Content Syndication Options
for B2B Technology Marketers

If you're like many B2B marketers, you're investing a fair amount to produce content that attracts, engages, and motivates prospects and customers to take action.

Whether a white paper, eBook, research report, webinar, case study, or other asset, you want to get that content in front of as many prospective buyers as possible. Content syndication is an effective way to quickly expand your reach. Essentially, you contract with a company to promote your content via its newsletters, web site, or a network of sites – putting it in front of thousands interested in consuming relevant information.

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

A table on the next page summarizes key details from recent interviews with each syndication company, so you can compare all the details at a glance.

I hope you find this report valuable! Feel free to contact me with any questions or suggestions.

Meantime, if you want to take your white papers to the next level, download my free eBook: 5 Steps to a White Paper that Pulls in the Perfect Prospect.

Stephanie Tilton

	Reach	# of Downloads/ Month	Cost	Frequency of Lead Reports
emedia	3.5 million	70,000	$35-80	Weekly or monthly
Find White Papers	> 25 million	100,000	$30 minimum	Daily
IDG TechNetwork	125 million	10,000	$45 minimum	Weekly
Incisive Media/IThound.com	6.5 million	20,000	Won't share	You choose
Insight24	35 million	Only tracks leads	Case by case	Weekly
NetLine	75 million	200,000	$30 minimum	Real time, daily, weekly or monthly
PaperShare	New network	>40,000 since launch	$5,000-$10,000 annually	You choose
QuinStreet	20 million	Won't share	Won't share	Real time, weekly or monthly
RetailWire	50,000	3,000	$3,500-$40,000	Weekly
TechTarget	10 million	200,000	Varies	You choose
Toolbox.com	3.3 million	25,000	Won't share	Daily or weekly
UBM TechWeb	9.73 million	>200,000	$41 average	Weekly
Spear Marketing	Consults its network of media partners and negotiates a package of content postings and other promotions for you. Clients are spending a minimum of $10,000 on media alone, plus a management fee.			

emedia

emedia does not fit the definition of the standard syndication site or network. It publishes 85 email bulletins, 46 of which are IT- and marketing-focused ones sent to 3.5 million opt-in subscribers either weekly or 2x/week. The average open rate is 30%, and emedia scrubs its database monthly to eliminate inactive subscribers. Within its IT bulletins, about 70,000 content assets are downloaded per month.

emedia has recently added content syndication sites to its mix, including several focused on IT and marketing audiences. These work with email bulletins in driving quality leads for client campaigns by reaching a broader range of decision makers who are actively researching solutions.

How it Works and What You Get

emedia can promote your 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 can conduct 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 or your input, you would then use relevant content as your offer in bulletins.

emedia's creative department assesses your content asset 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 may spread your offer across multiple bulletins to see which ones generate the most response. Then it will recommend the 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 asset 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.

What it Costs

While pricing varies by bulletin, campaign type, and industry, the cost per lead (CPL) averages anywhere from $35-$80, depending on your topic, your needs, 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.

What Sets it Apart

With emedia, you only pay for leads from companies interested in your particular technology/solution. Leads are guaranteed to: be legitimate prospects (never students, consultants, professors, or "fake" leads); North American or focused on the North American market; meet your qualifiers. emedia prides itself on turning around campaigns with remarkable speed, 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

With over 300 publisher partners and over 500 advertisers in the United States, Canada, Europe and Australia, Madison Logic claims it is the largest B2B lead generation ad network. Find White Papers is one site within the network, and bills itself as "one of the largest repositories of Information Technology intelligence found on the Internet." Its library of white papers, case studies, live events, software downloads, webcasts and other engaging content span a wide variety of business and technology topics and are viewed by over 25 million individuals each month. The top 3 content types in order of popularity are white papers, live events, and on-demand webinars. About 100,000 white papers are downloaded per month across the entire Madison Logic network.

