

White Paper Online Opportunities from T&D World

Let Readers Learn from your Expertise: Submit Your White Paper Today!

White Paper postings on the tdworld.com allow you to generate qualified leads while communicating your solutions and best practices to industry professionals. Your white paper will be located on a custom-built landing page that will feature exclusive ad units and provide visitors with an executive summary of the white paper and a lead-generation form that will collect business card information and three qualifiers. White paper postings are promoted through newsletters, website advertising and homepage navigation.

Package Details

- Hosted on tdworld.com for 3 months
- Gated behind a registration page
- Featured on exclusively branded landing page
- Logo (120X60), Leaderboard (728X90), Boombox (300X250) and Rectangle (180X150)
- Registration form contains 3 custom questions
- Leads provided weekly to client
- White Paper exposure rotates through entire site

PACKAGE COST: \$2,941 net/mo

White Paper must meet editorial approval

Deliverables Details

- 3 Qualifying Questions
- 728X90, 300X250 and 180X150 banner ads (35K max file size, gif, animated gif, jpg or Flash)
- Logo (gif or jpg)
- Executive Summary
- White Paper (pdf)
- Email address for leads

*please forward all deliverables to
joelle.pyle@penton.com*

The screenshot shows the tdworld.com website interface. At the top, there's a navigation bar with categories like Overhead Transmission, Underground T&D, Business, Substations, Smart Grid/Automation, and Customer Service. Below this is a search bar and a featured article titled "Are you a UTILITY of the FUTURE? We can help get you there!" with a logo for OSI. A sidebar on the left contains advertisements for Von Roll Transformers and tripwire. The main content area features a white paper titled "Gene Kim's Practical Steps to Achieve and Maintain NERC Compliance" by Gene Kim, CTO of Tripwire, Inc. Below the article is a registration form with fields for First Name, Last Name, Job Title, Company, Address (Street, City, State), and a "Required" checkbox. A callout box highlights the white paper content, showing the tripwire logo, the title "Gene Kim's Practical Steps to Achieve and Maintain NERC Compliance", and a "WHITE PAPER" icon. At the bottom of the callout, it says "Configuration Control for Virtual and Physical Infrastructures".

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