

Ask About  
our Packaged  
Lead  
Generation  
Programs

Marketing Programs:  
Lead Generation

## Generate leads from OSTG's qualified audience of IT influencers, early-adopters, and buyers

CPC, CPD, Integrated Text Links and CPL programs provide a vehicle for you to access and incite to action the largest IT audience on the Web!

Promote your Web cast, whitepaper, case study, product demo or download through intergrated, aggressive marketing across the OSTG network

- CPC programs provide a low-cost of entry--pay only for clicks
- CPD programs enable you to ramp up adoption of your demo or app
- CPL programs generate guaranteed leads for your product or service

The image displays two overlapping screenshots of a web form from OSTG. The top screenshot shows a form titled "Critical Information to Help You Do Your Job Better and Faster" with fields for First Name, Last Name, Company, Title, City, State, Country, and E-mail. The bottom screenshot shows a form titled "Everything you need to know about Our Product" with a "product shot" button and a "Submit" button.

There's no better way to generate leads for your sales team and marketing outreach program. Tap into OSTG's audience of early-adopters and IT professionals looking for information about your company and services. Contact your sales rep today to build your own customized lead gen program.

**OSTG** where  
open source technology group technology  
is going

www.ostg.com

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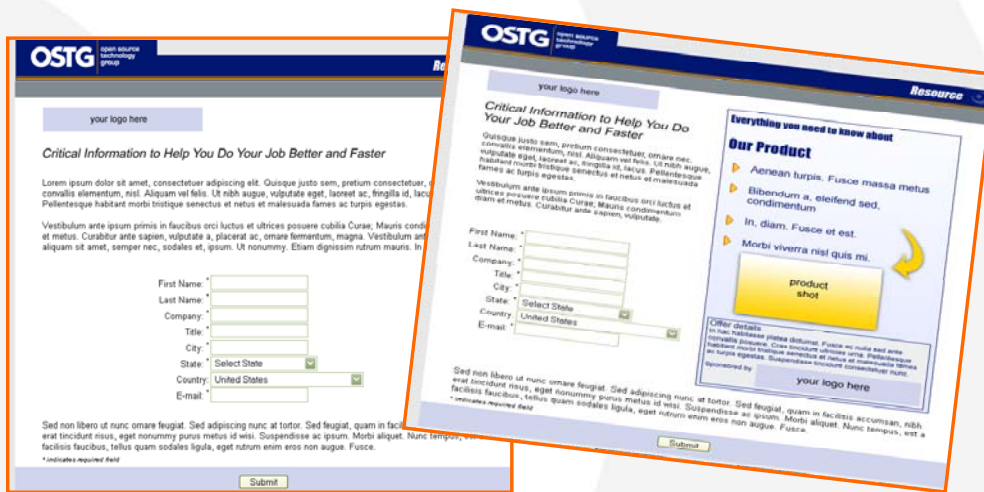
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## OSTG Marketing Solutions: Lead Generation

### Your Lead Generation Landing Page is Customizable

Your landing page is fully customizable to include your company logo, screen capture and/or product image.

- You provide:
- Logo in jpg or eps
- Screen capture or product image (jpg or eps)
- Descriptive content for landing page—limited to 100-word description and call to action
- Creative for media component of program, including leaderboard, skyscraper, text link content, and other promotional copy. Or, let us develop the creative for you.



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