

Direct Leads  
for Advertisers

## Reinventing Lead Generation for Business Professionals

**Business and Finance Marketers** are constantly looking for more effective ways to reach decision makers and increase revenue. The key to success is to reach buyers when they go for information that helps them do their job.

## The Madison Logic Information Tech Channel

Unique access to business and finance professionals researching and buying online.

### Quality

Madison Logic has attracted top business publishers across numerous verticals.

### Reach

We have the largest reach to in-market business buyers across a vast network of vertically focused B2B publishers.

### Transparency

Strengthen your sales conversations by knowing where your leads are coming from.



## How We Generate Quality Leads

Your Assets Displayed on a vast network of publishers sites

White Papers Webinars Case Studies Software Downloads



Delivered through these Integration points



Contextual Ads



Research Libraries



Keyword Search



Email Newsletters



LinkedIn Groups