

Want to **TARGET**



**QUALIFIED  
INDUSTRY  
PROFESSIONALS?**



WFOonline Media's NEW  
**eDM BROADCASTS**

ARE A POWERFUL NEW MARKETING TOOL THAT  
WILL GENERATE LEADS\* FROM YOUR WHITE  
PAPERS AND TECHNICAL ARTICLES, OR DRIVE  
VISITORS TO YOUR ONLINE AND LIVE EVENTS ...

We will send\*\* YOUR content offering (white paper, webcast etc) or event invitation to qualified members of our vertical online communities. These are 'active' opt-in members drawn from the following:

- Site Update eNewsletter subscribers
- Product Alert subscribers
- Magazine subscribers
- Digital magazine subscribers

You can target one or more of our TEN industrial-and-technology related vertical markets, but there is only **ONE PER SITE PER MONTH** available. This ensures that the lists do not get stale and our members are shielded from an excess of emails. WF Media will only approve content for eDM Broadcasts that we believe will 'add value' to our members and assist them with their business planning and operations.

\* Lead Definition: WFOonline defines a 'lead' as a site member who downloads a White Paper or views a Webcast. It is important to understand that most White Paper/Webcast 'leads' are in the research stage of the buying process and should be treated as such, and not as a hot sales lead.

\*\* The content/offer/invite to be delivered in the eDM Broadcasts must be approved by WF Media publishing management prior to any booking being confirmed. It is vital that all content is *how-to, application and/or technology focused* and NOT product and/or company focused. WF Media will design and write the copy for the eDM to our standard guidelines and format to ensure the highest open and click-through rates.



# WFOonline Media's WEBSITE COMMUNITIES

The following sites have one eDM Broadcast available each month.

Contact your Account Manager for the latest 'member count' for each site.

[VoiceandData.com.au](http://VoiceandData.com.au)

*IT & communications*

[Electroline.com.au](http://Electroline.com.au)

*Electronic engineering & design*

[ProcessOnline.com.au](http://ProcessOnline.com.au)

*Automation, control & instrumentation*

[ElectricalSolutions.net.au](http://ElectricalSolutions.net.au)

*Electrical contracting, engineering & wholesaling*

[RadioComms.com.au](http://RadioComms.com.au)

*Professional radio communications*

[FoodProcessing.com.au](http://FoodProcessing.com.au)

*Food processing, packaging & technology*

[SustainabilityMatters.net.au](http://SustainabilityMatters.net.au)

*Environment business: waste, water & energy*

[LabOnline.com.au](http://LabOnline.com.au)

*Life sciences, analytical & clinical diagnostics*

[SafetySolutions.net.au](http://SafetySolutions.net.au)

*Manufacturing, building, construction, mining*

[InMotionOnline.com.au](http://InMotionOnline.com.au)

*Fluid power, motion control & pumps*

## SPECIAL INTRODUCTORY OFFER

### eDM Broadcast

**\$3600 +gst**

*Includes design and layout of html eDM*

10% discount if 2 or more sites booked on the one order.

### eDM Plus

**\$5000 +gst**

*Includes layout and design of html eDM*

PLUS a 3-month White Paper program which includes LEAD GENERATION. WFOonline delivers you full contact details (excel file) for all members who download your White Paper as a result of the eDM and during the following months that it resides in the White Paper Library on the site.