



2009 Polysort Advertising Kit

It's time to secure your Ad Space on Polysort.com for 2008!

With more than 46,000 visitors and 1.08 million hits per month, Polysort has earned recognition industrywide as the "go-to" site for plastics and rubber industry information. More than 1,000 companies, universities, associations and other web sites list Polysort.com as the "Internet resource for the plastics and rubber industry".

Polysort's online advertising programs are designed to provide high visibility and strong lead generation for companies using the Internet to target prospects in the plastics and rubber industries. Our ad programs can be customized to meet any advertising need or budget.

Polysort 2009 Advertising Kit Contents:

- I. **Advertising Reservation/Info Form**
- II. **Silver Links & Banner Program:** Our Silver links & banner program provides a combination of premium directory listings in our popular Links Directory and Search Engine as well as text and button banner ads across all sections of the Polysort site, including our home page.
- III. **Elite Premium Listing Program:** Our Elite directory listing program provides premium visibility in our links directory in categories related to your business. Your company listing appears on the first page of your categories, ahead of all other listings. Your text banner will rotate through all pages of the Polysort site.
- IV. **Bronze Priority Links Program:** Our Bronze priority link program provides a link on the first page of up to 3 business categories in our popular Links Directory.
- V. **Content Sponsorship Opportunities:** Run your banner ad at the top of any of our pages for exclusive page sponsorship and maximum visibility.
- VI. **Web Site Design Services:** Read about our unique 5-pronged approach to developing a successful web site that will yield high traffic and strong conversion rates.
- VII. **Search Engine Optimization Capabilities:** In addition to providing direct industry exposure via advertising on Polysort, we can help improve your site's performance on major search engines like Google, Yahoo and MSN. Our search engine optimization program includes site linking strategy for maximum Internet exposure.
- VIII. **Client Testimonials**



2009 Advertising Reservation/Info Form

To reserve your ad space for 2009 or for more information about Polysort's Advertising, Web Site Design or Search Engine Optimization services, fill out and fax back this form to: 330-665-5152 or call John Inama at 800-326-8666 ext. 2104.

Please contact me regarding:

- Silver Links & Banner Program
- Elite Premium Listing Program
- Bronze Priority Links Program
- Content Sponsorship Opportunities
- Web Site Design and Hosting Services
- Search Engine Optimization

Your Name: _____

Company: _____

Tel.: _____

E-mail: _____

Web site address: _____

Fax to: 330-665-5152

Silver Advertising Program

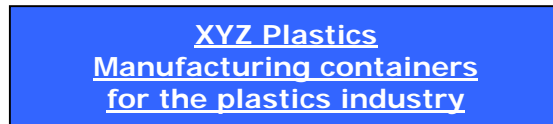
The Silver Links & Banner Program: \$242/month features high-level placement on Polysort to promote brand leadership, corporate recognition, and lead generation. The program includes:

- Rotation of your text and button banners on all Polysort pages

Example (button banner):




Example (text banner):



- First-page placement of your premium listing in an unlimited number of categories in Polysort's Links Directory

Example (premium listing):


- **XYZ Plastics Corp.**

P.O. Box 7695 1331 Kelly Ave Akron, Ohio 44306 USA	Maija McClure Tel: 330.555.5555 Fax: 330.555.5555 www.xyzplastics.com	
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Manufactures containers for the packaging industry, including a range of proprietary and custom products through three manufacturing processes: injection molding, thermoforming and extrusion.

Business Type:

- Injection Molders
- Extruders
- Vacuum Formers & Thermoformers



[Request more information](#)

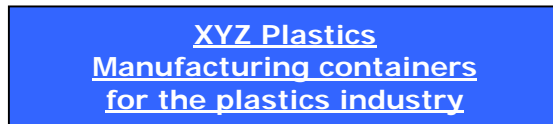
- Your premium listing also includes: links to your web site through your company name, web site address; full business description, including link description, business categories, plant locations and contact information; e-mail response form for direct customer inquiries
- Rotation of your link on Polysort's home page and Links Directory Main Page
- Priority positioning in Polysort's Search Engine for your top keywords
- Inclusion of your link in Polysort's Weekly e-mail newsletter – distributed to more than 5,000 plastics and rubber decision makers; traffic performance tracking via a private area on Polysort's web site, accessible exclusively by your company; Access to post your own press releases on Polysort.

Elite Advertising Program

The Elite Premium Listing: \$139/month features high-level placement on Polysort to promote company visibility and lead generation. The program includes:

- Rotation of your text banners on all Polysort pages

Example (text banner):



- First-page placement of your premium listing in an unlimited number of categories in Polysort's Links Directory

Example (premium listing):

- **XYZ Plastics Corp.**

P.O. Box 7695 1331 Kelly Ave Akron, Ohio 44306 USA	Maija McClure Tel: 330.555.5555 Fax: 330.555.5555 www.xyzplastics.com
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Manufactures containers for the packaging industry, including a range of proprietary and custom products through three manufacturing processes: injection molding, thermoforming and extrusion.

