



Improve your advertiser's ROI

eResponse

A proactive email program that helps publishers increase lead volumes for their advertisers.

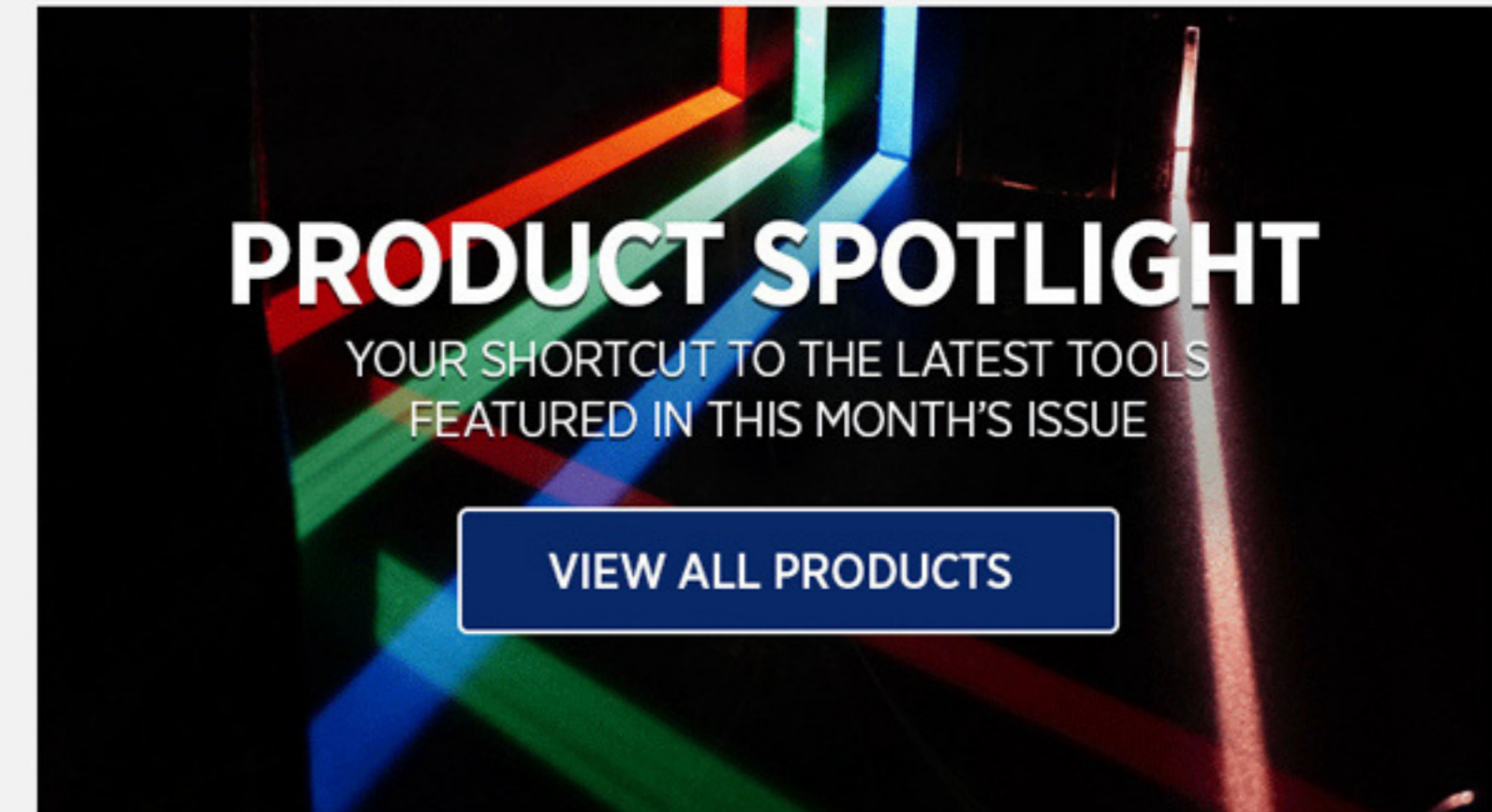
In a nutshell, eResponse is an electronic Business Reply Card sent via email to your audience. It gives readers an overview of all products advertised in the magazine and allows them to easily request more information from multiple participating advertisers at once.

How this works:

- ✔ We set up a templated online form that lists all of your advertisers and their products (similar to BRC card this online form is often based on the current print issue)
- ✔ We take your existing email list and load it into our GDPR- and Privacy-compliant secure marketing automation system
- ✔ We scrub your list from bad email addresses and spam-traps to ensure optimum deliverability
- ✔ We send an email inviting your subscribers to the webform where they can choose which companies and products they are interested in (a contest/sweepstakes program can be added to increase response)
- ✔ We collect all form entries as well as clicks to advertiser/product website and process them into advertiser leads
- ✔ And finally, we send out lead packages and lead reports to advertisers

eResponse can also be set up for email deployment through the publisher's own ESP.

