbox.com	> 3 million	25,000	Won't Share	Yes	Daily or Weekly	Yes
Web Buyer's Guide	3 million	Won't Share	\$35-\$2,200/lead	Yes	Weekly or More Frequently	Yes
Connect Direct	Works with its network of media partners – companies like eMedia, Insight24, Madison Logic, and others – and negotiates a package of content postings and other promotions for you. Most clients spend a minimum of \$15,000/quarter on content syndication.					

eMedia

eMedia does not fit the definition of the standard syndication site or network. The company publishes 38 IT and marketing-related email bulletins and counts 3.5 million permission-based subscribers. 60% of its audience members subscribe to Reed Business publications (Reed is the parent company). While some of the bulletins are sent weekly, others are sent 2x/week. The average open rate is 30%, and eMedia scrubs its database monthly to get rid of inactive subscribers. Within its IT bulletins, about 15,000 white papers are viewed per month.

eMedia can promote your paper (or other content) within these targeted newsletters/bulletins to reach certain job titles: c-level, managing directors, or IT decision makers. Of the content types it promotes, the top three in order of popularity are white papers, ebooks, and guides, with on-demand webinars following closely behind.

To get started, eMedia conducts custom market research surveys (up to 20 questions) on your behalf to figure out what topics are of interest to your target audience. Based on the report findings, you would then use relevant content as your offer in bulletins. While pricing varies by bulletin, campaign type, and industry, the cost per lead (CPL) averages anywhere from \$35-\$80, depending on your topic, the number of questions in the market research, and the number of qualifiers you choose (e.g., company size of 1000 with IT managers, etc.). Campaigns targeting the IT industry generate from 100-350 leads – common for one-shot starter campaigns – to thousands of leads.

eMedia's creative department assesses your white paper (or other assets referenced above) to recommend tweaks to the title, call to action, etc. and projects how many leads it can generate for your campaign. At the beginning of the campaign, eMedia spreads your offer across multiple bulletins to see which ones generate the most response. Then it will recommend which bulletins you should focus on for future runs. eMedia will keep running your offer in its bulletins until it delivers the number of leads it promised.

In a lead-generation campaign, a subscriber clicks on your white paper link in a bulletin, and he or she is directed to a pre-populated registration form. You can add qualifiers to the form to get leads that meet your definition. eMedia can send you a lead-generation report on a weekly or monthly basis in Excel spreadsheet format, or can populate most common client-side sales force automation tools, including Salesforce.com, with the leads.

With eMedia, you only pay for leads from companies interested in your particular technology/solution. eMedia guarantees that leads will be legitimate prospects (never students, consultants, professors, or "fake" leads); will be North American or focused on the North American market; and will meet qualifiers set by you. Furthermore, eMedia prides itself on turning around campaigns with remarkable speed, even as quickly as 48-72 hours for clients in a bind. Finally, eMedia's Creative Services team can help you develop descriptive copy and position your offer for success.

To contact eMedia, visit <http://www.emediausa.com/ContactUs.aspx>

Find White Papers

Find White Papers describes its site as "an industry-leading research library...With topics ranging from Wireless Security, Business Intelligence Software, Enterprise Resource Planning, and more than 300+ additional areas, Find White Papers is one of the largest repositories of Information Technology intelligence found on the Internet. White papers, podcasts, analyst reports, webcasts and other engaging content are viewed by 25 million individuals each month throughout our premium syndication network."

It turns out that Find White Papers is one small site in a network run by Madison Logic. The total network spans over 100 sites including BusinessWeek, IT White Papers (via IDG), IT News, Security Focus, Sourceforge, and many others. The top three most popular content assets, in order, are: white papers, recorded webinars, and case studies.

Across the entire network of sites, Madison Logic sees well over a few hundred million impressions a month and thousands of white paper downloads per day. When you contract with Madison Logic, your paper is distributed across the entire network of sites. In fact, Madison Logic doesn't offer contracts for individual sites in its network – it's all or nothing. Apparently you can buy a site-specific program by going directly to the publishers running the various sites in the Madison Logic network, but the contact information listed on the Find White Papers site directs you to a Madison Logic sales representative.

You can post an unlimited number of assets with Madison Logic, and will only be charged for leads that match your pre-set filtering criteria. The minimum CPL is \$30, which includes scrubbing out of students, retired users, and all bad data. The price per lead rises as you add filtering criteria including company size, job title, and geography. While Madison Logic prefers that you commit to a 100-lead minimum, it will let you start with fewer.

