

# Influence A Unique Audience Of Manufacturing Professionals

## White Paper

A free white paper is a powerful B2B offer that can stimulate high click-through rates, result in successful lead generation and influence purchases.

### White Paper Sponsorship

Manufacturing professionals can download a sponsor's white paper from NewEquipment.com. Whitepapers are featured on NewEquipment.com alongside related editorial content and within the site's content categories.

### Sales Leads

Whenever an NewEquipment.com visitor downloads a white paper, we will email the person's name, address, company name, job title, etc. to the sponsoring company.

**INVESTMENT: \$500 NET / MONTH PER WHITE PAPER**

### White Paper Lead Touch Program

Expand your white paper's reach through our 3 tiered touch program based on your target audience. Comprehensive summary reporting will allow you to move leads through the sales funnel. Design and copy creation provided for 3 emails sent over 3-4 weeks.

**INVESTMENT: \$5,000 NET**