

# 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, there's a section for "Featured Products" with several product highlights:

- Industrial Spine Recycling:** BHA/CA shredders can handle a wide range of heavy production waste, including castables and refractory products, plastics, fiberglass, and even entire oil coolers.
- Having Trouble Getting Spindles Spun?** Copley International's high-velocity spindles are made of high-quality stainless steel.
- LED Direct Application for Energy Efficient LED Lighting:** LED DIRECT APPLICATION FOR ENERGY EFFICIENT LED LIGHTING.
- The Hardener is a Disposable Hard Hat Liner:** The Hardener is a disposable hard hat liner that is easy to install and removes the heat and sweat from your head.
- The Power Dig:** The Power Dig promotes productivity and minimal manpower by reducing up to 80% ground work.
- Thermospike Welding Saves Time and Improves Results:** Join thousands of DCC HISSpot welder users in enjoying Thermospike's superior, attaching leads to sensors, barrets and components, and harnesses to structures.
- UHMW & Anti-Static UHMW Film:** CCL Hyflo Company supplies heavy and Anti-Static UHMW in a series of different thicknesses.

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