

aiim Custom Content



Need an expert opinion to anchor your marketing messaging? Want quality content to provide to your prospects and customers? Why not turn to the same place that over 155,000 of the world's top information professionals turn to for thought-provoking, expert, and, most importantly vendorneutral content? AIIM's Custom Content offers all of this and more to meet your specific business needs. Ask about our custom research options.



AIIM provides Content and Promotion Services on the topic of your choice. Just choose your topic and our content team will produce custom content, promote it, and deliver direct leads. AIIM provides exposure using a multi-channel approach using social promotion on Twitter and LinkedIn and direct email promotion to the AIIM Community.

Your customized research project with AIIM includes:

- The market data you need – refine and validate the benefits messaging of your product.
- Content Development - Using AIIM's market access resources, we can help you turn these results into internal presentations, sales collateral, focused whitepapers, webinars or press articles.

Non-Trade/Trade Member Pricing:

- eBook 4-6 pages: \$12,100 / \$11,000
- eBook with custom survey: \$23,100 / \$21,000
- Package: 3 tip sheets, 100 download leads, and email/social promotion (2-page articles): \$11,000 / \$10,000
- Infographic: \$4,950 / \$4,500
- Add Download Leads and Email/Social Promotion
 - 100: \$2,200 / \$2,000
 - 300: \$5,500 / \$5,000



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for a listing of topic suggestions