

# Influence A Unique Audience Of MH&L Professionals

## White Paper

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

### White Paper Sponsorship

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

### Sales Leads

Whenever an MHLNews.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 three-tiered touch program to 5,000 emails based on your target audience. Comprehensive summary reporting will allow you to move leads through the sales funnel. Design and copy creation provided for three emails sent over 3-4 weeks.

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