



Electronic Clicks

NEW!

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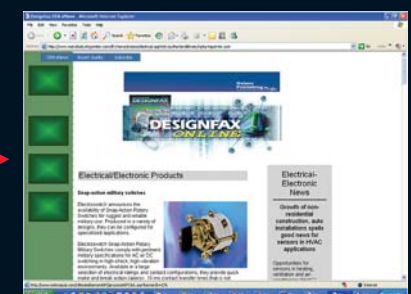


Designfax Online

Why wait for Anonymous Clicks when you can have Comprehensive Inquiries now?

- **Introducing *Designfax Online*...**
the next generation of electronic inquiries that captures all the contact information you need to make sales calls on new or existing buyers... name, title, company, address, phone, and email. *Comprehensive leads that your sales team can act on today!*
- **Developed as a hybrid,** *Designfax Online* combines the “must read” content of *Designfax* magazine, with the cyberspeed of a text-only email linked to its own exclusive web pages.
- **Each week, over 40,000 opt-in OEM design engineers** receive fresh content on their PC including the features, departments, and product showcases that *Designfax* subscribers have depended on for 26 years.
- ***Designfax Online* goes beyond a “click” by identifying each visitor for you.** Instead of an anonymous IP address, you receive the same valuable information you get from print reader service cards. And, instead of waiting weeks, these electronic leads are delivered to you daily!
- ***Designfax Online* offers uncluttered space to display your ad.** Unlike print or vertical search engines, only five text-banner positions are available each week. This ensures your message will be read, while the text format increases your odds of being acted on.
- **The ‘text-only’ format increases delivery rates,** since many corporate servers now block images used in emails. The *Designfax Online* email contains links to a dedicated website, offering you endless graphic banner and button positions to increase branding and expand awareness.
- Take a look at a sample issue at:
www.Designfax.net/sample
- Or better yet, receive a free email subscription at:
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- Or even better, take a FREE test drive!
Our Performance Guarantee allows you to try the program and experience the power and value that *Designfax Online* will bring to your marketing efforts.
Call John Holmes, National Sales Manager for full details at 847-364-7441 or email jholmes@nelsonpub.com
- **Why settle for anonymous clicks, and then wait for prospects to call? With *Designfax Online*, you get a steady stream of motivated leads that allows your sales force to act now.**
Call John Holmes to get a head start on your competition!

Introducing DESIGNFAX ONLINE



a weekly text-only email linked to content on an exclusive website