

# E-Z LEAD

## GENERATION PROGRAMS

### DRIVING LEADS THROUGH PREMIUM CONTENT

Utilize *Logistics Management's* Special Digital Issues, Multi-Sponsored Webcasts or Custom Industry Surveys to generate numerous qualified sales leads. All of our E-Z lead programs are designed to get you quality leads from relevant industry-focused content to engage our audience. All you need to do is pick the pieces of content that work for your company and we will start filling your sales pipeline with quality leads.

This exclusive content is offered to our readers through a dedicated series of promotional eBlasts giving sponsors highly valuable branding in addition to leads. And, you can further qualify your leads by adding a custom buying intent question to the registration page.

#### 2024 E-Z Lead Content Schedule

Month	Topic	Close Date
January	Webcast: Rate Outlook	1/10/24
February	Special Digital Issue: Warehouse/DC	2/20/24
March	Industry Research: LTL Survey	3/19/24
April	Industry Research: Intralogistics Robotics Study Industry Research: Annual Salary Survey	4/23/24 4/24/24
May	Special Digital Issue: Technology, Software & AI	5/15/24
June	Special Digital Issue: Motor Freight Last Mile	6/18/24
July	Special Digital Issue: 3rd Party Logistics	7/17/24
August	Industry Research: Global Logistics Survey	8/23/24
September	Special Digital Issue: Robotics Industry Research: Logistics & Transportation Trends	9/18/24 9/24/24
October	Special Digital Issue: The e-Commerce Boom	10/16/24
November	Industry Research: Warehouse/DC Benchmark Study	11/15/24
December	Special Digital Issue: 2024 Top Freight Transportation Providers	12/11/24

#### ENGAGEMENT CAMPAIGN

- All products promoted through eBlasts to 76,000+ *Logistics Management* readers.
- Registration landing page to capture leads.
- Custom qualifying response regarding plans to purchase/evaluate your type of product or service over the next 12 months.
- Special Digital Issue programs also include a bonus full page ad in the digital issue.

NET INVESTMENT: **\$7,500**

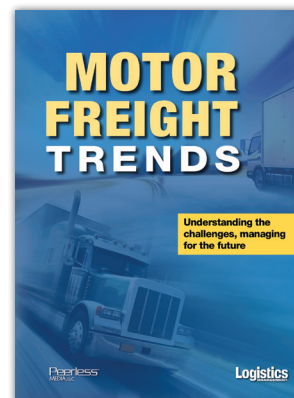
#### Industry Research



#### Registration Page



#### Webcast



#### Special Digital Issue

CONTACT  
YOUR SALES  
REPRESENTATIVE  
TODAY!

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