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# DATA GOVERNANCE AND SECURITY FOR THE CLOUD AND AI ERA

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InformationToday

Best Practices Series

## Special Report Opportunity April 2024

# DATA GOVERNANCE AND SECURITY FOR THE CLOUD AND AI ERA



### Best Practices Series

At a time when more data is stored in – and headed to – the cloud than ever before and most organizations are diving into new data analytics and AI projects to reap greater business value from it, the protection and management of data is one of the toughest challenges facing IT and data leaders today.

As recent DBTA studies confirm, most IT departments are currently spending far more time on data governance and security than in previous years. There's more sources and types of data, it's more distributed, and everyone wants fast, easy access and insights. Balancing this demand with evolving security threats, data privacy and compliance requirements, and acceptable data quality standards is not a simple task.

Even so, these priorities do not have to be at odds. In fact, new technologies and strategies are proving that data security and governance can streamline access, increase productivity, and significantly improve the value of data in even the most strictly-regulated, data-hungry industries. Achieving this requires rethinking traditional approaches. Modern data governance and security practices built for scalability and agility are essential to the success of today's data-driven organizations.

To help IT leaders and professionals alike navigate emerging best practices and solutions, DBTA is publishing a special report in April 2024. "Data Governance and Security for the Cloud and AI Era" will be marketed to more than 100,000 qualified subscribers at organizations across North America.

**Sponsors get to place content about their solutions within the report and receive the full contact information of all leads produced from downloads, fully screened and cleansed.**

#### **A COMPLETE MARKETING PROGRAM IN ONE SPECIAL SECTION OF DBTA**

##### **Entrée to our audience and leads**

Your sponsored essay, white paper, or case study abstract will be published in the April edition of *DBTA* magazine preceded by a full-length introductory article by our editorial experts; there will be extensive distribution both in print and online.

#### **CLOSE DATE**

March 6, 2024

#### **PUBLICATION DATE**

April 3, 2024

#### **Generate leads for your sales force**

- All requests for the PDF version housed at [dbta.com](http://dbta.com) will be driven through a registration form capturing complete contact and qualifying information.
- DBTA will enhance the distribution of your content in the Best Practices Series via online, email, and email newsletter advertising directed to more than 150,000 information management professionals in organizations across North America through its unique subscriber and affiliate network.

#### **Your editorial topics can be wide ranging:**

- Third-party white papers and white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

#### **Editorial and production services included**

*DBTA* magazine will take care of all the copy editing, layout, and design. And a PDF of the final article will be provided at no extra charge.

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