For that price, your assets are posted and/or promoted across the entire Madison Logic network via site-specific research libraries, contextual ads, email newsletter placements, and dedicated email sends. You can customize the registration form by adding questions to the bottom. As of September 2009, Madison Logic delivers daily lead-generation reports and will soon be offering real-time delivery.

When I asked why a marketer should choose Find White Papers out of all the syndication options out there, the answer was: "premium, transparent network; ad serving technology that focuses promotion on the sites responding most aggressively to that type of offer and delivers the highest percentage of leads within advertiser filters; and the advertiser can control the spend by choosing the number of leads, and the CPL based on filters."

For more information, visit http://www.findwhitepapers.com/contact/list_your_papers

IT Business Edge

According to the IT Business Edge site, "IT Business Edge delivers the information, analysis and context that business technology decision makers need to devise strategies, optimize resources and capitalize on IT investments...Subscribers access our practical content and useful decision-making tools through a rich Web site, targeted e-mail newsletters, and varied RSS feeds. All these outlets feature our business-focused blogs, exclusive interviews with field experts and industry insiders, plus our database of more than 20,000 abstracts summarizing content from 3,000-plus sources."

The site counts 600,000 registered users and sees 530,000 unique visits monthly. The top three most popular content assets, in order, are: white papers, ebooks, and analyst reports. 30,000-35,000 white papers are downloaded from the IT Business Edge site per month.

The CPL starts at \$35 and the minimum spend for a trial program is \$5,000. A trial program is a campaign at a lower-spend level for first-time clients, giving you a way to experience IT Business Edge's leads and marketing program before making a larger investment.

IT Business Edge's CPL campaigns are completely turnkey, so once you supply your white paper, it handles all the rest. (You can also contract with IT Business Edge to write the paper for you.) The company promotes your white paper via contextual site placements, its weekly newsletters to its 600,000 registered subscribers, and dedicated promotional e-mails.

While you can add custom questions to the registration form, IT Business Edge pre-populates the form with a registered user's information. You'll receive leads weekly (or more frequently if preferred), and at the end of the campaign, a summary report. For the minimum CPL, IT Business Edge can filter leads by company size, job role, and geography. If you want to filter on other criteria, you'll need to sign up for a higher CPL. In some cases, IT Business Edge can also drop leads directly into your sales force automation program for an additional fee.

In response to why a marketer should choose IT Business Edge, the answer was: "Bigger is not necessarily better. We are more like a boutique. We are not a network and that is exactly why a client who is specifically targeting the senior technology decision maker wants to work with us. We market their content thoughtfully via a custom campaign directly to a defined audience -- not all over the place relying on sheer volume to fulfill a lead goal. In the end the client gets a better quality lead, and testimonials from our biggest clients back up that claim."

For more information, visit <http://www.itbusinessedge.com/mediakit/>

NetLine

According to NetLine, "Your content is delivered through the largest B2B content distribution network in the world. NetLine's network includes TradePub.com, and over 15,000+ online partner properties. Our audience of business professionals is continually expanding, and with a 75% average of traffic driven from our partner sites, the result is a higher influx of fresh and new prospects on a consistent basis, in contrast to large destination sites." [Click here](#) for more on the verticals that NetLine reaches. About 20,000 white papers are downloaded per month from the NetLine network.

The CPL is anywhere from \$22-\$80+ depending on whether or not company size/industry/job function filters are in place. NetLine promotes your paper via mailings to 2 million unique names that have opted in, and via RSS feeds across its 15,000 partner sites. NetLine can also cross-promote your paper to subscriber lists of trade publications (visit <http://www.tradepub.com> for a list). In addition, some of NetLine's partners will feature your white paper in their newsletters. NetLine shares revenues with its partners. For their cut, partners take care of SEO measures on their sites. If your paper isn't pulling leads, NetLine will allow you to swap it out for another content asset (it allows up to 6 swap-outs during a campaign).

You can customize the registration form, and can either access lead reports and leads via a client portal or by having them delivered via email. If you want to receive real-time alerts of leads, NetLine can filter leads by company size, industry, job function, and number of employees. NetLine can also drop leads directly into your sales force automation program.

