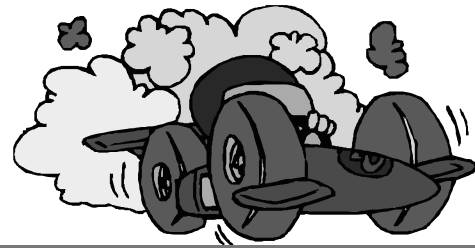


REV UP FOR LEADS



**Concrete Products will
be delivering them!**

Concrete Products' LEAD GENERATION PROGRAM is the industry's only fully integrated program that combines print, e-mail, and research to give immediate actionable sales leads.

Program Elements	Benefits	Lead Sources
Ads to prime the market Qualifying ads in Concrete Products launch the Lead Generation Program.	You'll reach the best circulation in the industry to stimulate immediate interest.	Direct response to your website, by phone or through Reader Service.
E-newsletter advertising Products alerts on Concrete Products' e-newsletters.	Your product is showcased in e-newsletters that present actionable information.	Click throughs to your website & prospects' e-mail addresses will be provided
E-Blast (Electronic Direct Mail) A Personalized, instant message in a full-page e-mail blast	Your E-blast, the hottest route to leads, will demand attention, especially with our advanced technology to maximize your message's impact.	You'll get immediate response as prospects click directly to your website
Executive Research on Purchase Intent A research survey of executives on what they plan to buy in the next 6 to 12 months.	This research conducted on the senior level management will reveal companies who are planning to buy in your product category.	You'll get actual contact information for immediate sales follow up within 48 hours of the survey
Category Leads from Reader Service Readers are surveyed on their buying intentions in specific product categories	You'll find out which companies are hot prospects for your product	You'll get an immediate source of qualified sales opportunities

Call today to get the leads you want and NEED!

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