Sales & Marketing Magazine White Paper Information

Here's how the white paper process works and what is needed:

- Once an agreement is signed (either for the white paper itself or as part of a larger package), the advertiser has six months to submit the white paper for placement. It may stay active beyond the six months, but it should start within it

- When ready, please send us the whitepaper as a PDF file, or a link to it online

- Please also send your company logo and a short summary/marketing blurb for the white paper. If you don't have anything already promoting the white paper, we can create something from the white paper content itself.

- Please send these elements (white paper and/or link, logo, and some promotional copy) to: jeremy@tewsinteractive.com and please copy bethany@salesandmarketing.com

- Once we receive these components, we will post the white paper on the appropriate site and include it in our white paper marketing campaigns. Approximately each week, you will receive a spreadsheet of the leads generated that week, until the agreed upon number of leads (typically 100 but may be more depending on the agreement) is reached, or for 4 months, whichever comes first. At that time, we will invoice you, unless the white paper is part of a larger package. That process—from posting the white paper on our site to delivering the agreed on number of leads—is quite variable in time…sometimes taking just a week or two, to a couple of months. If you would like to pre-pay in advance, that is fine but unnecessary. We just want you to understand we typically invoice at the end of the process, when all the leads have been delivered.

- Leads are generally filtered for bogus and/or bad names, and are provided in an excel file format with data fields as column heads that can be easily sorted and analyzed at the customer's discretion. We do not filter leads or work with third party lead management companies or portals. The registration form that readers are directed to in order to download the white paper collects the following standard information: First Name, Last Name, Company Name, eMail, Phone, Street Address, City, State, Zip, Country, Company Size, Industry, and Job Title. The delivered leads can be sorted/filtered by the advertiser upon receiving. The advertiser can submit up to two custom questions if they would like to be included in the registration form, and can opt not to ask all of the standard fields listed.

- As a tip, our audiences like "how-to" content, something that tells them "what's in it for me." Please let us know if you'd like to see examples of recent successful white paper titles.