How it Works and What You Get

Once you sign up for Madison Logic's syndication program, an account manager works with you to put together a program incorporating the right mix of lead sources and to develop ad copy that runs across the network, if needed.

Your account manager can set up your campaign or you can do so by creating an account and entering your audience filters, flight dates and cost per lead (CPL). Madison Logic's ad server determines the best placement, taking into account ranking and filters to maximize exposure across the network.

Madison Logic promotes an unlimited number of assets across research directories, emails, contextual placements in emails and across its network, and in registration paths and user-initiated keyword search results in the Madison Logic network (i.e., when someone subscribes for membership or a newsletter, the *Thank You* page displays relevant white papers and other offers).

You can access leads via the web-based account center. Madison Logic also sends daily emails with the publisher source and asset for which the user registered. Before passing along leads, Madison Logic vets and scrubs them all for accuracy. It also supports direct integration with Salesforce.com, and HTTP Post capability so you can import leads to Eloqua, Marketo, and any other marketing automation or CRM system. Every lead is delivered to your inbox with the publisher source and asset for which the user registered. Before passing along leads, Madison Logic vets and scrubs them all for accuracy.

What it Costs

Price depends on your target audience. The minimum CPL is $30, which includes scrubbing out students, retired users, and all bad data. The CPL rises as you add filtering criteria including company size, job title, and geography. You are only charged for leads that match your pre-set filtering criteria.

What Sets it Apart

When asked why a marketer should choose to work with Madison Logic over any other syndication network, the response was: "Madison Logic's goal is to generate demand for a company's products and services, while providing highly engaged, quality leads and contacts. We achieve this goal with highly valued and trusted content and the largest, qualified database of business technology decision makers, giving you more potential buyers. Our lead-generation program, called "Direct Leads," combines smart ad-serving technology with a second-to-none consultative approach to defining campaign objectives and target audience segments. It is the most powerful and efficient way to connect with IT buyers today resulting in qualified, sales-ready leads."

For more information, visit
http://www.madisonlogic.com/

IDG TechNetwork

IDG TechNetwork bills itself as an online advertising network designed for technology marketers and agencies who create high-impact branding, product launch and lead generation programs.

IDG's media brands include CIO®, CSO®, Computerworld®, GamePro®, InfoWorld®, Macworld®, Network World®, PCWorld® and TechWorld®, and its network features more than 450 web sites spanning business technology, consumer technology, digital entertainment, and video games worldwide.

Each month, the IDG TechNetwork sees 125 million visitors and 10,000 content downloads/registrations. The three most popular asset types in order are white papers, webcasts, and case studies.

How it Works and What You Get

You can see top searches and popular topics in IDG TechNetwork's asset library. Clients define their target and filters, and provide IDG TechNetwork with assets that are uploaded to IDG TechNetwork's library. (IDC can also help write the assets.) Once clients approve the registration page – customizing where desired – IDG TechNetwork promotes the asset(s) across its network via banner and custom ad units as well as email promotions to its internal database and in partner newsletters. When someone clicks on an ad or email promotion, they are taken to a registration form. If the person is a registered user, the form will be prepopulated; otherwise, the person needs to fill out the form.

IDG TechNetwork delivers weekly reports via email with leads showing job title, company size, and industry, along with asset consumed. Because the reports are broken out by asset, you can track the performance of assets over the course of a campaign. IDG TechNetwork also supports integration with Salesforce.com and CRM solutions so you can import the leads.

What it Costs

The base price is $45 per lead with premium charges for additional filters. Number of leads delivered per client varies based on campaign and budget, but IDG TechNetwork delivers an average of 300-400 leads per campaign, and can deliver as many as 1,000.

What Sets it Apart

When asked why a marketer should choose IDG TechNetwork out of all the syndication sites and networks out there, the response was:

1) We match high-quality technology publishers with technology marketers, allowing marketers to extend their reach to sites and audiences they may otherwise miss through a single media partner.
2) Our solid understanding of the buying process helps you implement effective, integrated marketing programs.
3) We share our knowledge of search engine optimization and effective web site design gained from 15 years of experience to drive more traffic.

