



eRESPONSE

A pro-active e-mail program that recruits the Internet to help publishers increase lead volumes delivered to their advertisers.



eResponse delivers your latest issue's reader service offerings in a format that is designed to increase lead generation results from your magazine. The potential is remarkable, producing results that have never been seen before. 'Honest!'

Here's how it works

- You provide us with your circulation file of those subscribers with an email address.
- IMS sends out an electronic reader service card to those subscribers.
- This electronic reader service card delivers access to each advertiser's website; the image of the ad or press release in the selected issue; and the request for additional information.
- The subscriber instantly generates direct leads by clicking on the company link, the product link, or by requesting more information.
- IMS captures the activity and matches the lead to the subscriber data often delivering important information about each subscriber who initiates the click.
- The number of leads generated with this system is truly spectacular.

Leads are delivered to the advertisers in a single, easy-to-use lead package either electronically or via printed labels. Results are also posted over our award winning eBasket deliverable providing publishers and sales reps with a comprehensive report package for each of the program sources on an advertiser-by-advertiser basis, as well as in a summary format.

When combined with data from other services provided by IMS, you have a complete picture of each advertiser's promotional activity. Other publishing solutions include: online media kits, directories, sweepstakes and surveys; magazine ad-tracking; online ad-tracking; trade show exhibitor tracking and comp list management.

Here is what a typical email to each of your readers looks like.

To...
Cc...
Subject: March's Product Spotlight

FREE PRODUCT INFORMATION FROM NASA TECH BRIEFS & TECH HORIZONS

To learn more about a specific company's product, click on the Image Icon to view the February Advertisements for each company. Moving your cursor over the ad will produce a small box in the lower right corner which you can click to enlarge the ad image to full size and you can print them if necessary. Check reply box if you simply want to receive information from any or all advertisers.

COMPUTERS/ELECTRONICS

| Company | Product Detail | Image | Check All |
|---|--|-------|--------------------------|
| LINK TECHNOLOGY | 3U PXI SYSTEM | | <input type="checkbox"/> |
| ERICA | CONTROLLER | | <input type="checkbox"/> |
| A | JOURNAL OF AEROSPACE COMPUTING | | <input type="checkbox"/> |
| BERGQUIST CO. | THERMAL CLAD METAL SUBSTRATE | | <input type="checkbox"/> |
| BITTWARE | ALANTIS SCALABLE ARCHITECTURE | | <input type="checkbox"/> |
| CONDOR ENGINEERING | INTERFACE SOLUTIONS | | <input type="checkbox"/> |
| CONEC | FILTER CONNECTOR | | <input type="checkbox"/> |
| CRANE AEROSPACE & ELECTRONICS | ELECTRONICS MANUFACTURING | | <input type="checkbox"/> |
| CREATIVE ELECTRONIC SYSTEMS | RECONFIGURABLE COMPUTERS | | <input type="checkbox"/> |
| DATA DEVICE CORP. | FREE LITERATURE | | <input type="checkbox"/> |
| DATA DEVICE CORP. | GIGABIT ETHERNET | | <input type="checkbox"/> |
| DIGI-KEY CORP. | ONE STOP SOURCE FOR ELECTRONIC PARTS | | <input type="checkbox"/> |
| DIVERSIFIED TECHNOLOGY | SINGLE BOARD COMPUTER | | <input type="checkbox"/> |
| ONE TECHNOLOGIES | TACTICAL COMMUNICATION | | <input type="checkbox"/> |

By clicking on a company name or product detail the user will get directed to the advertiser's website, while at the same time it gets recorded as a direct lead.

By checking off the box and clicking on the submit button, it will enable the user to request more information on the selected ad(s) and it will get recorded as a direct lead.

Clicking on the magnifying glass will bring up an image of the ad and it will get recorded as a direct lead.

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ABOUT IMS

With offices in Toronto, New York and London, IMS has served magazine publishing professionals since 1979. Over 2,300 magazine titles utilize our array of products that help sell additional pages of advertising, increase lead results for advertisers and produce creative web solutions.

Proud of our high-tech reputation, our leading software technology continues to gain industry-wide recognition. Industry Canada, recognizing our 'advancing-the-science' contribution, has rewarded our company with substantial research and development grants over a number of years to encourage us to continue our leading edge developments.

Here are the facts:

- IMS is privately owned, shared by all employees through an innovative employee benefit program that transcends profit sharing to include full equity sharing.
- Headquartered in Toronto, occupying a 38,000 sq ft facility.
- 200+ full-time employees work out of offices in Toronto, New York and London.
- 18 account representatives focus 100% on serving the needs of our 2,000+ client base.
- 25+ programmers on staff respond to our clients' needs quickly.
- With 28+ years under our belts, we have yet to have a single year pass without introducing something new (often value-added) to our clients.
- Our single largest database grows at over 180 million records per month, to a projected size of 2.2 billion records a year.
- \$2,000,000 invested in infrastructure and co-location facilities ensures 24/7 access to your sales-generating information.