PHYSICS TODAY



Welcome to Product Spotlight: Free Product Information from PHYSICS TODAY

Please enjoy the latest Product Spotlight from PHYSICS TODAY—your free, monthly expedited product information service. Using this free service, you can instantly request equipment details from companies advertising in our **December 2018 print issue**.

Simply click on the button below; one click will deliver product specifications and related information directly from the manufacturer to your inbox.

[VIEW ALL PRODUCTS](#)

Clicking a link below may share your contact info with the sponsor.
View in Browser | Browse products without sharing info

sfa promoted product showcase

June 2022



Hawaiian Paradise Coffee - Pure Estate

A blend of indigenous coffee grown on steep volcanic hills and sun-dried to extract maximum flavor. Our estate roast is defined by chocolatey flavor, full body, intense aromas and a persistent finish.

[More Info](#)



1934 Bloody Mary Premium Mix

Our 1934 Handcrafted Bloody Mary small batch mix is made with a unique blend of quality ingredients providing superior world class taste. A thick bold full-body flavor mix that won't water down in your glass. Also excellent to make Micheladas! Setting the new standard of excellence in the Bloody Mary industry.

[More Info](#)



Orangina® Sparkling Citrus Beverage

It's here. The original sparkling citrus refresher from France. A mix of real citrus juices, mandarin orange pulp, super fine bubbles and the iconic glass bottle has made Orangina® a beloved brand around the world. Give it a shake and then enjoy it au naturel, or mix it into a cocktail.

[More Info](#)



ORGANIC INDIA Tulsi Sleep Tea

ORGANIC INDIA's foundational adaptogenic herb, Tulsi (Holy Basil) supports stress relief, immunity and healthy respiratory function. Tulsi is combined with soothing Ashwagandha, Gotu Kola, Chamomile, and Peppermint, creating a delicious tea and wonderful herbal blend for relaxation and supporting calm and restorative sleep.

Product eNewsletter

Helping media companies send email newsletters with advertiser lead gen capabilities.

IMS offers customized mass email newsletters that will provide increased lead volumes for your advertisers. We can help you design, setup and deploy Product eNewsletters that will generate new leads for your advertisers directly from the email.

How this works:

- ✓ We set up a customized template for the client's eNewsletter program
- ✓ We take your existing email list and load it into our GDPR- and Privacy-compliant secure marketing automation system
- ✓ We scrub your list from bad email addresses and spam-traps to ensure optimum deliverability
- ✓ We send out your email campaigns and manage opt-outs and bounce backs
- ✓ We track and report on all click activity in your email newsletter
- ✓ We automatically generate qualified leads from click activity for your advertisers
- ✓ And finally, we send out lead packages and lead reports to advertisers

Webcards & Directories

Connect your readers and advertisers (and generate leads) through an online mini-directory.

Reduce the connection time between the reader and your advertiser. By using your magazine's web page as a portal, readers can request information in just a few quick clicks. Leads are delivered to the advertisers in a single, easy-to-use electronic lead package.

How this works:

- ✓ IMS sets up a templated webform that lists all the advertisers and their products (similar to BRC card, often based on print issue)
- ✓ You drive traffic from your main website, your newsletters, social media or print to the webform where your readers/audience can choose which companies and products they are interested in (this action can be enticed with an optional giveaway or sweepstake)
- ✓ We collect all form entries as well as clicks to the advertiser/product website and process them into advertiser leads. Additionally, we can add survey questions to qualify the lead further.
- ✓ And finally, we send out lead packages and lead reports to advertisers

OLDHOUSE JOURNAL **FREE PRODUCT INFORMATION**

Request FREE Information & Brochures
Step 1: Choose the brochures you are interested in below.
Step 2: Hit the "Continue" button to submit your request for free information.

Continue

Furniture, Finishings & Accessories

- + BUILDING MATERIALS, EXTERIOR
- + BUILDING MATERIALS, INTERIOR
- + FIREPLACES, STOVES & MASONRY
- + FLOORING
- + FURNITURE, FINISHINGS & ACCESSORIES
- + BATHROOM PRODUCTS
- + HARDWARE
- + HARDWARE & ARCHITECTURAL METALS
- + HEATING & COOLING
- + KITCHEN & BATH PRODUCTS
- + KITCHEN PRODUCTS
- + LIGHTING
- + MISCELLANEOUS, OTHER
- + PAINTS, COATINGS, SEALANTS, CLEANERS, SUNDRIES
- + PAINTS, SEALANTS, PLASTERS AND CLEANERS
- + PROFESSIONAL SERVICES & CONTRACTING
- + REPAIR AND RESTORATION PRODUCTS
- + ROOFING, SIDINGS, GUTTERS
- + SHUTTERS
- + TECHNOLOGY SYSTEMS
- + TILE
- + WALLS AND CEILINGS DECORATIVE CLADDINGS AND FINISHES
- + WINDOWS, DOORS, MILLWORK

Alameda Shade Shop
Custom-Made Window Shades
Welcome to the Alameda Shade Shop's local website. Here we give a general overview of who we are and what we do. Our national website is listed in our links section below and is dedicated to the specifics of Victorian roller shades.

