

# Build ROI With Lead Generation

## FasTrac eNewsletters

Subscribers receive instant product and service information emailed directly to their inbox with FasTrac. This direct, high-quality lead-generation tool is the perfect sponsorship opportunity for companies to showcase their products or services.

### Lead Generation

You'll receive leads from EVERYONE who clicks on your company link. Your direct leads, with complete contact information, are automatically sent to you every month. No guarantee placement order within the FasTrac. Ad positions will rotate randomly on a monthly basis.

The screenshot shows the FasTrac NED website interface. At the top, it says 'FasTrac NED New Equipment Digest' and 'The Latest Products in the Manufacturing & Industrial Marketplace'. Below this is a 'Learn More' button. The main content area is titled 'Featured Products' and displays several product highlights with images and brief descriptions:

- Industrial Spine Recutting:** BHA/Co shredders can handle a wide range of materials including wood, steel, cast iron, and more.
- Having Trouble Getting Stainless Steel Cylinders on Time?** Cylindric features a high selection of quality products.
- LED DIRECT APPLICATION FOR BENCH AND IN-CELL DIRECT BY CHANGING WIGGS:** A new LED lighting solution.
- PLUG N' PLAY LED FOR 1000W METAL HALIDE LAMP:** A plug-and-play LED lighting solution.
- The Hardener is a Disposable Hard Hat Liner:** A disposable hard hat liner for safety.
- The Power Dig:** A power digger for trenching.
- Thermoseal Waxing Saves Time and Improves Results:** A waxing product for industrial use.

At the bottom of the screenshot, there is a 'View All Products in This Issue' link.

ENEWSLETTER	CIRCULATION*	FREQUENCY	POSITION AVAILABLE	RATE
<b>NED</b> New Equipment Digest	67,000	Monthly	13	\$1,900 net per month
<b>EHS</b> Today	37,000	Monthly	12	\$1,600 net per month
<b>MH&amp;L</b>	26,000	Monthly	12	\$1,300 net per month
<b>AMERICAN MACHINIST</b>	6,000	Monthly	9	\$800 net per month
<b>FOUNDRY</b>	3,400	Monthly	9	\$750 net per month
<b>FORGING</b>	1,300	February, April, June, August, October & December	6	\$700 net per month

\*Publisher's Own Data