

# Reach the right audience. On the right platform. Right now.

Bigger than a blog, more pertinent than a social network, IdeaXchange is a vibrant community fueled by the thoughtful industry-specific commentary, provocative ideas, experiential knowledge and candid discourse.

## SIMPLE DETAILS

Insert your voice and content into the conversation in a complimentary way

Uniquely showcase your content assets in interactive, rich media ad units

Informs creates content/creative (optional)

## ADDITIONAL SERVICES

### Content

Convert content into a newsletter and email to a Inform audience, driving web traffic.

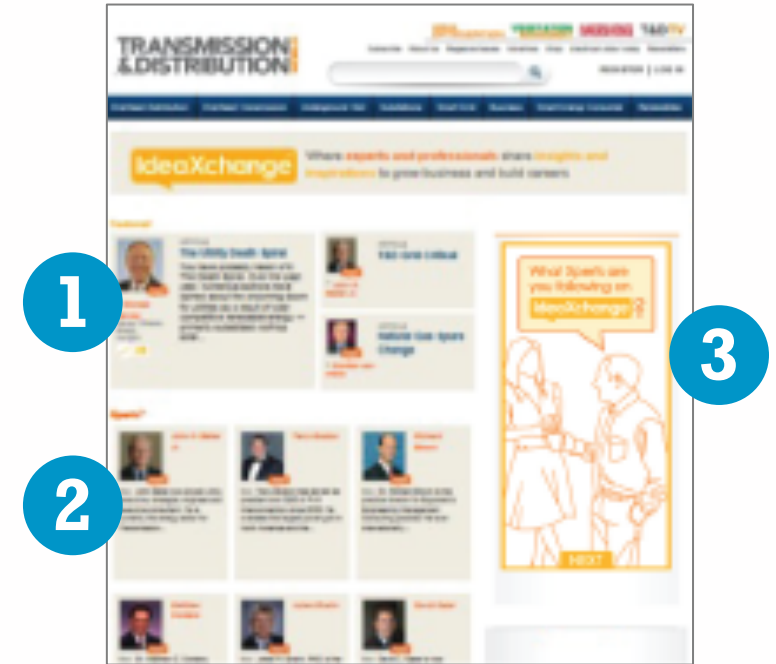
### eNewsletter

Create white papers or infographics to share knowledge and gain thought leadership.

## USEFUL FOR

Thought leadership

Content promotion



## Highlights

1. **Featured content** keeps interest high on top performing conversations
2. **Xperts** drive traffic and spur conversation
3. **Rich media ads** showcase your content in meaningful ways - video, roll-overs, downloads