

WHITEPAPERS

Whitepapers are documents that present specialist information while avoiding any kind of marketing phrases: case studies, analyses or market research results. On 2 to max. 15 pages, the author provides an overview on the pros and cons, cost and possible savings of the presented solution. Apart from the volume of information, the main difference between conventional advertising and whitepapers is the utility value: users look for hands-on solutions to specific problems – and whitepapers should live up to that expectation.

Present your company as a solution-provider on www.european-coatings.com. Your whitepaper will be embedded in the editorial content and lead potential customers directly to your product and service portfolio. Moreover, every whitepaper download creates an automatic e-mail supplying you with each user's contact data without delay – the ideal starting point for your sales force to build new and qualified business contacts!



- presentation of your whitepaper on the homepage of www.european-coatings.com for 3 months (max. 5 whitepapers available at a time)
- during run time: 1 teaser text ad per month linked to your whitepaper in the weekly EC Newsletter
- indexing and display of your whitepaper as "Related Content" in the editorial contents sections
- automatic e-mail alert upon download of your whitepaper containing all user data
- even beyond run time, unlimited availability of your whitepaper in the whitepaper archives of www.european-coatings.com

€ 6,100.00/3 months

All rates subject to VAT where applicable.



Example whitepaper