Yes, Send Me Free Info! [Brochure](#) [Video](#) [More Info](#)

Anne Ryan Miller Glass Studio
Marketplace
Warm wishes and welcome to the website for Anne Ryan Miller Glass Studio. Within these pages, I offer you a sampling of my work ranging from residential, commercial, sacred spaces to one-of-a-kind pieces. My work features a technique that I refer to as copper overlay. I pioneered this technique in 1978 while a member/owner of a glass cooperative gallery in Bloomington, IN. I hope that you will find your experience rewarding, interesting and most of all enjoyable!

Yes, Send Me Free Info! [Brochure](#) [Video](#) [More Info](#)

Bill Kuczanski Stained Glass Designs
Marketplace
My journey as an artist takes me back over 30 years when I created two stained glass panels. It was here I came to know my perfectionist personality, dedication and eye for detail, all characteristics which allowed me to produce beautiful pieces of art. This experience inspired me to continue with designing stained glass lamps in the Prairie and Mission design while living here, the home of the Roycroft Campus.

Yes, Send Me Free Info! [Brochure](#) [Video](#) [More Info](#)

Charles P. Rogers
Charles P. Rogers Beds
We have perfected our craft through experience over 160+ years. Craftsmanship is a tradition handed down from generation to generation. Using the finest materials ensures our beds can last for generations.

Yes, Send Me Free Info! [Video](#) [More Info](#)

Handwerk Shade Shop
Product Showcase
Historically, spring roller shades are the most appropriate and affordable window treatments for your home. Spring roller shades can be used in any style of home from vintage Bungalow, Craftsman, and Victorian as well as Modern and Contemporary designs.

Yes, Send Me Free Info!

FREE PRODUCT INFORMATION

Alameda Shade Shop

Custom-Made Window Shades

Welcome to the Alameda Shade Shop's local website. Here we give a general overview of who we are and what we do. Our national website is listed in our links section below and is dedicated to the specifics of Victorian roller shades.



www.shadeshop.com

Request FREE Info

View Brochure

The Alameda Shade Shop has been serving our local community for more than sixty years—about 30 of which it has been in our family. We pride ourselves in servicing the local communities of Victorian homes with our elegant window shades. Examples of our work can be seen across the island of Alameda on every street, and we're bringing our product to you via the internet.

Truly One of a Kind

Everything we do here is custom, from the size of the shade to its decorations so we have laid out the steps to ordering below.

- Measuring
- Materials
- Styles
- Options
- Pricing
- Ordering

We have collected some pictures of completed projects for ideas and to show you what roller shades look like mounted on a window.

Please click the Gallery links in the navigation bar.



REQUEST INFO

1 Your Information:

Email:

First Name:

Last Name:

Phone:

2 Your Mailing Address:

Address:

City:

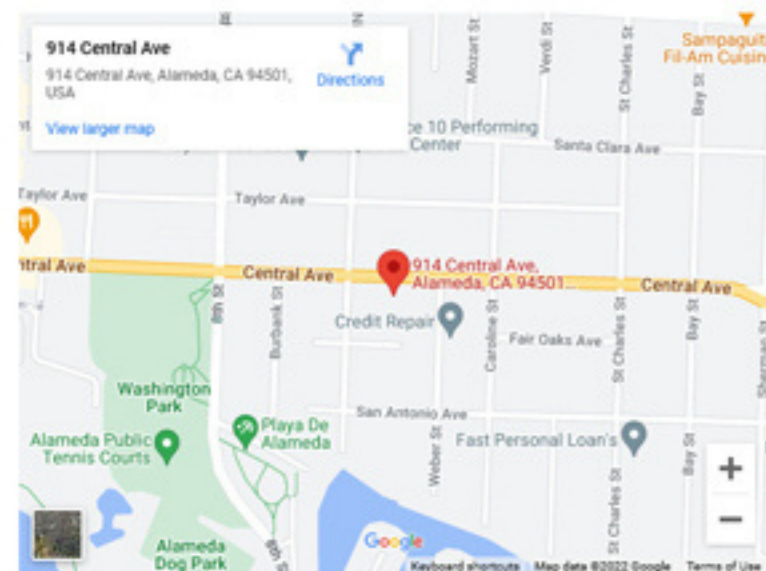
State/Province:

Zip/Postal Code:

Occasionally, we make our e-mail list available to carefully screened companies that offer products and services we believe would interest you. If you do not want to receive these offers/information, please uncheck the box.

I have read and agree to the Official Rules

SUBMIT



Microsites & Branded Request Forms

Don't have a solution for lead capture forms?

IMS can help you set up a variety of branded request forms for your advertisers and their products. The more traffic you drive to these forms, the more leads your advertisers get. Leads are delivered to the advertisers in a single, easy-to-use electronic lead package.

How this works:

- ✓ IMS sets up a custom designed form that features one exclusive advertiser or a group of select advertisers
- ✓ You drive traffic from your main website, your newsletters, social media or print to the webform where your readers/audience can a) learn more about any given advertiser, b) choose what products they are interested in c) request follow-up or download pdf-brochures
- ✓ We collect all form entries as well as clicks to the advertiser/product website and process them into advertiser leads. Additionally, we can add survey questions to qualify the lead further.
- ✓ And finally, we send out lead packages and lead reports to advertisers

Basic self-list tool can be activated to have these setup with ease across multiple participating advertisers. Bulk-imported is from a CSV file is also available.

