

A light blue world map with a white grid of latitude and longitude lines serves as the background for the entire page.

PU **2** PU

COMMUNICATION SERVICES

2009

**GET THE RIGHT TOOLS
TO STAY AHEAD OF YOUR COMPETITION**

A multi-skills reference to tackle strategic issues for polyurethane producers.
Giving you the best solutions to meet your requirements

PU2PU

THE LEADING PLATFORM FULLY
DEDICATED TO THE PU INDUSTRY

WHAT IS PU2PU ?

PU2PU is an exciting global internet resource fully dedicated to the polyurethane industry. PU2PU offers an encyclopedia of more than 35,000 articles, press releases, patents and technical publications related to the polyurethane industry easily accessible via an advanced search engine. In addition, PU2PU is also a unique networking tool, with the MY PU2PU area, allowing our users to exchange messages, make new industry contacts and post and reply to business opportunities or assistance requests.

WHO IS USING PU2PU ?

Thousands of polyurethane specialists, decision makers, engineers and chemists visit PU2PU every day to get the latest market trends and access selected articles in the automotive, bedding and printing sectors. From raw materials suppliers to system houses, equipment manufacturers, moulders and end-users, PU2PU is opened to every players within the supply chain.

WHY COMMUNICATING ON PU2PU ?

PU2PU offers your company the tools to efficiently reach and communicate with our unique community of PU professionals. We offer various communication and advertising opportunities for your polyurethane related communications.



KEY BENEFITS :

UNIQUE TARGETED VISIBILITY:

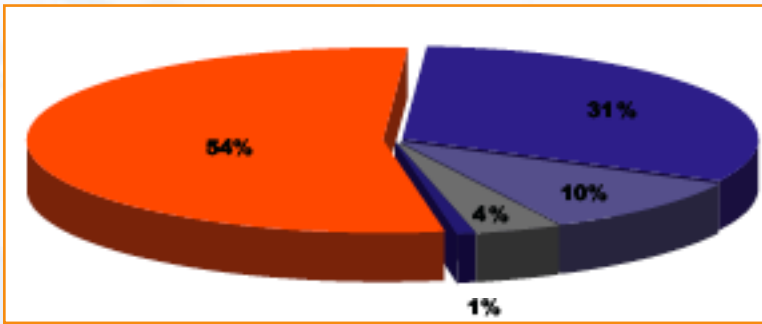
- 65,000 visits per month
- 400,00 pages viewed

HIGHLY QUALIFIED USER BASE:

- 6,700 registered users
- 11,900 PU Newsletter readers

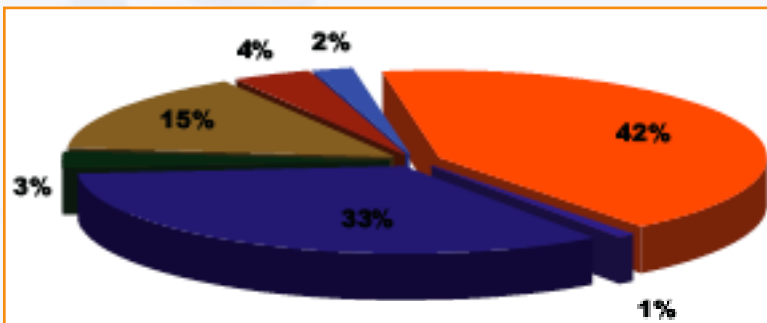
DEMOGRAPHICS

VISITORS BY ACTIVITY



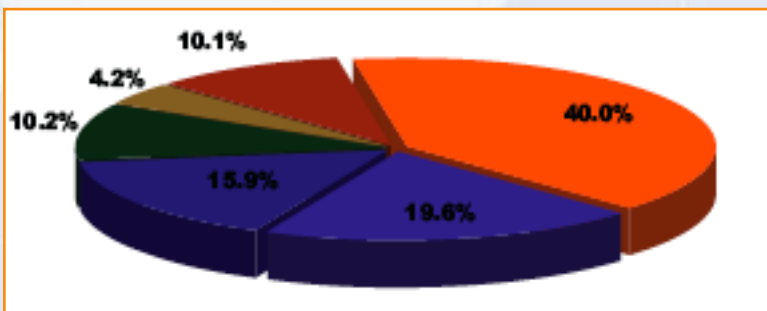
- RAW MATERIALS AND SYSTEM HOUSES
- PROCESSING EQUIPMENT
- PROCESSORS/CONTRACTORS/MOLDERS
- CONFERENCES/PUBLISHING
- CONSULTANCY/LABORATORY

