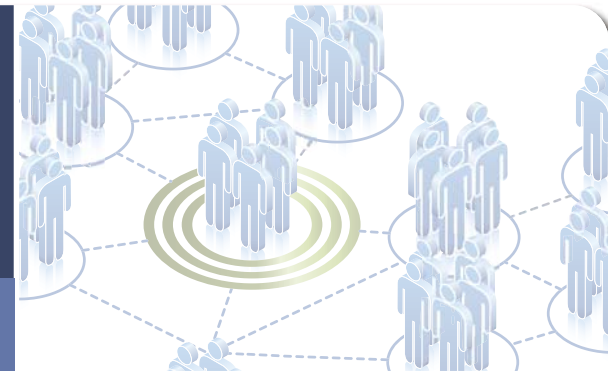




# Madison Logic

## LeadFocus for Advertisers™

### INFORMATION TECHNOLOGY



In today's economy, marketers are looking for measurable results and ROI. How else can you do that unless you are able to target the right users that are looking to buy your products? The Madison Logic Technology Channel gives you unique access to technology professionals researching and buying online.

- Reach key decision makers and generate quality leads with your white papers, webcasts and other promotional vehicles.
- Promote your brand across a premium transparent network to get qualified sales leads
- Pay only per lead to ensure cost efficiency
- Our technology ensures that your ad dollars are not wasted

### WHERE WILL YOUR ADS BE SHOWN?

01.



CONTEXTUAL PLACEMENTS

02.



DEDICATED EMAIL BLASTS

03.



RESEARCH DIRECTORIES

### OUR TECHNOLOGY VERTICAL

Monthly Ad Views: 2 bil impressions  
Monthly Reach: 10 mil unique users

#### General Computing



#### Electronics



#### Wireless & Mobile



#### Developer