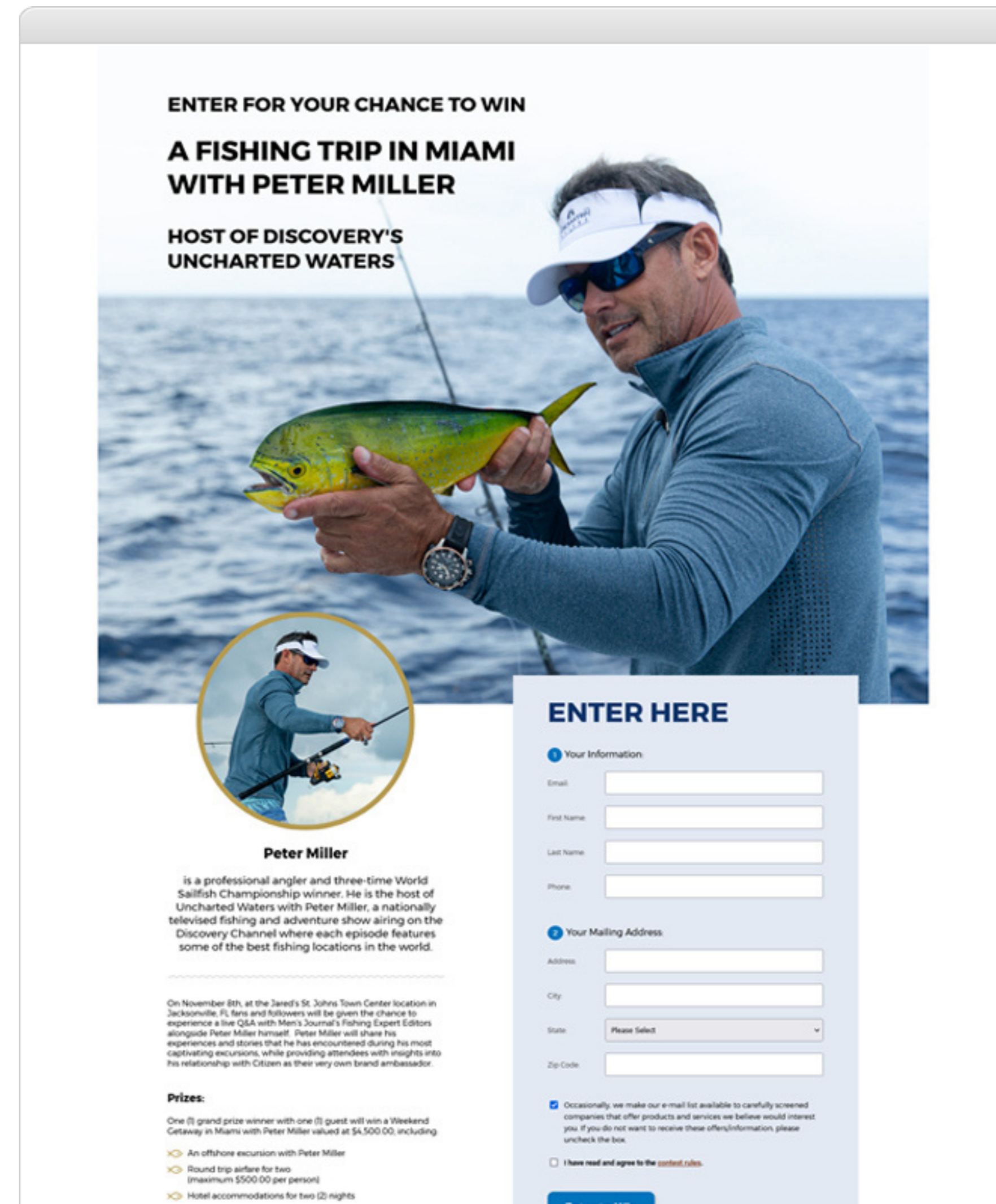
Sweepstakes & Contests

Customized websites with lead-capture capabilities

Our proprietary system is maintained by a full-scale internal team of graphic designers, developers and PMs. We work with clients to conceive, develop and deploy a wide range of eMarketing solutions, all supported by a robust back-end response tracking system.

How this works:

- ✔ IMS will set up a dedicated web form on our platform to:
 - collect and manage sweeps entries
 - carry out all legal requirements (official rules, winner selection, etc.)
 - collect email opt-ins (if required to build up your email list)
 - enable lead generation and lead fulfillment to sweepstake/contest sponsors
 - collect survey answers
 - collect video/image uploads from entrants (if required for contests)
 - setup Google Analytics to measure the program success
- ✔ IMS will automatically generate leads from sweepstakes entries
- ✔ IMS will send out a lead package to you and/or sponsors.
- ✔ IMS handles design, revisions, built, testing, and launch of the sweepstakes which removes the need to involve the client's IT resources. We have fantastic turn-around times too. Also, we have been doing 100s of sweepstakes in the past 10 years, and we have the infrastructure and reliability to handle the volume of entries and make sure seeps are operational at all times and the overall program is a success from the execution standpoint.



