

White Paper Program

Plant Services' unique sponsored white paper program markets your company's white paper to an engaged community of plant management and engineering, 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 who are searching for solutions to their specific technology or product challenges.

Level One: \$3,500

- 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. [Click here to see a sample.](#)
- Your white paper is featured in our *Plant Services'* E-newsletter (circulation 25,000) in the White Paper Alert promotional box. [Click here to see a sample.](#)



Sales Leads

Sales leads are captured through a required registration page with up to 3 demographic questions and 3 customized qualifying questions. [Click here for a sample.](#)

- All sales leads are sent directly to you in "real time"
- *Plant Services* sponsored white paper average more than 150 qualified leads

Level Two: \$5,900

In addition to all Level ONE features...

- The *Plant Services* creative services department will turn your white paper into a custom designed interactive pdf with up to 3 links and emailed to 10,000 targeted *Plant Services* readers. [Click here to see a sample.](#)



À La Carte Upgrades:

- Promotion in additional *Plant Services* Enewsletters – \$500 per additional newsletter
- Your white paper will be promoted to the 80,000 *Plant Services* magazine subscribers with a 1/3 page, 4- color ad – \$1,500 per print ad