



HotTopic

The study “The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things,” published by EMC last year, found that the volume of digital data is doubling every two years and will multiply 10-fold by 2020 – from 4.4 trillion to 44 trillion gigabytes.

Researched and analyzed by IDC, the study revealed that this digital data is not only stimulating “trillions of dollars in opportunity for businesses,” its volume and diversity is also creating great challenges for managing and protecting it. For example, the study shows that only half of the 40% of the data in the digital universe that requires some level of protection is actually protected.

Records and information management (RIM) and information governance (IG) professionals must be knowledgeable about current and emerging information technologies and trends to have a credible voice in their organizations’ discussions about acquiring, implementing, and using technologies to ensure their information is properly governed. This *Hot Topic* is meant to help RIM and IG professionals gain that voice.

Below are suggested topics; there are many others that could be relevant. Case studies are particularly appropriate but must be product-, service-, and vendor-neutral.

Publication Date: **May 2016**

Technologies and Trends for Managing Digital Information

Digital Information Technologies

These articles might discuss current and emerging technologies (not product-specific), how they work, their benefits and risks, ways to mitigate their risks, and best practices for acquiring, implementing, and using them.

Topics might include:

- Cloud-based services
- Data analytics
- Predictive analytics and e-discovery
- “Third Platform” cloud computing, mobility, social networking, big data
- Artificial intelligence
- Data virtualization
- Content, document, and records management systems
- Data capture (e.g., optical character recognition, contextual recognition)
- Data archiving
- Industry-specific technologies (e.g., legal, financial services, energy/utilities, government)

Digital Information Trends

These articles might discuss current and emerging trends (not product-specific), what they are, their impact on the business environment, their implications for information governance (i.e., benefits and risks), ways to mitigate their risks, and best practices.

Topics might include:

- Implications of the Internet of Things
- Leveraging big data
- Using cloud services
- Artificial intelligence
- Data virtualization
- 2015 amendments to the U.S. Federal Rules of Civil Procedures
- Using mobile devices
- Implementing bring your own device (BYOD) programs
- Using social media

Publication Date: **May 2016**

Information Security: Protecting and Preserving Digital Information

These articles might discuss current and emerging technologies (not product-specific) and trends for protecting and preserving information.

Topics might include:

- Encryption
- Password management
- Access control
- Data loss prevention
- Information privacy
- Personally identifiable information (PII)
- Depersonalization of data
- Retention of PII
- Destruction of PII
- Long-term preservation of data
- Preserving legacy data
- Migration strategies
- Industry-specific tools and trends (e.g., legal, financial services, energy/utilities, government)

Deadlines for Hot Topic

Ad space: **March 16, 2016**

Editorial Submission: **March 30, 2016**

Ad Materials: **April 6, 2016**

Getting to the Bottom of What's Keeping Information Governance Pros Up at Night!

Hot Topic is a special ARMA International publication that addresses the industry hot buttons and trending topics facing information governance professionals on a daily basis. Reaching nearly 27,000 online and print impressions, *Hot Topic* gives advertisers the opportunity to showcase their expertise and resolve readers' pain points.

Distributed only twice a year, *Hot Topic* is a great piece in which to include a thought leadership article authored by your organization's expert or to enhance your advertising campaign. With approximately 12,000 hard copies distributed to ARMA International members, ARMA International local chapter event attendees, and at industry trade shows, you'll want to be featured in the upcoming issue!

Option 1:

Thought Leadership Article This is your opportunity to make a significant and positive impact on the records management and information governance communities by authoring a featured article in *Hot Topic*.

Option 2:

Full-Page Ad Make a splash with a full-page ad in the print and digital versions of *Hot Topic*. Only five spots are sold per issue.

Option 3:

Thought Leadership Article AND Full-Page Ad Author an article in *Hot Topic* and include a full-page image ad.

All of the above options include:

Mini Web Seminar We call this condensed, 15- to 20-minute education web seminar a "mininar." By featuring your speaker and content in front of an attentive ARMA International audience, you can showcase how you're the best in the business. This is a rare opportunity to demonstrate why information governance professionals should be paying attention to YOU! ARMA International promotes the mininar through our traditional marketing channels, including our online newsletters, social media vehicles, the print version of *Information Management* magazine, and the print version of *Hot Topic*, reaching members, customers, and other industry insiders.

Lead Generation You want names? We'll give you names, titles, company names, and addresses! ARMA International provides a list of registrants upon completion of your web seminar. E-mail addresses of our audience must be obtained through participant opt-in. So, ARMA International supplies \$500 worth of \$25 Target gift cards or similar giveaways to incentivize people to opt-in. We've found giveaways increase opt-in rates an average of 46%!

Electronic Newsletter Reach outside of the box to more than 27,000 of ARMA International's non-member customers through an e-newsletter that will feature a link to your website.

Act Quickly! Space is Limited!

Contact Information

Jennifer Millett
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Overland Park, KS 66210

jennifer.millett@armaintl.org
+1 913.217.6022



HotTopic Spec Sheet

In *Hot Topic*, information governance (IG) thought leaders address the challenges that are keeping IG professionals up at night. Product- and service-neutral content provides legal, privacy, technology, audit, and records and information management perspectives on trending IG challenges. For example, recent issues of *Hot Topic* have focused on big data, SharePoint, e-discovery, and information security. Most articles are one or two pages long.