**ENTER FOR YOUR CHANCE TO WIN
A FISHING TRIP IN MIAMI
WITH PETER MILLER**

**HOST OF DISCOVERY'S
UNCHARTED WATERS**

ENTER HERE

1 Your Information:

Email:

First Name:

Last Name:

Phone:

2 Your Mailing Address:

Address:

City:

State:

Zip Code:

Occasionally we make our e-mail list available to carefully screened companies that offer products and services we believe would interest you. If you do not want to receive these offers/information, please uncheck the box.

I have read and agree to the [contest rules](#).

Peter Miller

is a professional angler and three-time World Sailfish Championship winner. He is the host of Uncharted Waters with Peter Miller, a nationally televised fishing and adventure show airing on the Discovery Channel where each episode features some of the best fishing locations in the world.

On November 8th, at the Jared's St. Johns Town Center location in Jacksonville, FL, fans and followers will be given the chance to experience a live Q&A with Men's Journal's Fishing Expert Editors alongside Peter Miller himself. Peter Miller will share his experiences and stories that he has encountered during his most captivating excursions, while providing attendees with insights into his relationship with Citizen as their very own brand ambassador.

Prizes:

One (1) grand prize winner with one (1) guest will win a Weekend Getaway in Miami with Peter Miller valued at \$4,500.00, including:

- ✂ An offshore excursion with Peter Miller
- ✂ Round trip airfare for two (maximum \$500.00 per person)
- ✂ Hotel accommodations for two (2) nights

SPOTLIGHT ON THE 2018 EDITION



#SIALMTL2018 #SIALCANADA

See online 



MONTREAL • MAY 2 TO 4, 2018 • PALAIS DES CONGRÈS

Ever since its first edition in 2001, innovation has always been a pillar of SIAL Canada. Our goal is to give a platform to trailblazers, chefs, entrepreneurs or even companies that are striving to innovate, constantly pushing the boundaries of creativity in food.

The 2018 show was designed on that simple promise to not only give you the keys to identify the current innovations but also offering you a preview of the upcoming innovations in the food industry. From cricket-based products to vegan ice cream and healthy cold-pressed juice, there is a world of flavour waiting for you!

Whether you are a complete novice or a well-travelled foodie, prepare to have your preconception debunked and taste buds challenged this year at SIAL Canada 2018.

INNOVATION EXPERTS AT YOUR DISPOSAL

Advertiser-Direct & Content Emails

Push-email program that leverages existing email creative

With Advertiser Direct Email, you can leverage the existing email content (your advertisers have already developed) and COMBINE it with our lead generation and fulfillment services. These highly targeted push-emails generate a great number of new leads for participating advertisers.

How this works:

- ✔ IMS receives an HTML for a one-off email blast (publisher can design or agency/advertiser can supply)
- ✔ We take your existing email list and load it into our GDPR- and Privacy-compliant secure marketing automation system
We scrub your list from bad email addresses and spam-traps to ensure better deliverability
- ✔ We send out your email creative and manage opt-outs and bounce backs
We track and report on all click activity in your email for this advertiser down to every link in the email
- ✔ We automatically generate leads from click on all (or certain) link for this advertiser
And finally, we send out a lead package to this advertiser with the results and respondents

New Product/Story Alert

A complete push package to promote a new product launch or announcing “Breaking News” or “Feature Story” content

Package contains:

- ✓ Email deployed to the entire audience or a specific segment
- ✓ Email resend to unopened (different creative and subject)
- ✓ Microsite with video, PDF download, contact information and more
- ✓ Branded Registration Form
- ✓ Leadgen QR code for print or digital magazine
- ✓ Social Media Post Assets - (tech note: micro site without header and footer, just to copy-paste the assets)

Basic self-list tool can be activated to have these setup with ease across multiple participating advertisers. Bulk-imported is from a CSV file is also available.

[WEB VERSION](#)

BREAKING NEWS

grocery
BUSINESS 


CANADA'S PREMIER NATIONAL GROCERY MAGAZINE



www.grocerybusiness.ca

#thankyougrocerybusinessheroes

RANA REFRIGERATED PASTA
ITALY'S MOST LOVED*

 **JAN K. OVERWEEL**
LIMITED/LIMITÉE
Official Canadian Grocery Distributor
WWW.JKOVERWEEL.COM

*based on refrigerated pasta sales



LOBLAW COMPANIES TO APPLY SUPPLIER FEES

Loblaw Companies Limited plans to implement new fees on suppliers beginning January 3, 2021.

» [READ MORE](#)

We hope you find this information useful. If you no longer wish to receive any newsletters or promotions from Grocery Business, [click here](#).

To manage your email and Grocery Business magazine preferences, [click here](#).

