

# Resources And Opportunities

## RELATED PUBLICATIONS INCLUDE:

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Achieve targeted, high-response communication in your market by selecting from a database of over 3.2 million recipients and buyers of products and services. Postal, telemarketing and email lists are available to rent from our qualified subscriber lists, trade show attendees and book buyers. Pick the demographic and geographic selection that is right for your promotion.

**For more information, contact Marie Briganti, List Manager at (845) 732-7054 or Marie.briganti@walterkarl.infousa.com.**

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When your company, its products, or people receive editorial coverage, spread the good news. Custom article reprints are high-quality reproductions of the original article reformatted to meet your special needs. Add your company's logo, an advertisement, or brief marketing copy to create a one-of-a-kind promotional piece that impresses your clients and prospects. Paper and electronic versions are available at attractive rates, reprints make ideal collateral for direct mail campaigns, tradeshow handouts, investor relations materials, and media kits. Posters, plaques, and postcards can also be created to feature your coverage.

**For further information, contact FosteReprints at 866-436-8366 (outside the U.S. and Canada call +1-219-879-8366).**

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Your LIVE DESIGN sales representative can provide quotes on reprinting your advertisement for additional distribution.

## CUSTOM PUBLISHING

Custom publishing is an important marketing tool for building your company's brand loyalty, allowing you to create

and maintain an effective, personalized relationship with your customers. We offer turnkey custom publishing services, providing content and distribution strategies.

**For additional information, contact your Sales Representative.**

## MARKET DATA AND CUSTOM RESEARCH SERVICES

The Research team at Penton Media provides market-related data and custom research services, ideal for when you are entering a new market, launching a new product, creating a new marketing campaign, or for any other strategic purpose when you need to make informed research-based decisions. Our researchers are custom research experts, knowledgeable in specific industry sectors.

**Ask your Sales Representative for details about custom research opportunities.**



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