Magazine Format

- Full-color magazine supplement (Trim Size: 7-7/8" x 10-1/8" Bleed size: 8-1/8" x 10-3/8")

Distribution

Print distribution: 9,000 distributed with *Information Management* magazine and 3,000 copies of the standalone publication to be distributed as follows:

- ARMA International Annual Conference & Expo, including all attendee bags, in onsite bookstore, at ARMA International booth, in press room, at advertisers' booths (est. 1,500)
- ARMA International booth and sessions at other shows where ARMA International exhibits or presents (e.g., Legal Tech, MER, ILTA, The Sedona Conference®, E-Discovery Conference, IAPP) (est. 500)
- A variety of other outlets (e.g., ARMA International chapters, university classes) (est. 1,000)
- Electronic digital magazine e-mail push to ARMA International members and customers.

Extras

- Advertisers will receive 100 copies of the publication. Additional copies are available for purchase for \$.60 each.
- Advertisers will be provided a web link for their website to the publication on the ARMA International website.
- Advertisers will be provided a 300 x 600 pixel banner on the ARMA International online version of *Information Management* magazine.

Contact Information

Jennifer Millett
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jennifer.millett@armaintl.org
+1 913.217.6022

Pricing

All rates include mini-web seminar, lead generation, and electronic newsletter.

Editorial Rates

Single Page	\$5,000
Additional Page	\$1,500

Advertising Rates

Full Page	\$5,000
Additional Page	\$1,500

Premium Package Rate

Back cover plus 1 editorial page	\$8,000
Inside front cover plus 1 editorial page	\$7,500
Inside back cover plus 1 editorial page	\$7,000

Find out how you can be the exclusive *Hot Topic* digital magazine sponsor!

Materials Needed

• Print Ad



Size	Width x Depth (inches)
Full Page	8-3/8" x 10-7/8"
Full Page Bleed	8-5/8" x 11-1/8"

Trim Size: 8-3/8" x 10-7/8"

Bleeds: Exceed trim size by 1/8" on all sides. Keep text 1/4" away from trim.

• Editorial Submission

- 650 (approximate word count for 1 page)
- 1,300 (approximate word count for 2 pages)

• Mini Web Seminar

- Company logo, 72 dpi, jpg or gif file, to fit 252 x 80 pixel space
- URL address link
- Company product description (50 words or less)
- One sentence mission statement
- Five sponsor provided questions



HotTopic Contract

Company Name: _____

Address: _____

City: _____ State/Prov.: _____ Country: _____ ZIP/Postal Code: _____

Phone: (_____) _____ Fax: (_____) _____

Contact Name: _____ E-Mail Address: _____

Internet Address (for links): http:// _____

Yes, I would like to reserve ARMA International's *HOT TOPIC* All ad packages include: mini web seminar, lead generation, full-page ad, and electronic newsletter promotion.

Issue: January 2016 May 2016

Please review the *Hot Topic* Spec Sheet and Rates page. Ad position:

_____ Inside Front Cover (Includes Online Half-page Banner Ad)

_____ Inside Back Cover (Includes Online Half-page Banner Ad)

_____ Back Cover (Includes Online Half-page Banner Ad)

_____ Full Page (Includes Online Half-page Banner Ad)

Editorial Submissions:

_____ Single-Page Editorial

_____ Two-Page Editorial

Cost Per Insertion:

Rate \$ _____

\$ _____

TOTAL \$ _____

By signing this contract, you agree to follow all advertising conditions listed on the *Hot Topic* rate card and in the "General Conditions" on reverse.

Adv. Authorized Signature

Date

ARMA Signature

Date

Title

Title

Deliver contract and advertising materials to:

ARMA International
ATTN: Jennifer Millett
11880 College Blvd., Suite 450
Overland Park, KS 66210 USA
jennifer.millett@armaintl.org

Please see reverse side for general conditions.
A copy of this contract will be returned to advertiser and agency upon approval by ARMA International.

General Conditions

Closing Dates & Insertions:

1. Insertion orders must arrive at ARMA International by the space closing date listed on the *Hot Topic* rate card or advertising will not be published for that issue. Verbal confirmations are not acceptable.
2. Editorial submissions will be edited to meet space requirements and magazine format and style.
3. Artwork and ad materials must arrive at ARMA International no later than the deadline dates indicated in the *Hot Topic* rate card.
4. The previous ad will be repeated if new artwork is not received by the closing date.
5. The publisher reserves the right to determine ad placement, although every effort will be made to fulfill placement requests.
6. Artwork will be destroyed 12 months after last insertion unless specific written instructions are received indicating art is to be returned.
7. Subject matter, size, wording, illustration, and typography of all advertising is subject to publisher's approval. Advertisers and agencies assume liability for the content of their advertisements and assume responsibility for any claims therefore made against the publisher.

Cancellations:

8. No cancellations or changes in insertion orders will be accepted after the space reservation closing date. Cancellations must be received in writing 30 days preceding date of insertion. Any advertiser cancelling after the space reservation deadline must pay the full charge for space.

Payment:

9. Advertisers and advertising agencies are jointly responsible for the payment of all insertions.
Note: First-time advertisers should pre-pay either with their insertion order or prior to their first publication date or have an approved line of credit with ARMA International.

Delinquent Accounts:

10. Those accounts that are outstanding for 60 days or more by the space closing date of the current issue will be restricted from advertising until payment is received, and the account will be referred to the principal client. Payment not received after 90 days will be turned over to a collection agency.