PO Box 23103 Longworth PO, Bowmanville, ON L1C 0H0 Canada

If unsubscribing, please allow 10 days to process your request.

GREAT *getaways* GUIDE

Advertiser
Self-Listing

Advertiser Name

(exactly as will appear in-book and online)

Please pick-up listing details from the past issue we ran in.

Listing Info

Standard Destination

Featured Destination

Note: Featured Destination listings are for qualifying advertisers only (they will receive both Featured and Standard Listings online). Please reach out to your account manager for details.

Website

Do NOT include the WWW and please use lowercase.

Example: mywebsite.com

Toll-Free Number

Format: 800-555-1234

Additional URL

Optional second URL for a deep link

Example: mywebsite.com/special-deals

Give this second URL a short name

Example: Special Deals

In-Book Copy / Short Online Description

Enter copy of up to 150 characters for the Great Getaways Guide In-Book Resource Page. This copy will also appear as your short online listing description. Hearst reserves the right to edit. **DO NOT INCLUDE 800# AND WEBSITE ADDRESS**

You have 150 characters left.

Extended Online Copy

Enter your extended online copy. Up to 1,500 characters. Hearst reserves the right to edit.

You have 1500 characters left.

Listing Media

Self-Lists

Designed to streamline the submission and collection of assets from participating advertisers.

Self-list features:

- ✓ Fully customizable Data Forms to collect text, images, PDFs etc.
- ✓ Advertiser Login
- ✓ Form submission email notifications
- ✓ Previous listing pickup
- ✓ Email invite for participating advertisers
- ✓ Post production and manual data-retrieval (text and images)
- ✓ Bulk data imports and exports

QR Codes & Mobile Forms

Automatically generate Smart Codes (Custom QR Codes) printed in book to drive traffic to a mobile friendly microsite/branded form.

The process:

- ✓ A unique Smart Code is generated for each advertiser that is participating in the program
- ✓ When a subscriber scans the in book QR code they are linked to a mobile friendly online microsite that features the specific advertiser they wish to receive information from
- ✓ On this microsite page, the subscriber can request more info and a form will pop up which the subscriber must complete:
- ✓ Contact details are captured, processed and emailed to the advertiser

Form Option 1: There is a choice to just capture email address, which is provided to the advertiser in their lead package and they can then simply send the subscriber an email with a link to the digital version of their guide/marketing collateral

Form Option 2: The form requests email address as well as full mailing address and these details are forwarded to the advertiser in their weekly lead package and they can then mail marketing collateral to the subscriber.

Form Option 3: Upon completion of the full form, the subscriber is allowed to automatically download a digital version of the advertiser's marketing collateral (guide). The contact details provided for accessing the downloadable guide are also processed and forwarded to the advertiser in their weekly lead package. (In a B2B space this would represent a full-blown whitepaper solution)





Digital Magazine

Lead generating links published directly in your digital issue. From flip-books to pay-walls, we support a wide range of options.

How this works:

- ✓ You publish your own digital magazine/periodical with IMS TrueResponse links in-book
- ✓ A member of your staff sets up advertisers and products for your publication's issue in the
- ✓ IMS Lead Gen admin site (if you have limited personnel resources, IMS can assist with this task as well)
- ✓ To generate leads, email your subscriber list with the IMS Digital Magazine landing/redirect page (with subscriber email encoded in the link), redirecting to your digital magazine site
- ✓ Readers/Subscribers read the digital magazine and click product links of interest
- ✓ IMS system collects the user click activity and generates leads if applicable
- ✓ IMS generates and validates leads from the data
- ✓ And finally, IMS sends out a lead package to your advertisers

Print Cards and Fax Returns

Good old bingo card inserted into your printed publication to be used by readers to request free product information from your advertisers.

Depending on your publication demographics this often overlooked traditional response mechanism can still be highly effective.

How this works:

- ✔ You publish your own print magazine/periodical with Reader Service Card/BRC in-book
- ✔ A member of your staff sets up advertisers and products for your publication's issue in the IMS Lead Gen admin site (if you have limited personnel resources, IMS can assist with this task as well)
- ✔ Readers/Subscribers fill in the cards and mail to IMS P.O. Box (or fax to the IMS number)
- ✔ IMS staff scans and does data entry of cards, which loads into the IMS Lead Gen system
- ✔ IMS generates and validates leads from the data
- ✔ And finally, IMS sends out a lead package to your advertisers



REQUEST INFO

1 Your Information:

Email:

First Name:

Last Name:

Phone:

2 Your Mailing Address:

Address:

City:

State/Province:

Zip/Postal Code:

- Occasionally, we make our e-mail list available to carefully screened companies that offer products and services we believe would interest you. If you do not want to receive these offers/information, please uncheck the box.
- I have read and agree to the [Official Rules](#)

SUBMIT

Leadgen Webhooks

Easily connect any form you host on your website to the IMS lead generation platform.

