

CUSTOMIZED Targeted Lead Program

EXCLUSIVE, HIGH-QUALITY LEADS EVERY MONTH!

Exclusive Lead Generation for the Forging Industry

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

Forging offers you a Targeted Lead Program to generate leads by conducting telephone interviews with Forging 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.

Forging's Targeted Lead Program (based on a 6 or 12 month program) generates fresh, qualified leads, from Forging'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.

Forging'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. Consult your local sales representative for a custom quote.

Forging Magazine — the preferred magazine for forgers and forging facilities.

Forging serves the professional forging community 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?
 Vertical Machining Centers CNC Milling Machines
 Horizontal Machining Centers Wire EDM
 CNC Lathes (2 axis and above) CNC Grinders
 CNC Swiss Lathes Welder (manual)
 CNC Plasma cutter Bar feeder
 Laser cutter 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 3rd qtr 2009 1st half of 2010
 2nd 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 3rd qtr 2009 1st half of 2010
 2nd qtr 2009 4th qtr 2009 Exact timing hasn't been fully defined yet

*What is your estimated annual machine tool budget for your category (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.

Coyote Forging Mr. Gary Cullen Production/Plant Operations Management 2100 Elm Ave S Avon, MA 01909	Susan Bristol Co Mr. Bill Higgins Production/Plant Operations Engineer PO Box 1421 Salisbury, MA 01905	Tom Van Dyke Mr. Charles Baker Production/Plant Operations Engineer 2700 Lee Rd Phoenix, AZ 85009	Dan Advantage Welding Mr. George Christensen Production/Plant Operations Management 250 Highway 52 Elgin, WI 53120	Lake Forest Reports Mr. Jeff Johnson Purchasing Personnel PO Box 1023 Piquette, MI 49079	Shawmont Packaging Corporation Mr. Robert Johnson Purchasing Personnel 6522 Belmont Ave Indianapolis, IN 46209	Century Mechanical Supply Mr. Marlene Anderson Production/Plant Operations Management 1000 E. 10th St Selkirk, IL 60085	One Packaging Systems Mr. Stephen Bink Production/Plant Operations Management 1405 Knox Highway 52 Galena, IL 60131	World Trade Inc Mr. Jim Beckler Production/Plant Operations Management PO Box 959 Bloomington, IN 47403	Dallas Systems Mr. Mark Nemec Production/Plant Operations Management 20 Daniels Ct Avon, MA 01909	BOP Operations Inc Mr. Nathan Worthy Production/Plant Operations Management PO Box 100 Olympia, WA 98505	Zimco Mr. Thomas Marley Purchasing Personnel 1777 W Center St Elmore, WI 53120	American Hydraulics Co Mr. Bill Beckley Design Engineer 2047 Andrews St Kansas City, MO 64609	Continental Forge Co Mr. Dan Baker Purchasing Personnel 412 E. 24th Street Compton, CA 90092	Quin's Enterprises Mr. Albert Van Dine Production/Plant Operations Management 1119 Spencer Ave Elmhurst, IL 60120	Metals Manufacturing Co Mr. Mike MacCoy Production/Plant Operations Management PO Box 1405 Elgin, WI 53120	Pango Co Mr. Michael Smith Production/Plant Operations Management PO Box 1088 Greenview, SC 29609	Drexel Co Mr. Alan Cramer Production/Plant Operations Management 1402 Reed-Cross Rd Cary, NC 27505	Global Resources Mr. Ron Feltman Production/Plant Operations Management 1280 Park St Phoenix, AZ 85009	Western Tool Co Mr. Steven Fuchselt Production/Plant Operations Engineer 434 S 202 St Salt Lake City, UT 84105	Panson Co Inc Mr. Michael Grier Production/Plant Operations Management Panson Industrial Park Spencer, MA 01550	Shelby Co Mr. Phil Miller Production/Plant Operations Engineer 450 Frank St Madisonville, TN 38355	Taven Hydraulics Mr. Patrick Buchheit Design Engineer PO Box 200 Joliet, IL 60438	SPT Finance Inc Mr. Stephen Finley Production/Plant Operations Management 321 Cherry Ln New Canaan, OH 44660	RT Fabcon Castings Inc Mr. Michael Grier Design Engineer 220 3rd Ave Pittsburgh, PA 15201	New Pacific Inc Mr. Ron Scott Other Engineer 2202 S. 12th Ave Vancouver, WA 98686
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