

Be thought provoking, educational, and generate leads!

You can accomplish all this by posting a white paper on Outsourced-Logistics.com.

Your white paper focuses on a vital related topic that draws serious buyers. Topics may include best practices, how to's and research from industry leaders.

Whitepapers are a powerful B2B tool that stimulate high click-through rates, generate leads and influence purchases.

According to a report compiled by eMarketer, white papers are the second most-consulted source of information by corporate end-users.

- They use white papers as the first source when conducting research about a particular product or service.
- They will read a white paper first, before ever contacting a "live" sales representative.
- They will pass along a white paper to other decision makers are involved in the purchase process.
- White papers account for a significant portion of the input criteria in determining which solution providers will make it to the final selection stage.

[Outsourced-Logistics.com's](http://Outsourced-Logistics.com) White Paper Library is about far more than simply storing your best thinking; it's about the proactive promotion required to bring logistics and supply chain executives to your whitepaper, and about delivering leads as they read it.

What you get:

- Posting in the White Paper Library for 12-months
- Registration Page to capture leads
- 2x proactive eNewsletter promotions to at least 50,000 qualified recipients
- 1x in-print promotion on the Outsourced Logistics online contents page- 40,000 buyers
- Capability to turn on a standard or customized promotion campaign at any time

GROSS RATE (per white paper): \$3,500* /yr.

** Lower cost pricing models and frequency discounts available, contact your representative.*

Build a custom/complete white paper promotion program by adding:

- Extra eNewsletter spots
- eBlast announcement
- In-Banner Registration Ad

Sample Program:

- One WP posting for a year (Rate Card \$3,500)
- 1 eBlast Announcement((Rate Card \$8,500)
- 6 eNewsletter promotions throughout the year; secondary position (Rate Card \$7,920)

Program Cost: \$10,000 Net

www.outsourced-logistics.com

Contact your sales representatives:

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Don't have the resources to produce your own white paper or research report? *Outsourced Logistics* can take care of it. Call to find out how we can write and produce for you!

