

**ADDED VALUE WITH EVERY PRINT BUY!**  
**Lead Generation via Direct Contact with Engaged Readers.**

# Product Spotlight

 **email broadcasts**

**WITH EVERY ISSUE: Get valuable leads with full contact information, from qualified prospects interested in your product...FREE!**

## How does it work?

- Each month, the Product Spotlight email broadcast showcases all print advertisers featured in the current issue of *District Administration* magazine.
- This specially-targeted *District Administration* Product Spotlight broadcast reaches the entire DA email audience. Interested readers click on your link (as displayed in your print ad) to find out more information about your product or service.
- You receive a contact report of EVERY reader who clicked on your link. That's the name, title, address, and email of every individual who clicked on your link.
- There are no forms for our readers to fill out, so from each click, you get a true picture of who has been researching your company, and we give you the ability to follow up immediately with these hot prospects.

## How much does it cost?

This is a FREE service that we extend ONLY to our print advertisers. If you want to reap the rewards of this incredible lead generation tool, **contact your DA sales manager today!**

**East**.....George Halo 609.242.4294 ghalo@districtadministration.com  
**Midwest**.....Katie Grzybowski 203.885.0193 kgrzybowski@districtadministration.com  
**West**.....George Saroyan 951.415.2423 gsaroyan@districtadministration.com

**DA District Administration**  
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