VISITORS BY REGION



- NORTH AMERICA
- SOUTH AMERICA
- CENTRAL AMERICA
- EUROPE
- AFRICA
- OCEANIA
- ASIA

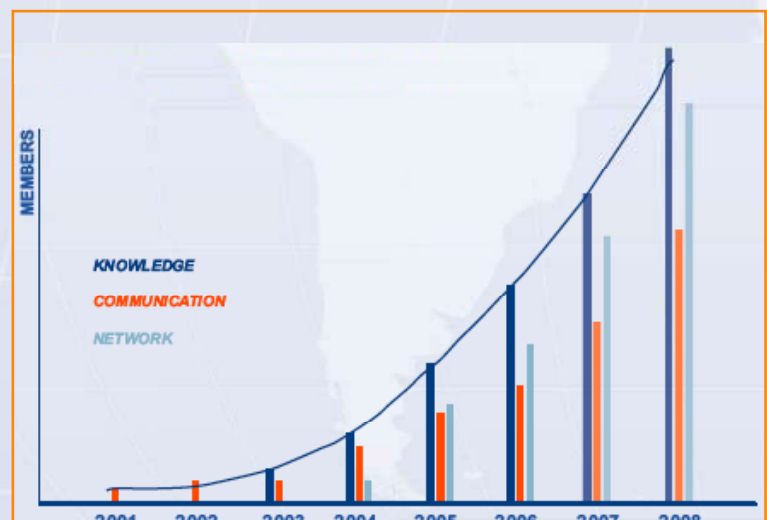
VISITORS BY SPECIALITY



- MGR/SENIOR ENGINEER/SENIOR CHEMIST
- PRESIDENT/CEO/COO/VP/OWNER
- EXEC. DIRECTOR/RESEARCH A^{TES}
- SUPERVISOR/ENGINEER/CHEMIST/SALES
- ASSISTANT/OPERATOR/TECHNICIAN
- OTHERS

FACTS - FEBRUARY 2009

- VISITS: 65,884
- PAGES VIEWED: 398,700
- REGISTERED MEMBERS: 6,775
- PU NEWSLETTER READERS: 11,880
- FULL ACCESS MEMBERS: 1,076
- ARTICLES ARCHIVED: 34,765



COMMUNICATION

FEATURED COMPANY BASIC - PREMIUM - FIRST

CUSTOMIZED E-BOOTH



HOME PAGE VISIBILITY

Total 65,000+ visits per month



PU NEWSLETTER VISIBILITY

11,000+ recipients every week



» Packages starting at € 850 per year

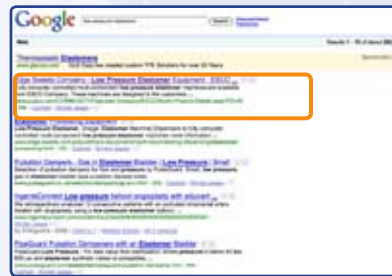
FEATURED PRODUCTS AND EQUIPMENT

CUSTOMIZED PRODUCT PAGES



WEB RANKING ACCELERATION

90% of Featured Products appear in first page of results (GOOGLE)



PU NEWSLETTER VISIBILITY

11,000+ recipients every week



» Starting at € 249 per product per year

FEATURED DOCUMENTS

HOME PAGE VISIBILITY

Total 16,000+ visits per week



WEB RANKING ACCELERATION

65% of Featured Documents appear in first page of results (GOOGLE)



PU NEWSLETTER VISIBILITY

11,000+ recipients every week



» Starting at € 99 per document

PU2PU FULL ACCESS COMPANY MEMBERSHIP

Rediscover the way you approach the world of Polyurethanes

WHAT IS PU2PU FULL ACCESS ?

PU2PU FULL ACCESS is your passport to view and access all contents stored in the PU2PU databases. More than 35,000 documents are currently listed. From patents, technical papers, articles, press releases to companies' information, PU2PU FULL ACCESS gives your employees access to this very useful information, easily available via our new search en-

WHY GIVING YOUR EMPLOYEE A PU2PU FULL ACCESS MEMBERSHIP ?

PU2PU FULL ACCESS enable your employees to contact directly the thousands of polyurethane professionals, decision makers, engineers and chemists registered on PU2PU. As PU2PU FULL ACCESS members, your employees can post and reply to any requests for assistance and/or business opportunities, thus giving them the competitive edge to contact potential business leads before your competition.

In addition, as PU2PU FULL ACCESS members, they will receive every week URETHANE UPDATE, an online publication presenting pre-selected headlines, publications, technical papers and patents published in the previous week.

PU2PU FULL ACCESS COMPANY MEMBERSHIP:

Like tens of polyurethane companies, you can enroll your employees and have them benefit from the knowledge and networking opportunities offered by the PU2PU FULL ACCESS membership.

We are offering discounted memberships starting at 3 users:

Single subscription:	€ 280 per year
3 users :	€ 260 <i>per user</i>
5 users:	€ 240 <i>per user</i>
10 users:	€ 210 <i>per user</i>
20 users:	€ 190 <i>per user</i>
30 users:	€ 150 <i>per user</i>
50+ users:	€ 119 <i>per user</i>

KEY BENEFITS

- IMPROVE GLOBAL MARKET COVERAGE
- EFFICIENTLY REACH NEW SMALL AND MEDIUM CUSTOMERS
- PENETRATE NEW MARKETS FASTER

OFFERING

YOUR COMPANY E-BOOTH ON PU2PU

A dedicated page for your company archived on PU2PU database for 1 year and presented in the Company Directory.