When asked why a marketer should choose NetLine over other syndication sites or networks, the response was: "We're not a single destination site. Instead, we reach thousands of destination sites. That means the same audience is not visiting the site repeatedly. Plus your paper can easily get lost in the shuffle the more content there is on a destination site. Some of our partners are very niche oriented."

For more information, visit http://www.netline.com/Solutions/B2B_advertisers.html.

Technology Evaluation Centers

Technology Evaluation Centers (TEC) – a Canadian-based company – runs sites that see "over 4.5 million visitors...each month, and over 850,000 global IT decision makers read our daily global publication for IT and business research." According to the company, 12,600 white papers, case studies and datasheets are downloaded from TEC's dedicated white paper site (<http://whitepapers.technologyevaluation.com/>) each month." The top three most popular content assets, in order, are: white papers, case studies, and webinars.

You can [post your white papers](#) for free, but will need to pay to partake of the company's lead-generation programs. TEC can run a campaign for you by geographic region or industry via its dedicated white paper site and its e-mail publications sent out 6 days a week. CPL starts at \$15 US and can go up to \$100.00 US per lead based on criteria selected. The minimum contract is \$2,000 US. Each week, TEC sends you leads via an Excel spreadsheet with name, company name, address, contact information, industry, job function, role, # of employees, and date paper was downloaded. TEC may be able to drop leads directly into your sales force automation program, depending on your requirements.

To drive readers to your assets, TEC creates an HTML version of the your white paper, and conducts research with the audience it feels would be interested in the paper. It then optimizes the HTML version of your white paper based on this insight and submits it to search engines. TEC continuously optimizes the content based on search engines used and keywords entered.

According to the company, "Being part of our network puts you in front of the largest community of software buyers in the industry. Our proprietary decision support system, eBestMatch™, makes us the only place where buyers can perform in-depth software evaluations online to help make their purchase decisions. Business and technology decision makers regularly use our vast array of free resources to research technology solutions or to generate a list of best-fit vendors. We provide new, quality business development opportunities that come from professionals who have expressed a genuine interest in your company and its products. Business opportunities can be followed up on by TEC's call center."

For more information, visit <http://www.technologyevaluation.com/company-information/advertising/>

TechTarget

In 2005, TechTarget acquired BitPipe, a pioneer in white paper syndication. According to TechTarget, the company offers "the Web's largest library of vendor-provided white papers, webcasts, podcasts, videos, virtual trade shows, research reports and more—drawing on the rich R&D resources of technology providers to address market trends, challenges, and solutions. TechTarget's advertisers include the top technology companies in the world, among them, Cisco, Dell, EMC, HP, IBM, Intel, Microsoft, SAP and Symantec."

Every month 17.6 million people visit TechTarget and over 137,000 assets are downloaded from its sites, which are [categorized by IT market](#). Since TechTarget operates over 60 sites, it's difficult to say which content assets are downloaded most of the content types it syndicates. But it said that "According to our [2009 Media Consumption Report - Mindset of the IT Pro during the Recession](#), white papers, trial software, and product literature are the top content types used by IT buyers doing research."

The cost to promote your paper through TechTarget's White Paper Sponsorship Program starts at \$7,000. Your white paper will be promoted in several ways: through TechTarget's syndication network, its newsletters, email promotion, and via SEO. You can customize the registration form with up to 5 qualifying questions to help you better identify the prospect's needs, time frame, and project details.

TechTarget provides you with real-time access to all lead information through its Lead Center, a Web-based lead management system where you can download and report on any and all lead information. It also delivers regular reports via email. TechTarget can filter your leads by geography, company size, and other criteria, and can populate your sales force automation tool with the leads. Plus it delivers detailed analysis at the conclusion of the campaign, including full reporting of media performance and lead quality.

When asked why a marketer should choose TechTarget over other syndication sites or networks, the answer was: "The targeted nature of our 60+ sites, syndication partners, and content ensures the marketer reaches the right audience where they are searching for content; and our broad coverage of technology and topic areas in enterprise technology enables the marketer to go outside of the core topic area of their program and capture the interest of their audience in secondary but relevant topics. For example, the core topic area of a program maybe networking on SearchNetworking.com but a secondary area of interest for the audience could be networking security on SearchSecurity.com as well."