To contact IDG TechNetwork, email brian_gleason@idgtechnet.com

Incisive Media/IThound.com

Billing itself as the "leader in locally produced white paper content," IThound.com from London-based Incisive Media claims it offers the largest free library of IT resources containing white papers, analyst reports, case studies, product specs and webinars. Each month, the network of 10 sites sees about 6.5 million unique visitors and about 20,000 content downloads. The top three most popular content assets, in order, are: analyst reports/independent white papers, vendor white papers, and case studies. In addition to white paper syndication, IThound offers a survey-based report creation service, creating co-branded reports, white papers and videos for clients.

How it Works and What You Get
Your content is placed on the Incisive Media network against relevant editorial. It's also added to the network's editorial newsletters automatically based on relevancy. Every customer is assigned a dedicated campaign management professional. This campaign manager creates a detailed marketing plan for your content, writes copy describing your content for its sites and newsletters, seeds your content in the company's LinkedIn groups, tweets it to IThound.com's followers, and provides detailed reporting on progress and demographics.

Reports include content syndication impressions, tweets, LinkedIn referrals, user ratings on your content, geographic, and job function breakdowns. You can also customize the registration form to collect additional information.

IThound.com can filter leads by vertical sector, job function, and company size, and excludes students and lecturers. It can deliver leads in the format of your choosing, as frequently as you like.

It can also report on top keyword searches, and can force any vendor to the top of search using 'featured sponsorship.'

What it Costs
Incisive wouldn't share its pricing, but says the cost to syndicate content across its network varies by campaign size and relevance, and is competitive with other rates in this report. Most campaigns last 3 months, and IThound.com delivers between 100 and 1000 leads over that period.

What Sets it Apart
When asked why a marketer should choose Incisive out of all the syndication sites and networks out there, the response was: "1. Quality of lead. Unlike many providers, we **never** telemarket to generate content downloads. Your leads are true downloads.

2. Our quality of service outstrips the competition. Every Incisive client gets a dedicated campaign manager who plans the vendor's campaign, and provides ongoing feedback about what is and isn't working, why, and what's working for other vendors.

3. We put our subscribers first, making sure they get a tailored, varied, and interesting stream of content from us so they stay engaged and return to us, downloading content each time. This is good for the vendor who gets a sustainable source of leads."

For more information, visit
http://www.ithound.com/about_us

Insight24

Though its roots are in hosting webcasts, videos, and virtual events, companies can also syndicate their content via ON24's Insight24 network. Billing itself as the industry's largest collection of on-demand B2B webcasts, podcasts and videos, the Insight24 directory contains more than 10,000 content items from over 350 companies in 35 categories. Over 800,000 users are in Insight24's opt-in database, and its syndication network of 135 partner sites reaches more than 35 million monthly visitors. The three most popular asset types in order are archived webcasts, white papers (including those written by analysts), and video white papers that ON24 creates for its clients.

How it Works and What You Get

The first step is to speak with an account executive to discuss your goals and targets, and have your content reviewed by Insight24's delivery team. Then Insight24 provides a customized quote to promote your content. You can also take advantage of Insight24's bundle programs that include webcasts with leads, analyst webcasts with leads, virtual environments with leads, and its turnkey video white papers. Or you can choose to post an unlimited number of content assets for free (without getting leads).

Insight24 helps you reach your lead-gen goals through a combination of "push" and "pull" programs. Push campaigns drive leads to specific content using targeted promotions, including direct mail, email campaigns, newsletters, and sponsored bulletins. On the "pull" side, all of Insight24's content has been optimized for Google search.

You can customize the registration form, but Insight24 discourages this as it greatly reduces a campaign's conversion rate.

