

# Lead Generation - White Paper Alerts

White papers are a terrific way to offer your information to Food Processing readers in exchange for their contact information. Your White Paper, non-commercial in nature but packed with information, is sent under Food Processing's heading to 15,000 of our subscribers. In order to download your paper to read, they must register for it. After they do, you will get a lead report by the next morning. And every time someone accesses the White Paper, you will get that lead.

## 3 Easy Steps to a White Paper Alert:

**Step 1:** Our editor will review the White Paper to confirm that it meets with our website standards. Because we take non-commercialism very seriously, our editor might offer suggestions for the White Paper, prior to it appearing in our White Paper library and being distributed to our readers. Part of our commitment is to ensure that Food Processing and your company are offering technical information that our readers will want to register to receive.

**Step 2:** After the White Paper is approved, you will submit your White Paper to a link that allows you to select your registration questions. For the best response, Putman Media Best Practices require our readers to supply this information:

- Name
- Title
- Company
- Email

You may also require more questions to be answered - address, phone, fax, etc.; however, our studies have shown that the more questions that are asked, the less likely a reader will complete the registration. It is possible to make demographic questions optional, as well as up to 3 qualifying questions. For example: "Do you presently have an ERP system?"; "What is your budget for new flooring?"; etc.

**Step 3:** We distribute your White Paper to 15,000 e-newsletter readers, all of whom need to register to receive your information. Registration information, LEADS, will be delivered to you the next day. You may choose to receive these leads weekly, daily, in real time, whenever you want.

We will also promote your WP within our next e-newsletter, under "Recent White Papers."

Your White Paper will be posted in our White Paper Library and will be hosted on our website for up to a year. Any additional leads will come to you as scheduled.

- Cost? \$4,119 (gross) per WP blast.

## Keep in mind...

While we can not guarantee a specific number of leads, we can offer some advice on how to make your White Paper stand out.

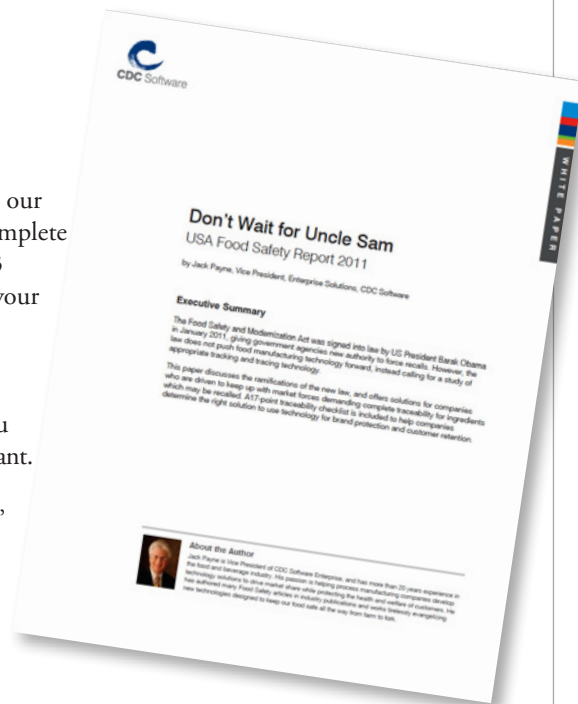
- Keep the title short (4-5 words)
- Use appropriate keywords
- Do not use that may get caught up in Spam filters (examples of these words include Click Here, Download Now, Free).

A good example of a White Paper title and description:

### Colorimetry: How to Measure Color Differences

Colorimetry, the science of color measurement, is widely employed in commerce, industry and the laboratory to express color in numerical terms and to measure color differences between specimens. Applications include paints, inks, plastics, textiles and apparel, food and beverages, pharmaceuticals and cosmetics, displays and other parts and products that reflect or transmit color. Learn how food processors can use colorimetry in their products for improved results.

- White paper alert blasted to 12,000 (All opt-in)
- Food Processing e-newsletter promotion for each White paper.
- Three month promotion on foodprocessing.com for each white paper and archived on site for one year.
- You receive the name, company name and email address of anyone who downloads white paper. Leads are sent weekly.



FoodProcessing.com  
From Food to Food & Beverage Industry

Ross Enterprise

**Food Safety and Achieving Competitive Differentiation through Multi-Dimensional Traceability**

With even greater emphasis being placed on prevention, food company executives need to assess their inventory methods to minimize the exposure of a food safety incident. If not prevented from entering, it's apparent that existing measures and solutions may no longer be adequate to meet the increasing traceability standards. Simply having the ability to conduct one-to-one and one-back traceability (i.e., the ability to determine the supplier of a raw ingredient or the destination of a finished good) may no longer be sufficient to operate in today's market. Consumers today demand much higher assurances of safety and quality. Find out how to meet these new multiple dimension challenges.

After completing the registration form you will have access to download the white paper in pdf format.  
[CDC Software / Ross ERP's privacy policy](#)

All fields are required

E-mail Address

First Name

Last Name

Phone

Job Title

Company

Street Address

Street Address 2

City

State/Province

Zip Code

Country

How often do you perform mock recalls?

How many levels deep can you trace back?

Would you like more information on traceability?  
 Yes  No