

# Real-Time Pre-Qualified Leads Program

*Timely, Relevant, Priceless*

## **Waste & Recycling News is committed to helping you grow your business.**

That's why we partner with the experts in lead generation, IDS (Intelligent Data Services Inc.), to prospect and qualify buying opportunities in predetermined advertiser categories. The Real-Time Leadsource™ Program is a unique and dynamic solution that delivers qualified sales leads direct from *Waste & Recycling News*' targeted circulation to advertisers. Here's how it works:

### **Via telephone, the IDS team**

- Uncovers the decision-maker
- Qualifies the buying need for a product or service category
- Defines a buying timeline for that purchase
- Delivers those opportunities within days of call completion

This proprietary lead delivery method uses a web-based system enabling advertisers to receive a convenient, secure, password-protected web page containing their specific lead information. Every two months, advertisers receive a timely e-mail notification that their leads are available for easy, 24/7 access, plus they receive a comprehensive lead packet containing:

- Printed, pressure-sensitive labels for targeted mailing
- Hard copy of lead opportunities with full contact information and demographic details
- 4-color graphs and charts that summarize the readership demographics
- Personalized letter to the advertiser
- Guide for effective use
- Informational summary report detailing the number of leads uncovered during the call process

## **Waste & Recycling News 2009 Real-Time Leadsource™ Program Survey Cycle:**

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

To participate and benefit from the Real-Time Leadsource™ Program, reserve a display ad in any of the prospecting survey cycles listed above. For more details about this program, contact your *Waste & Recycling News* sales representative. Program excludes advertisers in the Product Spotlights and Classifieds.

The image displays three screenshots of the program's interface. The top screenshot, labeled 'Lead Access Page', shows a login form with fields for 'enter username' and 'enter password', and a message: 'We would like to thank you for your advertising commitment and lead forward to assisting you.' The middle screenshot, labeled 'Mailing Labels', shows a grid of printed labels with contact information. The bottom screenshot, labeled 'Contact Sheet', shows a grid of contact information with a 'WASTE NEWS' logo at the top left.