CYBEREDGE
G R O U P

Content Syndication Price Quote Request Form

To provide you with a cost per lead (CPL) price quote to satisfy your content syndication needs, please complete this form, **save it under a new file name**, and email it to info@cyber-edge.com. (One form per price quote request.) A CyberEdge representative will respond to your request within 1-2 business days.

Contact Information

Name:
Company Name:
Job Title:
Email Address:
Phone Number:

Lead Type

Select the type of content syndication campaign associated with your price quote request:

Standard Lead Generation	Leads of individuals who register to download your content asset based on your firmographic and demographic filters
Account-based Lead Generation	Leads from companies you specify (minimum of 500) in support of your company's account-based marketing (ABM) initiative
Purchase intent-based Lead Generation	Leads from companies with demonstrated purchase intent using purchase intent intelligence from Aberdeen or Bombora
Marketing-qualified Lead Generation	Two-touch campaign where we'll promote your second content asset to those who downloaded your first content asset
Sales-ready Lead Generation	An English-speaking telemarketer will call each person who downloads your content to uncover potential sales opportunities

General Requirements

1. What is the name and description of the content asset that you wish to promote?

2. How many total leads are you requesting?

3. Over the course of how many months would you like to receive your leads?

4. At what frequency would you prefer to receive your leads?

    Weekly   Bi-Weekly   Monthly   Upon completion

Countries & Regions

5. **Countries & Regions.** List one or more countries and/or geographic regions. If you list more than one country or region, specify the quantity of leads you are requesting from each.

Demographic Filters

6. **IT Job Roles.** Select one or more.

IT Security	IT Networking	Other
All IT security job roles	All IT networking job roles	All IT job roles
Application security	Cloud networking	App/software dev.
Business continuity	Network administrator	Cloud/SaaS operations
Cloud security	Network analyst	Database administrator
Compliance	Network architect	Datacenter mgmt.
Digital forensics	Network design	Data processing/EDP
Incident response	Network engineer	Desktop support
Network security	Network hardware	Help desk/IT support
Privacy	Network infrastructure	IT administrator
Risk management	Network management	IT analyst
Security administrator	Network operations	IT architect
Security analyst	Network operations center	IT engineer
Security architect	Network performance	IT management
Security engineer	Network services	IT operations
Security intelligence	Network support	Systems architect
Security management	SD-WAN	Systems management
Security operations	Telecommunications	Systems operations
Threat/vulnerability analyst	Wide area network/WAN	Web developer/admin

7. **[Optional] Job Seniority.** Select one or more. (Additional cost.)

C-Level (CIO, CSO, CISO)	Senior Director	Manager
Executive/Senior VP	Director	Supervisor
VP	Senior Manager	Individual Contributor

8. **[Optional] Industries.** Select one or more. (Additional cost.)

Advertising/Marketing	Finance	Media
Aerospace/Aviation	Government: U.S. DoD	Real Estate
Agriculture	Government: U.S. Fed.	Retail/Consumer Goods
Biotech/Pharmaceuticals	Government: State/Local	Telecommunications
Computers/Technology	Healthcare/Medical	Transportation/Logistics
Construction	Insurance	Travel/Hospitality
Education	Legal	Utility/Energy
Entertainment	Manufacturing	Other (please describe)

Firmographic Filters

IMPORTANT: You cannot select both Employee Count and Annual Revenue filters. Skip step 9 if requesting account-based marketing (ABM) leads as the client provides a list of target companies.

9. **[Optional] Employee Count.** Select one or more. (Additional cost.)

< 100	1,000 - 2,499	10,000 -19,999
100 - 499	2,500 - 4,999	20,000 - 49,999
500 - 999	5,000 - 9,999	50,000+

<OR>

   [Optional] Annual Revenue. Select one or more. (Additional cost.)

< $500K	$10M - $24.9M	$500M - $999.9M
$500K- $999K	$25M - $49.9M	$1B - $4.9B
$1M - $4.9M	$50M - $99.9M	> $5 Billion
$5M - $9.9M	$100M - $499.9M	

Registration Form

A required (unchecked) checkbox will appear at the bottom of the registration form on the content asset's website landing page. A statement will reference your company's opt-in / privacy policy. The following mandatory registration form fields cannot be changed.

- First Name
- Last Name
- Company Name
- Job Title
- Email address
- Phone

10. **[Optional] Custom Questions.** How many custom questions, if any, would you like to add to the content asset's registration form? (Custom questions may contribute to registration form abandonment. Additional cost per custom question. Custom questions cannot be used as filters.)

Comments

Please enter any questions and/or comments associated with your price quote request.

Thank you for completing this price quote request form. After completing this form, please **save the file with a new file name** and email it to info@cyber-edge.com or to your CyberEdge sales representative. CyberEdge will respond to your price quote request within 1-2 business days.