

# WARD'S CONNECTIONS



## We'll "Connect" you to your customers and deliver qualified leads

WARD'S Connections is an online tool that allows you to access the valuable information you need to build your customer base and grow your business.

We'll direct your customers to a simple form, comprised of pre-determined and customized fields that collect the user data required for them to access your online product information.

Promotional copy incorporating a link on WardsAuto.com will direct your customers to this registration form, which when completely filled out, will then lead our readers to your site and specific products you want to showcase.

You'll then have access to detailed reporting of the leads you've collected, enabling you to take the next steps to turn WARD'S readers into your next customers.

WARD'S Connections will empower you to:

- Access and download detailed, critical data from registration forms, evaluation surveys, and other response vehicles.
- View aggregate audience demographics in real time, enabling you to conduct immediate, targeted follow-up with potential customers and tailor future outreach.
- Use the customized reports and graphical representation of respondent data (which can be accessed at any time during a campaign) that are part of Connections, to gain even more insight on potential customer buying behavior.

## CONTACT INFORMATION

### Publisher

Tom Duncan  
ph: 203-358-4201  
tduncan@wardsauto.com

### Chicago/Central U.S.

Dave Haggett  
ph: 847-934-9123  
dghaggett@aol.com

### Western U.S.

Woody Newell  
ph: 360-944-6572  
swnewell@earthlink.net

### Managing Director

Jim Bush  
ph: 248-799-2611  
jbush@wardsauto.com

### Detroit/Midwest U.S.

Dyanna Hurley  
ph: 586-983-4252  
dhurley@wardsauto.com

### Southern U.S.

Reggie Lawrence  
ph: 404-327-7770  
reg\_lawrence@msn.com

### Northeast U.S.

Bill Doucette  
ph: 603-236-3310  
wjduce@aol.com