



NetLine
C O R P O R A T I O N

**QUALITY ONLINE
LEAD GENERATION,
DEMAND GENERATION
AND MARKETING SERVICES**

NetLine Corporation is a leading B2B performance-based integrated marketing company providing targeted online lead generation and marketing services for Advertisers, Marketers, and Publishers. We deliver high-quality leads and help maximize the profitability of every customer interaction.

NetLine excels at working with a wide range of companies, including Fortune 1000 companies, ad agencies, and industry trade publishers. With a client roster including many Fortune 1000 companies, NetLine provides the highest quality products and services in the industry today.



“Since 1994, NetLine has worked with hundreds of companies to provide the best B2B lead generation and online marketing services. Our focus and commitment to customers is to deliver the highest quality products and services in the industry.”

Robert Alvin,
CEO and Chairman,
NetLine Corporation

We have been using NetLine since 2006 and their Lead Source program has been a great way to get targeted leads in our vertical industry of manufacturing....”

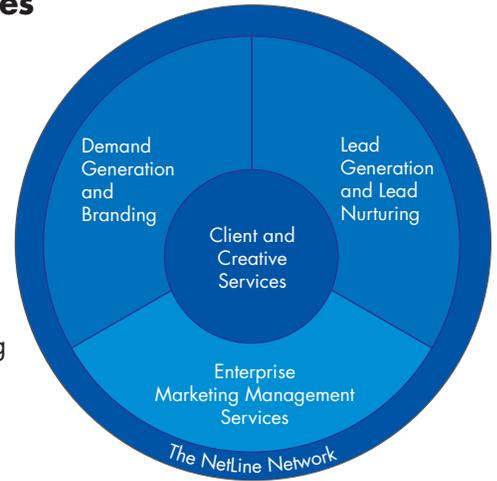
*Kyle Pickus,
Sr. Marketing Programs Specialist,
Epicor*

NETLINE CUSTOMERS

For an extensive list of our customers, visit:
www.netline.com/About/customers.html

NetLine Products and Services

NetLine’s suite of performance-based lead generation, and demand generation and branding products enable you to acquire quality leads, gain deeper insight to user data and engage in ongoing lead nurturing opportunities. Our eMarketing services support a variety of integrated marketing campaigns, and our client and creative services team, provides you with the expertise to effectively and efficiently execute your campaigns. NetLine products and services, supported by our industry leading Network of best-of-breed partners, help you meet your Lead Generation, and Demand Generation goals.



Lead Generation and Lead Nurturing

NetLine LeadSource: Online lead generation service that yields high quality leads from your offers - leveraging our powerful network and intelligent targeted methodology.

NetLine Second Touch, LeadStor, Intelligent Lead Nurturing and Distributed Micro-Site Solution support ongoing lead nurturing turning quality B leads into A leads and sales.

Demand Generation and Branding

CPC/CPM Premium Display Advertising: NetLine’s premium display advertising delivers both CPC and CPM options, leveraging our extensive B2B network to provide high-end visibility to your target audience.

Enterprise Marketing Management Services

NetLine Marketing Central: Streamline, processes and manage your data intelligently with an eMarketing Management Platform - our Marketers’ Database - and fully integrate to Salesforce.com and other SFA systems through our exclusive NL Connector.

NetLine eMarketing Services: Reliable, cost-effective eMail marketing services to support lead nurturing and execute customer retention activities.

Client and Creative Services

Our Client and Creative Services team provides you with expertise in best-practices for Lead Generation and Demand Generation programs. Client Services representatives assist in data reporting and analysis, work closely with creative services to support your design needs and act as an extension of your team enabling effective and efficient program management.

The Largest B2B Content Distribution Network

Reach beyond your typical SEM campaign and single destination publisher sites with NetLine's B2B Lead Generation Network. Unlike your typical ad network and limited publisher website, NetLine's network is the largest B2B content distribution network with an audience reach of over 25 million professionals aggregated via our portfolio of over 15,000 website properties across 33 distinct verticals. As an unparalleled network, our audience of business professionals is continually refreshed and growing, with new verticals and partners joining all the time. Don't target and pay for the same audience over and over again!

NetLine delivers your white papers, magazines, newsletters, webinars, software trials and more to the qualified professionals you want to target. Our network, promotional tools, and sophisticated technology widely distribute your offers with strategic and targeted precision. Going beyond the banner ad our network of best-of-breed partners improve the effectiveness of your campaigns.

Rounding out the distribution opportunities, your content is promoted within the TradePub.com Newsletter, which contains over 1.5M opted-in business professionals. Though our intelligent and automated contextual targeting system, your content is only seen by the audience you want to reach.

NetLine's Audience Demographics

Extensive global reach in over 33 key business sectors.

	World-wide Audience	U.S. Audience
Management Levels		
C-Level/Sr Management	34%	42%
Management	43%	45%
Non-Manager/Consultant	23%	13%
Functional Areas		
Executive	42%	16%
IT/Engineering	28%	42%
Operations/Manufacturing	16%	23%
Finance/Administration	8%	11%
Sales/Marketing	6%	8%
Company Size		
SMB	49%	33%
100-499	18%	19%
500-999	9%	10%
1000+	24%	38%

NetLine's Key Business Sectors

Agriculture
 Automotive Biotech/Pharmaceutical
 Computers
 Construction
 Education
 Engineering
 Executive & Management
 Finance
 Food & Beverage Government
 Healthcare
 Human Resources
 Industrial & Manufacturing
 Information Technology
 IT-Data Management
 IT-Security
 IT-Software & Development IT-Storage
 Internet
 Insurance
 Meeting & Travel
 Mechanical/Machine
 Multi-Media
 Network/Communications
 Purchasing & Procurement
 Sales/Marketing
 Transportation & Logistics
 Telecom & Wireless
 Trade Services
 Utilities and Energy

"...NetLine's unique network not only drives our content across multiple sites, but we were pleasantly surprised to see multiple Google alerts notifying us of site placements."

*Faith Beaty,
 Director of Business Development,
 DNV Business Assurance*

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