Insight24 delivers weekly lead reports via in an Excel/CSV file via email showing full business card info as well as company demographics (industry, title, function, company size, country, etc). It can also deliver leads into Salesforce and Eloqua systems, typically via HTTP push or XML feeds, and can filter leads by company size, functional titles, level of title, and certain industries.

What it Costs

You can post your content for free on the Insight24 network, but need to pay to generate leads. Insight24 quotes costs per leads on a case-by-case basis based on content, topic, number of leads, size of campaign, timing, etc. It says it's pricing is very competitive when compared with other B2B lead-gen solutions.

What Sets it Apart

When asked why a marketer should choose Insight24 over other syndication sites or networks, the answer was: "We have taken great care in building our database so that it does not overlap or mimic those of the publication sites. Many marketers have been purchasing leads from publishers for years; this is a good way to supplement those purchases with minimal duplication. We offer competitive costs per lead and we also have the expertise of ON24's webcast platform and other products that we can bundle with lead programs."

For more information, visit
http://www.on24.com/products/insight24/

NetLine

Billing itself as the largest B2B content distribution network, NetLine says its network of web properties, bloggers, newsletters, RSS feeds, and social and mobile users "presents your content and brand to over more than 2 million new business professionals a month that match your targeting criteria." The network sees 75 million unique visitors and about 200,000 content assets downloaded per month. The top three most popular content assets, in order, are: eBooks, white papers, and analyst reports.

How it Works and What You Get

NetLine promotes your content 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 content to subscriber lists of trade publications (visit http://www.tradepub.com for a list). In addition, some of NetLine's partners will feature your content in their newsletters. NetLine shares revenues with its partners. If your content isn't pulling leads, NetLine will allow you to swap it out for another content asset (the number of allowable swap-outs is based on the overall size and duration of your 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 daily, weekly, or monthly. 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 or CRM tool.

What it Costs

The cost per lead starts at $30, and goes up depending on whether or not company size/industry/job function filters are in

place. The average campaign lasts three months, and the number of leads delivered varies based on the client's budget and needs.

What Sets it Apart

When asked why a marketer should choose NetLine over other syndication sites or networks, the response was: "Quite simply, we're the most efficient method of reaching your targets at scale. We're not a single destination site. Instead, we're a constantly growing aggregator of thousands of destination sites. That means the same audience is not visiting the same site and your assets repeatedly. Our network is all about efficiencies of scale and dynamically optimizing based on our client's campaign requirements."

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

PaperShare

Launched in November 2011, PaperShare runs a network aimed at technical professionals, combining social sharing and discussions with access to content downloads including white papers, case studies, software demos, and videos. Since beta began in July 2011, over 40,000 content assets have been downloaded.

While PaperShare plans to host a variety of content, it is initially focused on cloud computing and virtualization. Going forward, it plans to expand beyond the tech arena to finance and healthcare.

How it Works and What You Get

Paying customers can upload an unlimited amount of content, get their company profile featured on the site, and host online discussions with members.

PaperShare offers ways for users and companies to invite professionals to the site. Through integration with LinkedIn, you can import your LinkedIn contacts and invite them to PaperShare. Every time you post content, PaperShare automatically tweets it and updates your Facebook page. Plus, every time a member views your content – assuming they've enabled the setting – a tweet with a link to the content is sent to that person's Twitter followers.

At any time, you can access reports that provide insight into who has looked at your content and what other content visitors viewed, as well as the people and companies they're following on the site. You'll also see ways to follow up directly with prospects via PaperShare, such as by inviting them to a group, asking them to follow you on PaperShare, or sending them a direct message. Reports can be exported to Excel; sometime in Q1 2012, PaperShare will make it possible to export leads to with Salesforce.com and other CRM systems.

In the Library, you can search on date and most viewed to see top keyword searches on the site.

What it Costs

Pricing ranges from $5,000 to $10,000 annually, depending on the level of service, and clients can choose to generate any number of leads. At the premium level, PaperShare helps clients figure out how to best promote their content and companies. In addition, premium clients can get five assets highlighted as featured content.