For more information, visit http://www.techtarget.com/html/faas_mediakits.htm

TechWeb

TechWeb reaches over 13.3 million* business technology buyers. The TechWeb Digital Library displays user ratings of content available for download, as well as a list of the most popular white papers. Of the content types that vendors post to the TechWeb site, the top three in order of popularity are research/analyst reports, white papers, and case studies. More than 50,000 white papers are downloaded on average each month.

You can [post your white papers for free](#) but will need to pay to partake of the company's lead-generation programs. Three levels of standard programs are available, starting at 125-375 leads delivered over three months at \$40 per lead, but TechWeb will work with you to customize the program as needed.

Depending on the program you sign up for, your white paper could be promoted through contextual linking across the InformationWeek Business Technology Network; targeted email promotions to TechWeb's database of IT professionals; the most relevant editorial e-newsletter, standalone emails, banners ads; and virtual events.

Every week, you'll receive a report with full lead information – including name, email, phone, address, company, company size, industry, and job title – and graphs that display the breakdown of leads across industry, company size and title. If you offer more than one content asset on the TechWeb site, the report will indicate which content was downloaded by each lead. Leads can be filtered by company size, title, industry, geography, etc., and TechWeb can populate your sales force automation tool for streamlined processing.

When I asked TechWeb why a marketer should choose TechWeb out of all the syndication sites and networks out there, the response was: "We are the only tech media brand that maps content to our audience's workflow and with the right mix of both editorial and vendor content." The TechWeb site goes on to say, "The TechWeb Digital Library's finely tuned intelligence helps more than 13.3 million active technology buyers make the right buying decisions. With contextual linking, peer ratings and recommendations, and the ability to search across technology categories, industries and content types, the TechWeb Digital Library fuels the decision-making process."

For more information, visit <http://createyournextcustomer.com/2008/05/09/pipeline-builder/>

**Based on number of monthly connections*

Toolbox.com

According to the Toolbox.com site, "more than 3 million IT and business professionals visit Toolbox.com each month to communicate, collaborate, and generate practical content through more than 200+ blogs, 650+ discussion groups, and a community-edited wiki." ([Click here](#) for demographics.) Of the content types that vendors post to the Toolbox.com site, the top three in order of popularity are white papers, webinars/webcasts, and case studies/research surveys.

About 25,000 white papers are downloaded on average each month. This includes both sponsored and non-sponsored papers. A sponsored paper is one that you create and Toolbox.com promotes for you. A non-sponsored paper is either created by community members at Toolbox.com, or is an older paper originally created by an advertising sponsor and still available on the site. Toolbox.com does not collect leads for non-sponsored papers.

The company wouldn't share pricing for its white paper programs, saying it doesn't publish that information. When you sign on with Toolbox.com, your white paper is promoted throughout the relevant community site (e.g., Business Intelligence, Knowledge Management, Security) and in email-based promotions.

On-site promotions pull your white paper into relevant conversations taking place within the community based on keyword matching, similar to the ads you see when conducting a Google search. So, for example, if community members in a discussion group are talking about a problem they're having with spyware, Toolbox.com's contextual matching technology would serve up a white paper featuring an anti-spyware solution. Toolbox.com also recently launched a new searchable White Paper Library that is accessible from anywhere within the network.

You can choose from a list of 16 selection criteria fields and can add up to two questions to the registration form. Toolbox.com sends Excel reports either daily or weekly, depending on your preference. You can opt to have the leads formatted so they can easily be imported into your Salesforce.com database. In addition, Toolbox.com scrubs all leads to eliminate obvious "junk", and can filter the leads by business/industry, job role/title, company size, and geographic location.

When asked why a marketer should choose Toolbox.com over other syndication sites or networks, the response was: "We are not a white paper syndication site. Toolbox.com offers a knowledge-sharing platform for professionals, so the content and interaction on the network is purely peer-to-peer and in response to highly specific needs that arise in the workplace. Our contextual matching engine matches the large volume of community-generated content with relevant keywords in advertisers' white papers, giving partners that many more opportunities to promote their papers to highly relevant audiences."

For more information, visit <http://it.toolbox.com/advertising/>

Web Buyer's Guide/Ziff Davis Enterprise

According to www.webbuyersguide.com, "Organized by over 1,000 product categories and nearly 900 content topics, the [Web Buyer's Guide] WBG provides buyers with immediate access to...vendor content such as white papers, webcasts, case studies, research reports, videos, and podcasts. The WBG reaches over 5.4 million enterprise technology buyers who are at every stage in the buying process every month through its syndication and promotion across the Ziff Davis Enterprise network of Web sites..."