Business Type:

- Injection Molders
- Extruders
- Vacuum Formers & Thermoformers

[Request more information](#)

[Click here for other plant and warehouse locations.](#)

- Your premium listing includes: links to your web site through your company name, web site address; full business description, including link description, business categories, plant locations and contact information; e-mail response form for direct customer inquiries
- Rotation of your link on Polysort's home page and Links Directory Main Page
- Priority positioning in Polysort's Search Engine for your top keywords
- Inclusion of your link in Polysort's weekly e-mail newsletter – distributed to more than 5,000 plastics and rubber decision makers; Traffic performance tracking via a private area on Polysort's web site, accessible exclusively by your company; Access to post your own press releases on Polysort.



Bronze Advertising Program

The Bronze Program: \$450/annually is ideal for companies just getting started with Internet promotion. The Bronze Program is a cost-efficient way to enhance exposure in the plastics and rubber markets. The program includes:

First-page placement of your premium link listing with business description in up to three categories in Polysort's Links Directory.

Example:

- [XYZ Plastics Corp.](#) ← visit our site

Manufactures containers for the packaging industry, including a range of proprietary and custom products through three manufacturing processes: injection molding, thermoforming and extrusion.

Your premium listing also includes:

- Rotation of your link on Polysort's home page
- Traffic tracking monitoring, available 24 hours a day, via a private area on Polysort's web site, accessible by your company only
- Post Press Releases on Polysort for Free



Sponsorship Opportunities

Run your banner ad at the top of any of our pages for exclusive page sponsorship and maximum visibility.

Polysort's Sponsorship Opportunities offer:

- A way to connect with influential industry members
- Exposure to qualified, plastics- and rubber-oriented web users
- A strong ROI on your Internet marketing dollars

Polysort's website has more than **46,000 qualified plastics and rubber industry visitors each month** and a **Sponsorship Opportunity** targeted to meet your needs.

Sponsor Polysort's Home Page - 234 x 60 pixels

- Banner ad appears at the top of Polysort's Home page (exclusive)
- Monthly rate: \$430

Result: Reach targeted companies seeking industry related goods and services

Average Banner Impressions: 6,400 per month

Sponsor Polysort's Links Directory – our #1 most visited area (max. of 3 companies) - 234 x 60 pixels

- Banner ad on Links Directory page and all link pages, including search results
- Monthly rate: \$350

Result: Reach targeted companies seeking industry related goods and services

Average Banner Impressions: 15,178 per month

Sponsor Polysort's News Section – 234 x 60 pixels

- Banner ad appears at the top of Polysort news pages (exclusive)
- Monthly rate: \$350

Result: Target forward-thinking industry members who demand the latest industry news and information

Average Banner Impressions: Plastics News – 1,894 per month, Rubber News - 1,093 per month

Sponsor Polysort's popular e-mail newsletter. Our weekly sponsor will receive top billing on the newsletter with a custom advertising message plus a link for direct click-throughs.

- Exclusive offer available to one company only each week
- Monthly rates: \$399 for 3x frequency TEXT ONLY
\$599 for 3x frequency with TEXT & GRAPHIC (size 100 x 100 pixels)

Result: Reach select decision makers each month and target more than 4,400 opt-in subscribers.

Sponsorship Opportunities

Host a Polysort Member Forum – 234 x 60 pixels

- Exclusive banner at the top of sponsor's forum
- Monthly rate: \$125 per forum

Result: Target knowledgeable industry members with a passion for your issue

Host Polysort's Classified Ad Section – 234 x 60 pixels

- Sponsor's exclusive banner ad appears at the top of all classified ad pages.
- Monthly rate: \$125

Result: Target companies looking for opportunities on used or repaired equipment

Average Banner Impressions: 5,699 per month

Host Polysort's Help Wanted section – 234 x 60 pixels

- Exclusive banner ad on Polysort's help wanted pages
- Monthly rate: \$125

Result: Reach qualified technology-savvy plastic industry job applicants first

Average Banner Impressions: 4,302 per month

Sponsor Polysort's Calendar of Events – 234 x 60 pixels

- Exclusive Banner on either Plastics or Rubber calendar pages
- Monthly rate: \$125

Result: Be seen by industry decision makers looking for updates in special events

Average Banner Impressions: Plastics \$650 per month; Rubber (Not Available)



The Polysort Difference in Web Site Design

Polysort's web site design philosophy is a performance-based model developed to provide high profile Internet visibility, leverage the unique expectations of search engine users and create new customer relationship opportunities.

The foundation of each Polysort site is based on discovering the optimum Performance Keywords that will generate targeted traffic. The successful implementation of our design model is structured around five critical elements that will sustain a stand-alone Internet marketing strategy:

1. Comprehensive site layout and custom graphic design that will convey an image of brand leadership.
2. Optimized content and programming that will target search engine visibility, leverage your Performance Keywords and compel the site visitor to take action.
3. Premium placement on industry leader Polysort.com that will reinforce brand leadership, send additional high-value traffic to your web site and provide a strong link relevancy element to your optimization project.
4. Real-time Performance Analysis and Lead Tracker Reports available 24/7 to leverage a sophisticated integration program with site visitors.
5. Proactive site audits, competitive benchmarking and search engine performance reviews to support a high-profile marketing strategy.