What Sets it Apart

When I asked why a marketer should choose PaperShare out of all the syndication sites and networks out there, the response was:

"PaperShare is totally different than today's White Paper/Content Marketing sites. We are about connecting any type of content, including videos, blogs, white papers, software demos and news articles, to people and companies interested in the same information. By leading with content and adding social context, we make the content more engaging and increase the likelihood of it getting read. This means vendors' content gets distributed to channels they normally could not reach, since users share the content with their network of professionals and friends. Furthermore, it allows companies to form relationships with readers and nurture leads through alerts about new content being shared, groups, and discussions.

PaperShare is s also much more than just a place to post content – it is a *content marketing network* that allows marketers to manage the entire content marketing lifecycle – from deployment and promotion to lead nurturing."

For more information, visit
http://www.papershare.com/

QuinStreet Enterprise

QuinStreet Enterprise, which bills itself as "the fastest-growing digital marketer in B2B technology, with unrivaled scale and depth," was formed when QuinStreet, Inc. acquired Internet.com, IT Business Edge and Ziff Davis Enterprise. The combined networks cover more than 100 sites and offer access to 20 million unique visitors each month and an e-mail database with more than 4 million subscribers. Among the best-known sites in the portfolio are eWeek.com, ITBusinessEdge.com, Infostor.com, Developer.com and Datamation.com. The three most popular asset types in order white papers, eBooks, and product guides.

How it Works and What You Get
QuinStreet Enterprise helps you reach IT decision makers and developers. You can choose from a variety of programs to fit your needs, including those designed to generate leads or clicks; display ads; eSeminars; rich media; and research-based products and custom content.

If you don't have a white paper or other content asset to circulate, you can work with QuinStreet Enterprise's custom editorial team to create a custom eBook, executive brief or white paper. Or you can sponsor an existing eBook written by QuinStreet Enterprise. QuinStreet Enterprise promotes your content using a variety of means, including website placements, emails, PPC, and via its technology marketing partners.

Custom campaign teams work with you at every step to help optimize your ROI, such as by tweaking campaigns and audience segmentation when necessary.

You can customize the registration form. QuinStreet Enterprise uses proprietary technology to verify names, addresses and phone numbers, and to remove bad data, before passing on leads to you. QuinStreet tries its best to accommodate you, but usually delivers leads via spreadsheet, weekly, monthly, or in real time. It also integrates with tools like Salesforce.com for easy lead import.

What it Costs
Pricing varies by program, but QuinStreet did not share details. QuinStreet did not share average number of leads delivered per client per campaign, but says it delivers more than 10 million leads to its clients very month.

What Sets it Apart
When asked why a marketer should choose QuinStreet Enterprise out of all the syndication sites and networks out there, the response was:
"The full suite of products at QuinStreet Enterprise gives clients unparalleled reach to their target customers at every stage of the purchase funnel. QuinStreet Enterprise measures every aspect of the performance marketing process with a constant focus on quality control, conversion, and client ROI."

To learn more, visit www.quinstreet.com

RetailWire

Launched in 2002, and billing itself as the "retailing industry's premier online discussion forum," RetailWire prides itself on picking news topics worthy of commentary by its members and "BrainTrust" panel of industry experts.

As a site focused on the retail industry, RetailWire counts about 50,000 registered members – over two-thirds of whom are in top executive or senior management positions – and sees 3,000 content downloads per month on average. The top three most popular content assets, in order, are: research reports, eBooks, and white papers.

How it Works and What You Get
When you sign up for the e-blast package, your content is promoted to an opt-in subscriber list of about 25,000. RetailWire handles the creative and copywriting for the HTML e-blast message, and your asset is listed the on home page and on the Whitepapers page for three days. For an additional fee, you can promote your content via site and newsletter banners.

