

CUSTOMIZED Targeted Lead Program

**AMERICAN MACHINIST
GUARANTEES 25 EXCLUSIVE,
HIGH-QUALITY LEADS
EVERY MONTH!**

Exclusive Lead Generation for the Metalworking Industry

American Machinist now offers a subscription-based lead generation program to help you build your business — and your CRM database.

AM offers you a Targeted Lead Program to generate leads by conducting telephone interviews with AM subscribers/buyers, within your target market. Our job is to prospect and qualify buying opportunities in customized product categories specific to the products/services offered by your company.

AM's Targeted Lead Program (based on a 6 or 12 month program) guarantees the generation for 25 fresh, qualified leads, from AM's subscriber base every month.

Your cost is a low monthly fee of \$2,995 net per category with a 6-month program or \$2,495 net per category with a 12-month program.

American Machinist's Targeted Lead Generation model allows us to:

- Uncover the decision-makers.
- Qualify the buying need for your product or service.
- Define a buying timeline for that purchase.
- Deliver those leads via email, directly to you once a month.

Leads for you

Unlike other lead programs that distribute the same leads to a large number of competing companies, our program offers "customized categories" so you don't have to share these leads with competitors. Twenty-five leads will be generated specifically for your company.

American Machinist — the preferred magazine for job shops and contract manufacturers.

American Machinist has been serving the professional machining community since 1877 and has successfully and consistently adapted to changing market conditions. Our extraordinary program will provide you with ready-to-buy prospects. These program features, in combination with custom product categories, make for an unbeatable offer. *Note: Must be a current print or online customer.*

Sample script

Program: Jan 1 Sub Program - January 2009
Project Hours: 0.0
Project Dials: 0

1001: Verify All Contact John Doe (CEO and Owner) -
1111 Sample Lane
NY, NY 12121

Hi, my name is _____ and I'm calling on behalf of American Machinist magazine and wanted to take a moment to ask your buying intentions for 2009 (or over the next 18 months)

***What is your principal business activity at your location?**
Answer:

***What is your specific job function within the organization?**
Answer:

***Will you be purchasing or recommending to purchase in any of the following areas over the next 12 to 18 months?**

<input type="checkbox"/> Vertical Machining Centers	<input type="checkbox"/> CNC Milling Machines
<input type="checkbox"/> Horizontal Machining Centers	<input type="checkbox"/> Wire EDM
<input type="checkbox"/> CNC Lathes (2 axis and above)	<input type="checkbox"/> CNC Grinders
<input type="checkbox"/> CNC Swiss Lathes	<input type="checkbox"/> Welder (manual)
<input type="checkbox"/> CNC Plasma cutter	<input type="checkbox"/> Bar feeder
<input type="checkbox"/> Laser cutter	<input type="checkbox"/> Robot

After asking areas of purchase please go to the corresponding areas below and note purchasing role in each area noted?

***You mentioned purchasing in the area of Vertical Machining Centers...What role will you play in that purchase? (must play a role)**

Purchase Recommend the purchase Approve the purchase

***In the purchase of Vertical Machining Centers what do you foresee as the purchase timeframe?**

1st qtr 2009 2nd qtr 2009 3rd qtr 2009 4th qtr 2009 1st half of 2010
 2nd qtr 2009 3rd qtr 2009 4th qtr 2009 Exact timing hasn't been fully defined yet

***You mentioned purchasing in the area of CNC Plasma Cutter...What role will you play in that purchase? (must play a role)**

Purchase Recommend the purchase Approve the purchase

***In the purchase of CNC Plasma Cutter what do you foresee as the purchase timeframe?**

1st qtr 2009 2nd qtr 2009 3rd qtr 2009 4th qtr 2009 1st half of 2010
 2nd qtr 2009 3rd qtr 2009 4th qtr 2009 Exact timing hasn't been fully defined yet

***What is your estimated annual machine tool budget for your location? (division, branch)**

\$25,000 and less \$50,000 to \$250,000 \$500,000 and above
 \$25,000 to \$50,000 \$250,000 to \$500,000 Would not disclose

Would you like to share your email for resources that support the buying areas you mentioned earlier?