Recent Design Examples

There are lots of companies out there that will build or redesign a web site, but how many understand how to successfully create a stand-alone online marketing presence for your company? And how many will take responsibility for the results they achieve?

Following are examples of some recently launched performance-based web sites created by Polysort and optimized by our Pilot Fish division. Each site, by virtue of its content and overall structure, is designed to be intuitive to navigate and to compel the site visitor to take action. The graphic presentation is complimentary and conveys a formal sense of brand leadership but is not distracting, allowing the visitor to accomplish their mission. Each completed site is Performance Keyword-optimized and ranks extremely well on Internet search engines, giving our client the critical visibility that few web sites will achieve when launching into a World Wide Web of more than 3 billion competing web sites:

Brampton Engineering
Firestone Polymers
Metano
Elkay Plastics Co., Inc.
United Polychem
Jomar Corporation
Air Power USA
Roto Plastics Corp.
Reduction Engineering

<http://www.be-ca.com/>
<http://www.firestonepolymers.com>
<http://www.metanousa.com>
<http://www.elkayplastics.com>
<http://www.unitedpolychem.com>
<http://www.jomarcorp.com>
<http://www.airpowerusainc.com>
<http://www.rotoplastics.com>
<http://www.reductionengineering.com>



Search Engine Optimization

Search Engine Optimization is a way of making sure potential customers can find your web site. Research shows that Internet users aren't likely to go past the first three pages - or top 30 results - of a search when searching for information on a product or service. Qualified optimization companies can work with your website content to ensure your site is visible in the top 30 results.

Polysort's Pilot Fish division has mastered optimization by using strategic, content-focused "best practices" that are accepted by a broad base of the major search engines. These proven methods result in increased Internet visibility that's designed to attract the right audience and generate the most qualified traffic to your web site.

As a website design and SEO company committed to performance, Polysort/Pilot Fish is skilled in helping to determine the best keywords or phrases for your business, industry and your desired audience. We focus on well-written content, proper web site coding, search engine submission and continued monitoring of your targeted web pages to ensure optimal performance. We also keep up with the science, policies, and site ranking formulas and algorithms used by the search engines, which constantly change and differ from engine to engine.

Our search engine optimization program includes the following elements:

- **Performance Keyword Discovery Phase:**
 - Research and document the best performing keywords on major search engines – which terms will deliver the highest quality and quantity leads to your web site;
 - Analyze the keyword strategy of your top competitors;
 - Identify the top general and industry search engines and directories that will provide you important exposure Internet-wide;
 - Develop a recommendation for improved search engine performance based on keyword research and analysis of your existing web site.
- **Site Optimization Phase:** Initial project planning, writing optimized content, content revisions, back end programming upgrades, and navigation upgrades. Implementation of Link Advertising Program.
- **Sustained Success Optimization Phase:** New optimized content, fine tuning code, inbound linking strategy with a mix from the following sources: e-zines, directory sites, local search sites, PR sites, Photo sites, Video sites, and Social Media sites.
- **Performance Tracking Phase:** Traffic monitoring, search engine submissions, performance audits, strategy counseling, search engine analysis, competitive benchmarking and lead tracking.



Client Testimonials

"Polysort has been tremendous in directing traffic on the search engines to our web site. Polysort maximizes our online impact and turns the web site into a functioning arm of our sales and marketing department." --GLS Corporation, McHenry, IL

"Six years ago, Polysort assisted us in developing our first website. From the start, we have been pleased with the volume of industry specific traffic. Throughout our relationship, we have been impressed with the fact that Polysort is a plastics driven portal. To this day, we continue to receive qualified leads and outstanding customer service from the entire organization." --Bay State Polymer, Westlake, OH

"Our original web site was designed and hosted by a graphics house. It looked great, but nobody could get to it. Polysort worked with us to develop a presence on the web that truly reflects what our company is all about. We have been overwhelmed by the quantity and quality of leads generated by the site. I only wish that we had started with Polysort." --Roto Plastics, Adrian, MI

"Prior to moving our web hosting to Polysort, our web presence was little more than an electronic line card. Polysort has been a creative and resourceful partner, starting with the initial interview process. They have worked hard to capture the essence of our business, and using a consultative approach, have developed our site into a 24/7 information resource for our customers, global supplier partners and sales team." --H. M. Royal, Inc., Trenton, NJ

"We have had a relationship with Polysort for over 5 years. The relationship has been very beneficial. Our web site and Internet exposure provides us with about 50% of our leads. The other leads come mostly from shows. We have been able to substantially reduce our conventional advertising budget because of our success with the web site." -- E-Beam Services, Inc., Hicksville, NY

"Elkay Plastics has called upon Polysort to meet its web site hosting and design needs for over 5 years. Our business-2-business relationship with Polysort is excellent. Polysort is our answer to website hosting and maintenance. Thank you Polysort -- It's a pleasure to work with you!" -- Elkay Plastics, Los Angeles, CA