RetailWire hosts the landing page, download, and registration form. Every week it delivers a lead-gen report in standard tab-delimited file format (or other format should you desire) showing name, email, title, and company. Though RetailWire advises clients to keep the registration form simple, it will customize the form upon request.

What it Costs
For $3,500, you can post and promote your content as part of an e-blast package, and generate leads for 3-5 days.

RetailWire also offers marketing packages allowing you to sponsor featured tips on its site and in its newsletter; sponsor a

research report written by RetailWire; survey RetailWire's audience and promote the findings via a campaign; or conduct a webinar that RetailWire hosts.

The price for these other packages ranges from about $4,000 to $40,000 depending on the extent and frequency of the content produced and the marketing built into the package.

What Sets it Apart
When I asked why a marketer should choose RetailWire out of all the syndication sites and networks out there, the response was: "We help marketers connect with a highly engaged and attentive audience within the retail industry vertical. And the fact that we handle the creative is a big plus for many marketers."

For more information, visit
http://www.retailwire.com/marketing

Spear Marketing

If you want to pursue syndication but feel overwhelmed by all the options, you could work with an agency such as Spear Marketing Group that can help you choose the right networks.

According to its site, "Spear offers a turnkey content syndication service - media, creative, program management, campaign tracking, lead management - that eliminates the risk, vendor hassles, and ongoing management from content syndication."

How it Works and What You Get

You tell Spear 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). Spear Marketing consults its network of media partners and negotiates a package of content postings and other promotions for you. They then manage every facet of the campaign – from developing a custom media plan and negotiating with the vendors, to writing abstracts, monitoring and managing performance, to compiling leads and uploading them into your CRM system. Spear can even set up automated lead management that automatically scores, qualifies, and responds to all inbound leads.

What it Costs

Spear Marketing receives an agency discount on most media it places on behalf of its clients, and then adds an industry-standard commission to that cost. They also charge a fixed management fee, typically between $5,000 and $10,000 depending on the number of vendors involved and the number of leads you need. Spear also charges for optional services like copywriting and lead management (scoring, qualification, nurturing). Most of Spear Marketing's clients are spending a minimum of $10,000 on media alone (not including the fees noted above).

What Sets it Apart

When asked why a marketer should choose to work with Spear Marketing, the response was:

"Most of our clients rely on content syndication to generate a steady stream of leads, but don't have the time to deal with constant calls from vendor reps or manage lead flows from multiple vendors. We eliminate all the hassle, plus, thanks to our experience, we know the media venues, the topics, and the types of content that work best."

For more information, visit http://www.spearmarketing.com/services/page/content_syndication

TechTarget

TechTarget has a long history as a leader in technology media and content syndication. Having acquired both Bitpipe (2004) and KnowledgeStorm (2007), two leading content syndication platforms, TechTarget powers content syndication libraries for the more than 100 technology sites in its network. It claims to offer the largest repository of technology provider white papers, webcasts, podcasts, videos, research reports, and more.

More than 10 million members are registered with the network, and over 200,000 content assets are downloaded per month. The three most popular asset types in order are white papers, webcasts, and videos/podcasts.

How it Works and What You Get
You can provide TechTarget with your content asset, or engage TechTarget to help you write them. You then work with TechTarget to define your goals, and TechTarget recommends the best approach and syndication mix. TechTarget prepares a registration page based on your lead criteria, and then promotes your assets using a variety of online marketing, including email, site-based promotions, search optimization, and context content displays.

TechTarget's most recent enhancement to its content syndication offerings is the new Nurture & Notify™ offering. Nurture & Notify deepens engagement by offering three content assets in addition to the one that prospects are viewing. It also retargets registered users within an account who have yet to download content from the vendor on a particular topic. Plus it sends daily email notifications to both marketing and sales so they can stay abreast of prospect

activity and emerging projects within a prospective buyer's company.

