

## White Paper Alert

### Inform and educate the professional woodworker

If you have a white paper in your marketing arsenal, deliver it to the woodworking professional with our White Paper Email Alert.

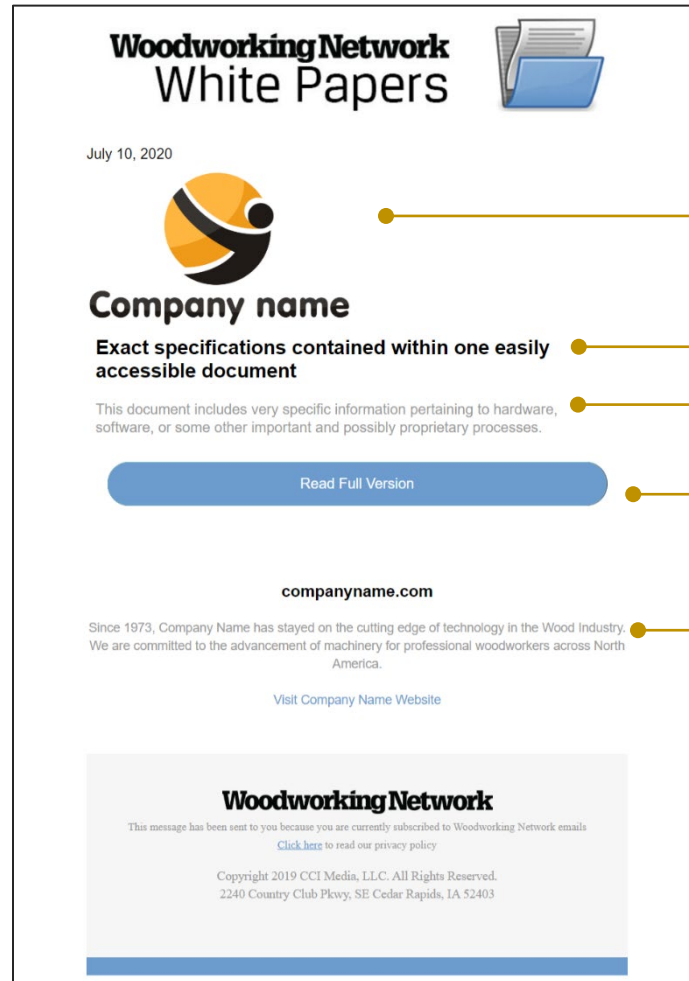
White papers are a powerful magnet for B2B buyers, with 71%\* using white papers to research purchasing decisions. They remain a powerful means for delivering your content and further establishing your credibility and expertise to our engaged audience.

Our designed template makes it turn-key and gives you the opportunity to deliver your informational document to more than 35,000 woodworking professionals, your customers.

#### What's included:

- One white paper alert email.
- Set-up of email in designed template by our staff.
- Delivery to 35,000+ professional woodworkers.
- Supplied analytics report of performance, including number delivered, number opened and clicks/click-thru rate.

It's simple. You provide the elements and we do the work.



**Company logo**; 300 dpi; .jpg, .gif, .png or .tif; **Company website and URL**

**Headline**; 15 words or less

**Brief white paper description**; 75 words or less; a preview of what the audience will learn

**Linking URL** to White Paper or complete PDF

**Brief company description**; 75 words or less

**Subject line** for delivery of the email; 5-7 words