

# 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 website interface. At the top, it says "FasTrac NED New Equipment Digest". Below that, it lists "The Latest Products in the Manufacturing & Industrial Marketplace". There are several featured product sections with images and brief descriptions:

- Industrial Bases**: Images of various industrial bases.
- Having Trouble Getting Spindles Spun Correctly on Time?**: Image of a spindle.
- LED DIRECT APPLICATION FOR BENCH AND IN-CELL**: Image of a LED light fixture.
- PLUG N' PLAY LED FOR 1000W METAL-HALOIDE LAMP**: Image of a lamp.
- The Hardliner is a Disposable Hard Hat**: Image of a hard hat.
- The Power Dog**: Image of a power dog tool.
- Thermospike Welding Saves Time and Improves Results**: Image of a welding torch.
- UHMMV & Anti-Static UHMMV Film**: Image of a film roll.
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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