How this works:

- ✓ You build and run your own lead collection form (or use a third-party vendor to do so) collecting qualified lead data (name, full contact, email, product, survey)
- ✓ The form posts data in real-time to the IMS LeadSync webhook (configured using our setup info)
- ✓ A member of your staff maps your data to advertisers and products across all of your lead-gen activities (if you have limited personnel resources, IMS can assist with this task as well)
- ✓ We automatically generate leads from the data based on mapping and custom rules for each client/vendor/program
- ✓ And finally, IMS sends out a lead package to your advertisers

LeadSync

Turn your bulk audience activity data into qualified lead packages for your advertisers.

IMS solution is designed to take various bulk respondent data generated on the publisher's side and turn it into a qualified lead package delivered to participating advertisers. Works with publisher-run Email Campaigns, Event & Webinar Registrations, Display Ads, Marketing Automation, White Papers, Call Centers and many other programs.

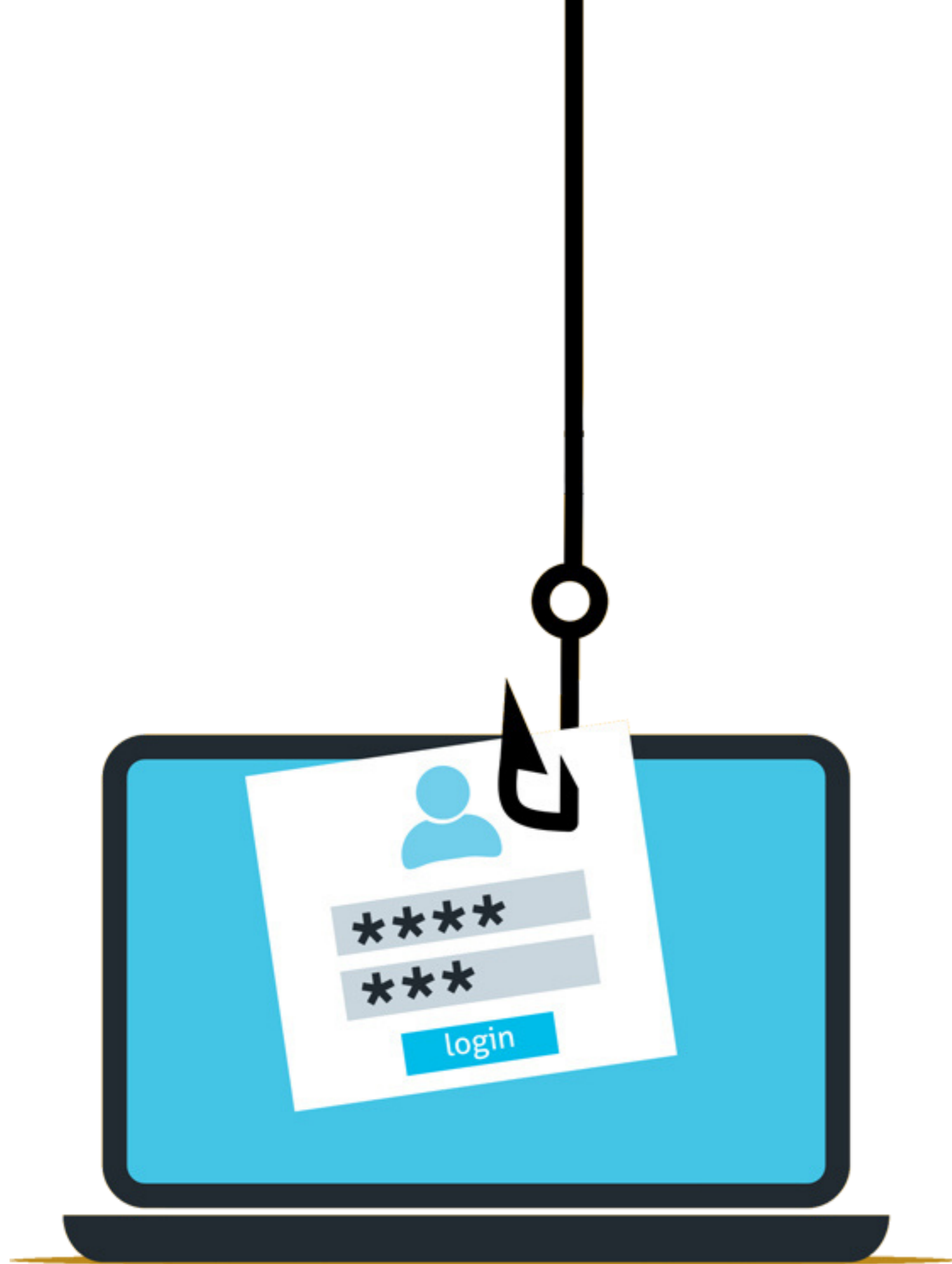
Scheduled Lead Delivery

We automatically send out aggregated lead packages to your advertisers in a professional looking email. No manual process required.

CRM Integration

We export all leads to your CRM, Audience Development or Marketing Automation System, so that you can take advantage of ONE unified data structure.





Email List Analysis

Enterprise-Grade Email Verification & Hygiene

If email campaigns are critical to your organization, you need more than a syntax check or mailbox ping to ensure data quality.

