

Business Finance **Power** Leads program

A unique pay-per-lead initiative tailor-made to your specific marketing needs—and budget

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The **Business Finance PowerLeads program** gives you the power to receive qualified sales leads from only the prospects you want to hear from—on your schedule, and within your budget.

Here's how it works: We've created a free resource library on the *Business Finance* Web site where we'll distribute your white papers to registered users interested in your products. Tell us the kinds of finance executives you want to hear from (by title, company size and location) and we'll "filter" these prequalified leads to you as often as you wish.

Bottom line: you only pay for the leads you're most interested in receiving.

How we'll promote the program

To build support for the *Business Finance* PowerLeads program, we've developed an aggressive, dynamic marketing campaign promoting our free resource library that includes:

- Promotion on the **Business Finance Web sites**
- Promotion in all of the **Business Finance e-newsletters**
- Dedicated email blasts to subscribers to **Business Finance magazine**

The featured white papers showcased in each of the marketing campaigns will be dynamically served based on the audience profile & content focus.

Business Finance PowerLeads program pricing

Base cost-per-lead: \$60/lead (includes filtering of students and retired users only)

Geographic filter: \$65/lead (typically a filter for North America or U.S. only)

Job title filter: \$70-\$95/lead (depending on the complexity of the filtering)

Custom-built to serve your specific lead-gen requirements

Define your target audiences: Identify which leads are right for your products and services.

Establish your pricing plan: Set the maximum price/lead you're willing to pay.

Configure your lead delivery schedule: Arrange how often you'd like to receive your leads.

