

COST-PER-LEAD (CPL) PROGRAMS

Your white papers/case studies/ebooks are published in a special section on the Information Today, Inc. website and marketed to qualified candidates within the *Computers in Libraries* subscriber base. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations captured are screened and cleansed to ensure only legitimate contacts are delivered to your team.

- › Standard contact capture fields include full name, job title, company name, postal address, phone numbers, and email address. Custom fields are available too.
- › Basic screening eliminates false entries, incomplete forms, students, and leads outside of North America. Global leads can be delivered as well.

➤ Why try this program?

- › The *Computers in Libraries* content syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your content and that match your campaign criteria.
- › The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.
- › Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to *Computers in Libraries* for relevant content.
- › You only need a logo, headline, 75-word description, and PDF to get started.



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