



The Lean Manufacturing Journal Email Newsletter

Sales have become more complicated in recent years. As products become more competitive, sales support becomes more important. Your sales team cannot be sent out alone! E-mail marketing provides a personal method of communicating with an audience that lays the groundwork for success in the earliest stages of the sales process.

E-mail advertising effectively establishes contact with buyers - generating new prospects, creating awareness and branding and providing a quick means of response and follow-up. The sales process is shortened and simplified. Shorter sales process...more sales.

Noria has achieved a successful publishing formula that can play an integral role in helping achieve marketing communication goals - from product positioning and branding - to lead generation and sales.

This e-newsletter is sent only to registered subscribers; readers that have formally requested to receive it.

Quick Take

Debuted in January 2007
16,404 subscribers (as of Oct 2008)

Ad Positions

Resource Sponsorship

- Located within the editorial content
- Image: 80x80 pixel 3K file max, no animation
- Text: 300 characters
- Hyperlink: web and/or e-mail

Skyscraper Banner

- Located opposite the editorial content
- 120 x 600 pixel image (30K file max, no animation)
- Hyperlink: web or e-mail

Advertising Rate Card

Frequency	1X	3X	6X	12X	24X	48X
Rate	\$800	\$760	\$720	\$680	\$640	\$600