



# HotTopic

Publication Date: **Winter/Spring 2015**

## Computing in the Cloud

Mitigating Privacy, Security, Retention Risks

Public and private organizations looking for ways to reduce IT costs are either using or planning to use the cloud to take advantage of hosted services (e.g., software, storage, backup, and web hosting) over the Internet. According to a press release last fall from technology research firm Gartner, 80% of 651 organizations across nine countries it had recently surveyed said they intended to use cloud services in some form within 12 months, including 55% of the organizations not doing so then. (See the news release at [www.gartner.com/newsroom/id/2581315](http://www.gartner.com/newsroom/id/2581315) and the research report, "Three Factors Will Significantly Impact Enterprise Cloud Use in the Near to Midterm Future," at [www.gartner.com/resId=2568317](http://www.gartner.com/resId=2568317).)

While using the cloud offers many benefits, it also presents a number of challenges that information governance professionals must meet to protect cloud-based information's confidentiality, integrity, and availability.

According to the Cloud Security Alliance (CSA), these challenges included "The Notorious Nine: Cloud Computing Top Threats in 2013," which were: data breaches; data loss; account hijacking; insecure application program interfaces; denial of service; malicious insiders; abuse and nefarious use; insufficient due diligence; and shared technology issues.

Vendor- and product-neutral editorial contributions to this upcoming *Hot Topic* should address these and other aspects of managing information in the cloud, including these suggested topics:

- General information about cloud storage
- Cloud computing and privacy
- Cloud computing and retention/disposition
- Cloud computing and legal holds

### Deadlines

Ad space: November 3, 2014

Editorial Submission: November 14, 2014

Materials: November 21, 2014

Publication Date: **Summer 2015**

## Producing a Good ROI on Information Governance

A Guide to IG Techniques, Tools, Technologies

Information governance (IG) practitioners are busy with IG initiatives, and many of their organizations are planning significant investments in IG technologies in the coming year, according to the Information Governance Initiative Annual Report 2014 released in August. The report says that small to mid-size businesses (SMBs) have an average of four IG projects in process, and large ones have an average of six. These initiatives include:

- Updating policies and procedures
- Migrating unstructured information
- Consolidating and cleaning up data
- Implementing a new corporate governance framework for IG and defensible deletion

Nearly half of those surveyed for the report said they generally buy new technology, such as document/content/records management software and archiving technology, in their IG projects' initial year. For small to mid-sized organizations, per project spending on products, services, and staff averaged \$330,000 (U.S.), and at large organizations it averaged more than \$2 million.

This *Hot Topic* is meant to help IG professionals make the most of this significant investment of their organizations' resources. With IG taking major responsibility for information security, compliance, data governance, risk management, and privacy, according to this report, the needs are broad. Perspectives for this *Hot Topic* should represent one of these:

- Legal/Compliance/Risk Management
- Technology/Security
- Business

### Deadlines

Ad space: March 6, 2015

Editorial Submission: March 20, 2015

Materials: April 3, 2015

## 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.

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### 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

Karen Lind Russell/Krista Mankley  
ARMA International  
11880 College Blvd., Suite 450  
Overland Park, KS 66210

[karen.krista@armaintl.org](mailto:karen.krista@armaintl.org)  
888.277.5838 or 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 as a special section with *Information Management* magazine and 3,000 copies of the stand-alone 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

Karen Lind Russell/Krista Markley  
 ARMA International  
 11880 College Blvd., Suite 450  
 Overland Park, KS 66210

[karen.krista@armaintl.org](mailto:karen.krista@armaintl.org)  
 888.277.5838 or 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



Full Page

7-7/8" x 10-1/8"

Size	Width x Depth (inches)
Full Page	7-3/8" x 9-5/8"
Full Page Bleed	8-1/8" x 10-3/8"

**Trim Size:** 7-7/8" x 10-1/8"

**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:**  Spring \_\_\_\_\_  Fall \_\_\_\_\_

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: Karen Lind-Russell/Krista Markley  
11880 College Blvd., Suite 450  
Overland Park, KS 66210 USA  
karen.krista@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.