# White Paper

**$6,000 total | $700 per page for content creation**

## Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of respiratory care professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

## Program Features

*Production time frame - 2.5 weeks from signed insertion date*

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Lead-retrieval options include daily, weekly, or monthly reporting

## Specs

**Page Count:** not required but recommend 6-10 pages
**Size:** 8.5 (w) x 11 (h) - high res pdf
**Short Description:** 200 words or less

*Additional Materials Needed*

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed whitepaper in PDF format
- Customized registration page