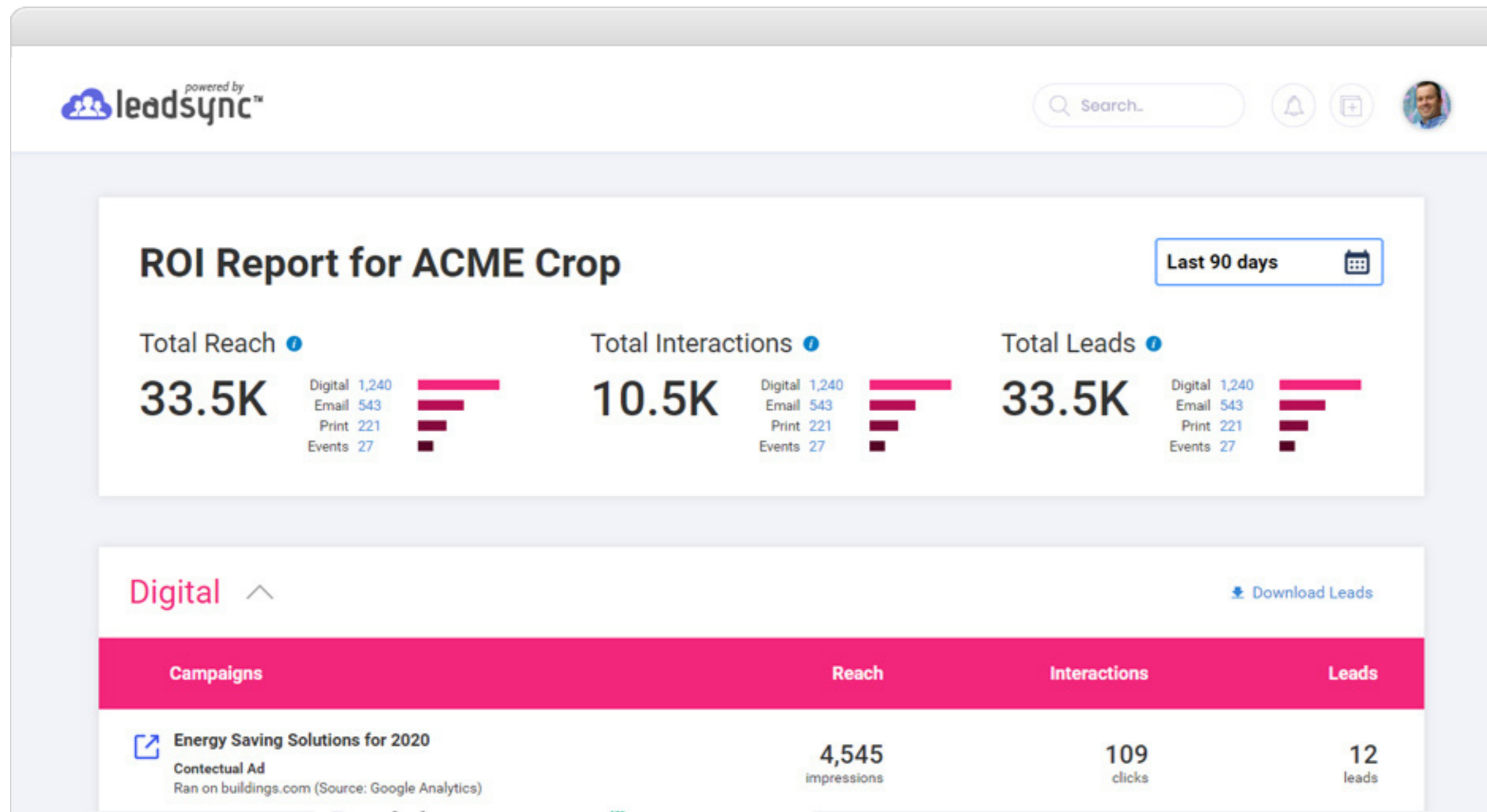
What's included:

- ✓ Advanced email hygiene to maximize deliverability
- ✓ SMTP and proprietary mailbox verification
- ✓ Advanced (deep and accurate) spamtrap & honeypot detection
- ✓ Syntax and typo correction
- ✓ Removal of bouncing email addresses
- ✓ Removal of disposable domains
- ✓ Removal of role-based addresses and Risky Email Flag

Advertiser ROI Report

Your advertisers can now see the power of your brand as a sales lead generator.

We give you all the leads generated for any given advertiser across all of your lead capture systems: Email Campaigns, Event & Webinar Registrations, Display Ads, Marketing Automation, White Papers, Call Centers and many others.





Data Services

Enterprise-Grade Email Verification & Hygiene

Most companies are either good with scraping data or working with data. IMS excels in both. We can scrape large amounts of data and take action on it to make it much more useful for our customers. This includes normalizing, cleaning, segmenting, analyzing, and visualizing data. This allows our customers to easily integrate data into their BI and CRM systems and much more.

At IMS we provide:

- ✓ Data Scraping
- ✓ Data Analysis
- ✓ Data Delivery
- ✓ Data Visualization