



Utilize Advanced Manufacturing Media’s host of platforms by promoting your educational and solutions-oriented content to our highly qualified audience of decision makers and manufacturing professionals. The perfect tool to drive targeted, qualified leads and generate trusted brand awareness.

Advanced Manufacturing Media’s integrated media platforms give our audience several options to capture information. Whether it’s a webinar or gated landing page, we have the tools to reach your targets.



Guaranteed leads and deliverables are determined based on level of purchase.

## How Does This Program Work?

- Advanced Manufacturing Media will create Lead Generation Sponsors a custom resource center on [AdvancedManufacturing.org](http://AdvancedManufacturing.org) that will house all sponsor-provided content.
- We gate all sponsored content behind a registration form.
- AMM promotes this content via the platforms listed below.
- Potential leads will be able to access these assets in exchange for registration information.
- After a registration form is filled out, the lead can download these assets and the sponsor will receive the lead immediately, ready for your sales team to follow-up.

Advanced Manufacturing Media platforms include: our printed publications, *Manufacturing Engineering* and *Smart Manufacturing* magazines, our digital products, Advanced Manufacturing Now eNewsletter, [AdvancedManufacturing.org](http://AdvancedManufacturing.org) website, our 250K+ email database and our social media presence on Twitter, Facebook and LinkedIn.

Level	Gold	Silver	Bronze
Exclusive Emails	3	2	1
Resource Center Recap	3	2	1
eNewsletters	6	4	2
Website	3 mo.	3 mo.	3 mo.
Social Media	Yes	Yes	Yes
Survey (Optional)	1	0	0
Estimated Leads	350-600	250-350	150-250

## GET STARTED!

Contact an SME representative to get your custom program started. A lead generation program can be created and deployed with a signed agreement and delivery of creative.



## Traffic

[AdvancedManufacturing.org](https://www.advancedmanufacturing.org) traffic is made up of manufacturing professionals across all industries and organizations. Our database is filled with hundreds of thousands of manufacturing professionals with multiple data points, including contact information, company name, interests within manufacturing, conference and tradeshow they've attended and more. With this data we segment our list into your core audience and begin targeting these potential customers with lead magnets to have them engage with your brand's content.

## Lead Magnets

We take your educational and solutions-oriented content and materials and use them to attract our users to your products. These lead magnets are hosted on your own branded microsite within [AdvancedManufacturing.org](https://www.advancedmanufacturing.org) in a custom storefront. We build individual landing pages for the lead magnets and market them to our users. When they opt into an offer, we capture that data and send it to your marketing pipeline.

## LEAD MAGNET EXAMPLES

Whitepapers, eBooks, case studies, cheat sheets, checklists, infographics, guides, kits, original data and research, pre-recorded webinars

## Delivering Leads to Your Marketing Pipeline

Leads are gathered and delivered in the mode you prefer. We can deliver our leads instantaneous to your API or database, send them directly to your email inbox, or you can pull the data with our custom dashboard. Our programs duration is also flexible to the velocity at which you want to receive leads.

