

MICROWAVES & RF WHITE PAPER PROGRAM



Distribute Your Technical Information and Collect Targeted Leads

The white papers you produce are a key source of information for engineers evaluating your products. But creating a white paper is only half the battle – getting a qualified audience to download your material is how we can help. Our “Super Charged” White Paper program allows you to promote up to 3 white papers to our vast engineering audience –with one easy program.

features & benefits

LEAD GENERATION

Get quantity & quality. Our programs average 470 leads per white paper!

COMPLETELY TURNKEY PROMOTION

We execute a 6-week aggressive marketing campaign across all of our pertinent audiences. The marketing plan consists of:

- Direct email invite to your target audience (*Value: \$12k+*)
- E-newsletter ads (*Value: \$3500*)
- Contextual Web placements (*Value: \$2250*)

MARKETING VALUE

Not only is the promotion turnkey, but offers an economical way to distribute your information.

CUSTOMIZE YOUR REGISTRATION FORM

Ask custom questions to get additional information about the registrants.

ARCHIVED ONLINE FOR 1 YEAR

Gives you “long-tail” leads and continues to generate interest in your company as new attendees view the presentation.

lead generation



pricing

\$ 5,500 net

Talk to your sales rep about discounted package pricing as part of a comprehensive, integrated campaign.