The Activity Intelligence dashboard shows each lead associated with a unique link that provides details on that person's interactions with your campaigns, meaningful activities across the network (such as third-party content viewed), and which of your assets were consumed. TechTarget partners with iProfile to append a variety of additional data points about each contact, such as corporate phone number and email address, a link to the person's LinkedIn profile, and additional demographics where available. Finally, it shows what these other registered users – or undiscovered contacts – from the same company are doing on its sites.

TechTarget also integrates with sales force automation tools so you can import leads.

What it Costs
Pricing varies based on the program, which TechTarget customizes for each client. TechTarget guarantees a certain number of leads, though this varies by program.

What Sets it Apart
When asked why a marketer should choose TechTarget over other syndication sites or networks, the answer was: "The targeted nature of our 100+ websites and content ensures that the marketer is reaching the right prospects when they are actively researching technology solutions. TechTarget's unique Activity Intelligence™ platform gives marketing and sales professionals unparalleled access to prospect and account activity – which ultimately leads to better conversations with prospects, more pipelined opportunities, and more revenue."

To contact TechTarget, visit
www.techtarget.com

Toolbox.com

According to the Toolbox.com site, more than 3.3 million IT and business professionals visit Toolbox.com each month to communicate, collaborate, and generate practical content through more than 650+ blogs, 700+ discussion groups, and a community-edited wiki. 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.

How it Works and What You Get

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's White Paper Library also allows members to search for research tied to specific keywords.

You can choose from a list of 13 selection criteria fields and can add an unlimited amount of custom 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.

What it Costs
The company wouldn't share pricing for its white paper programs, saying it doesn't publish that information.

What Sets it Apart
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://www.toolbox.com/advertise/

UBM TechWeb

More than 9.73 million IT decision-makers* actively interact and engage with InformationWeek Business Technology Network brands, content, and services monthly. The TechWeb Digital Library provides registered users with access to tens of thousands of white papers, case studies, webcasts, videos and podcasts from diverse industry resources. The content is categorized by technology (e.g., business intelligence, security, storage) and vertical industry (healthcare, government). Over 200,000 content assets are downloaded on average each month.

How it Works and What You Get

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

Each week, you'll receive a report with full lead information – including name, email, company, 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 Digital Library, the report will indicate which content was downloaded by each lead. For an additional fee, leads can be filtered by company size, title/job function, industry, and geography, and one of InformationWeek's content experts will review your assets and recommend changes to improve response.

What it Costs

You can no longer post your content for free, but will need to pay to partake of the company's lead-generation programs. Three levels of standard programs are available,

ranging from 125 to 375 leads delivered over three months at $41 per lead, but InformationWeek will work with you to customize the program as needed.

Content syndication is the company's most basic syndication program. UBM TechWeb Marketing Services also offers comprehensive lead and lifecycle management services in conjunction with its content syndication program, including lead nurture, sales automation integration, lead scoring, telemarketing, and reporting. These services are customized for clients, and fees vary based on individual goals and objectives.

What Sets it Apart

When I asked why a marketer should choose the TechWeb Digital Library 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." They go on to say, "The TechWeb Digital Library's finely tuned intelligence helps more than 9.73 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.techweb.com/home/products/lead-generation/content-syndication/

Based on average number of engagements across the InformationWeek Business Technology Network monthly; may include duplicate engagement with InformationWeek Business Technology Network through multiple venues, e.g., website, newsletter, webcast, virtual event, content download

About the Author

Stephanie Tilton is a content marketing consultant who helps B2B companies craft content that engages prospects and customers, nurtures leads, and advances the buying cycle. She has produced a range of content - including nearly 350 white papers and case studies – for a range of organizations, including some of the world's leading technology companies. Stephanie contributed to chapter 10 of *Content Rules* by Ann Handley and C.C. Chapman, and is a founding member of and regular blogger on the Savvy B2B Marketing blog. She also contributes to the Content Marketing Institute blog and the Focus community.

Download her free eBook, 5 Steps to a White Paper that Pulls in the Perfect Prospect, to take your white papers to the next level.

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