The Web Buyer's Guide is one site within Ziff Davis Enterprise's online network, and serves as the network's white paper directory. On a monthly basis, 3 million unique visitors visit the network. The company does not publicly share information about the number of white papers downloaded on average from its network. Of the content types that vendors post on Web Buyer's Guide, the top 3 ranked by popularity are white papers, webcasts, and tech briefs.

The cost to promote your white paper starts at \$35 CPL with no lead criteria filters and only contact information. Rates can go all the way up to a \$2,200 CPL, which provides you with contact info, title, regional guarantee, vertical market, phone number, purchase authority, and product budget, to name a few. You sign up for a certain time frame – anywhere from 2 weeks to a year – and receive a guaranteed number of leads during that time. The company's content syndication program page says it “generates downloads of your content and provides you with 750 highly qualified leads over a 3-month period.”

To meet this promise, Ziff Davis Enterprise conducts a content audit and determines whether or not your paper should be able to generate enough interest. If it feels it won't, it will offer you a reduced lead guarantee program or will help you develop appropriate content.

In addition to the standard registration questions, you can ask up to five custom questions. However, each additional question increases the CPL and lowers the lead guarantee. Lead-generation reports show all contact info and assets downloaded. They can also show lead nurturing results and scoring criteria, if you opt for those add-on services.

Lead reports are delivered weekly in Excel, though you can receive them more frequently. The standard report can be customized for your CRM system or call centers, though additional charges apply depending on the level of customization.

When asked why a marketer should choose Ziff Davis Enterprise over other syndication sites or networks, the response was: "Ziff Davis Enterprise has the longest-standing lead-generation business in all of B2B tech media. We were first to market with branded content destinations for leads, highly targeted programs and robust lead nurturing/ scoring capabilities. Every program is reviewed and backed by a content engagement expert. The result being 'truth in lending' guarantees and programs."

For more information, visit <http://www.webbuyersguide.com/marketing/leadgen/content-syndication.aspx>.

Connect Direct

If you want to pursue syndication but feel overwhelmed by all the options, you could work with an agency such as Connect Direct (CDI) who can help you choose the right networks. According to CDI: "We serve as a one-stop content syndication service by researching, negotiating, coordinating, tracking, and optimizing client placements on multiple syndication venues."

Connect Direct offers a turnkey service called White Paper Connection. You tell CDI how many leads you need, how much you're willing to pay for those leads, and what criteria you need those leads to meet (for example: geography, company size, industry, or even technical criteria such as type of software). Connect Direct consults its network of media partners – companies like eMedia, Insight24, Madison Logic, and others – and negotiates a package of content postings and other promotions for you.

Connect Direct receives an agency discount on most media it places on behalf of its clients, and then adds an industry-standard commission to that cost. It also charges a fixed management fee, which varies depending on the number of vendors involved and the overall scale of the program, and covers the cost of upfront consultation, writing content abstracts, media research and negotiation, and ongoing program management. Most of Connect Direct's clients are spending a minimum of \$15,000 per quarter on content syndication.

When asked why a marketer should choose to work with Connect Direct, the response was: "The most cost-effective syndication programs are those that utilize multiple vendors. It enables us to negotiate better rates, and the syndication sites are more likely to aggressively promote a client's content. Unfortunately, dealing with multiple vendors is a hassle, but we take all that off a client's hands. You simply tell us how many leads you want, what criteria you want those leads to meet, and we take it from there."

For more information, visit <http://www.connectdirect.com/services/whitepaper.html>

About the Author

Stephanie Tilton is a B2B marketing consultant who helps clients advance the buying cycle with engaging content. She has written over 100 white papers and case studies for start-ups and leading technology brands including Akamai Technologies, EMC, Macromedia, Novell, SAP, and Symantec. She is the author of the eBook [*5 Steps to a White Paper that Pulls in the Perfect Prospect*](#), as well as best-practice articles that have appeared in productmarketing.com magazine, and on sites including the American Marketing Association, BNET, and SalesVantage.

To find out how she can help you produce white papers that educate prospects, demonstrate thought leadership, and ratchet up the results of lead campaigns:

Email: stilton@tentonmarketing.com

Twitter: <http://twitter.com/StephanieTilton>

Web site: <http://www.tentonmarketing.com>