



## Be an industry leader and receive targeted sales leads

*Plant Services'* unique sponsored white paper program markets your company's white paper to an engaged community of manufacturing maintenance and reliability professionals. This guarantees you'll receive qualified, quality sales leads. White papers give your company exposure to our readers who are actively searching products, services and vendors. They position your company as a thought leader and provide an invaluable service to our readers searching for solutions to specific technology or product issues.

**White Paper Program Rate: \$5,900**

### Program Includes:

#### Month One

- Your white paper offer is displayed prominently on *PlantServices.com* in the Sponsored White Paper promotional box on our homepage
- Concurrently, your white paper is featured in our *White Paper Alert E-Newsletter*, which is sent to a database of 15,000 opt-in readers that are buyers/specifiers for your product category.
- Your white paper will be promoted to the 95,000 *Plant Services* magazine subscribers with a 1/3 page, 4-color ad

#### Month Two

- Your white paper is featured in our *Plant Services* weekly E-newsletter (circulation 40,000) in the White Paper Alert promotional box.
- Your white paper will be emailed to 5000 targeted *Plant Services* readers selected by you.

#### Sales Leads

- Sales leads are captured through a required registration page which includes 12 demographic questions and 3 customized qualifying questions. <http://www.accelacomm.com/jlp/source/32/80447741/>
- All sales leads are sent directly to you in "real time"
- *Plant Services* sponsored white paper average over 150 qualified leads

### A White Paper Success Story

*"We found the white paper sponsorship program to be extremely effective for us. Not only were we able to educate approximately 500 interested people, we were able to gain valuable market research on test usage within organizations and build a contact list of prospective clients and organizations that could benefit from our products and services."*

— Brian Mancini, Marketing Manager, Ramsay Corporation

For the full success story, go to:

[http://www.putman.net/case\\_studies/ramsay\\_white\\_paper\\_sponsorship.php](http://www.putman.net/case_studies/ramsay_white_paper_sponsorship.php)

**Start your White Paper Sales Lead Program today**

Contact:

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**PlantServices**