Yes No

Email Address (click to update):

Just so you know, you may or may not receive future follow-up in some of the areas we discussed. Thank you for your time and have a great day.

<p>Crane Spring Mr. Larry Carter Production/Plant Operations Management 2000 1st Ave Knox, TN 37603</p>	<p>MPF Hydraulics Inc Mr. Norman Worley Production/Plant Operations Management PO Box 1071 Arlinton, VA 22209</p>	<p>Appl. Hardware Mr. Ron Palmer Production/Plant Operations Management 2501 Taylor St Patterson, CA 95228</p>
<p>Sauer Dinkel Co Mr. Bruce Heger Production/Plant Operations Engineer PO Box 1071 Sanbury, MA 01550</p>	<p>Zimmer Mr. Thomas Marley Production/Plant Operations Engineer 1777 W Center St Waukegan, IL 60085</p>	<p>Robert Hill Co Mr. Stephen Truchaut Production/Plant Operations Engineer 434 S 300 W, 1st Floor Salt Lake City, UT 84119</p>
<p>The Tap Inc Mr. Dennis Baker Production/Plant Operations Engineer 210 Lake St Proctor, MA 01098</p>	<p>American Hydraulics Co Mr. Bill Buckler Production/Plant Operations Management 3047 Broadway Kansas City, MO 64111</p>	<p>Plasco Co Inc Mr. Michael Cope Production/Plant Operations Management Plasco Industrial Park 4225 Farm Rd Spokane, WA 99205</p>
<p>Star Advantage Machining Mr. Gregory Christensen Production/Plant Operations Management 230 Highway 55 Glen, WA 98025</p>	<p>Continental Forge Co Mr. Carl Kline Production/Plant Operations Management 425 E 6th Street Canton, CA 95920</p>	<p>Shelby Co Mr. Philip Miller Production/Plant Operations Engineer 4225 Farm Rd Madison, WI 53705</p>
<p>Lisa Powell Recruit Mr. Jeff Anderson Production/Plant Operations Management PO Box 1071 Pepp, AZ 85509</p>	<p>Dyn's Enterprises Mr. Albert Cline Production/Plant Operations Management 8214 Koppers Ave Munster, IN 46320</p>	<p>Texas Hydraulics Mr. Yonah Sussman Design Engineer 17125 288 Atlanta, TN 37020</p>
<p>Shorewood Packaging Corporation Mr. Steve Heger Production/Plant Operations Management 225 Seward Ave Indianapolis, IN 46209</p>	<p>Medline Manufacturing Co Mr. Mike Malzer Production/Plant Operations Management PO Box 1071 Jenks, MO 64506</p>	<p>DTI Plastics Inc Mr. Stephen Federico Production/Plant Operations Management 3271 Cherry Ln New Castle, DE 19705</p>
<p>Carroll Maintenance Supply Mr. Robert Heger Production/Plant Operations Management 1 Sibley Ct Baldwinsville, IL 60509</p>	<p>Plasco Co Mr. Michael Cope Production/Plant Operations Management PO Box 1071 Pepp, AZ 85509</p>	<p>87 Industrial Company Inc Mr. Richard Cline Design Engineer 232 3rd Ave Pittsburgh, PA 15222</p>
<p>Cham Packaging Services Mr. Stephen Heger Production/Plant Operations Management 1441 Knox Highway 12 Columbia, SC 29209</p>	<p>Diary's Color Mill Inc Mr. Albert Cline Production/Plant Operations Management 1400 9th Street Creston, IA 50820</p>	<p>Kent Plastics Co Mr. Bruce Smith Other Engineer 2720 E. 15th Ave Minneapolis, MN 55408</p>
<p>Harold Tread Inc Mr. John Tread Production/Plant Operations Management PO Box 1071 Morgantown, IN 46559</p>	<p>Dallas Systems Mr. Ben Heger Production/Plant Operations Management 10000 Dallas Aurora, MN 55005</p>	

Sample of 25 leads