PLATFORM VISIBILITY

Your company visible on PU2PU home page with your company logo linked to your e-both.

PU NEWSLETTER VISIBILITY

Your company logo visible in a minimum of (3) editions of the PU NEWSLETTER sent to more than 11,800 PU professionals every week.

PU2PU SEARCH ENGINE VISIBILITY

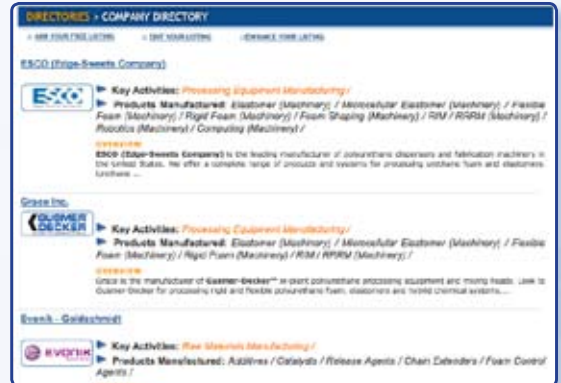
As part of your package, your company entry is brought to the top of any search on the PU2PU platform when your company is returned in the results. Your entry is highlighted to stand out.

Company	Product	Document	Contact
Evonik - Goldschmidt			
<p>Evonik - Goldschmidt Goldschmidtstrasse 100 D-45127 Essen Germany www.goldschmidt-pu.com</p>			
<p>At first Glance Evonik's product line Polyurethane Additives is a leading supplier of processing chemicals for the manufacturing of polyurethane foam. The product line is part of the business unit Consumer Specialties of Evonik. We are deeply committed to our customers, their suggestions and the polyurethane industry. We strive for operational excellence and customer proximity around the world. For more than 40 years we have been successful in product development, manufacturing and sales. Our employees are highly experienced, highly motivated and trained to leverage our global organization. We are an integral part of Evonik Industries, one of the world's largest speciality chemical companies, constantly innovating essential products for a variety of industries such as construction, automotive, personal care or plastics. We have access to the expertise of the extended scientific community within Evonik Industries.</p>			
<p>Global Network To be the global number one in processing chemicals for the manufacturing of polyurethane foam offers success and a challenge at the same time. We have four competence centres around the world located in Germany, the United States, China, and Brazil. In addition we offer sales support and communication channels with dedicated experts based at Evonik platforms, as well as through our agents around the world. These regional experts provide day-to-day sales and technical support for you, our customers. Our globally responsible managers at our headquarters are always available to support local initiatives and to shorten decision times. Ongoing technical and general training of our global workforce ensures professional behavior and an efficient manner of working - for your maximum benefit. Our organization guarantees that all necessary services are easy to reach for all our customers. The product line Polyurethane Additives is member of all relevant regional polyurethane organizations, e.g. CPI, PFA, and PIMA in the US and EUROPUR and BING in Europe.</p>			
<p>Product Range Foam Stabilizers TEGOSTAB® Flexible Block Foam Rigid Foam</p>			

PACKAGES

FEATURED COMPANY BASIC

- Customized e-booth
- 12 months home page visibility
- Inclusion in the Company Directory
- Visibility in (3) PU Newsletters



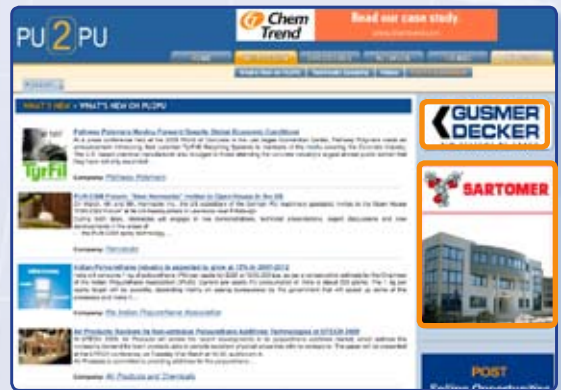
FEATURED COMPANY PREMIUM

- FEATURED COMPANY BASIC
- + Your logo banner in sequence on all PU2PU pages
- + Premium placement in the Company Directory
- + Premium home page visibility
- + Visibility in (6) PU Newsletters



FEATURED COMPANY FIRST

- FEATURED COMPANY PREMIUM
- + Customized flash banner in WHAT'S NEW, NETWORK & TRENDS areas for a total of 50,000 views
- + Banner advertising in (1) PU NEWSLETTER
- + Visibility in (10) PU Newsletters



PRICING

FEATURED COMPANY BASIC

€ 850 per year

FEATURED COMPANY PREMIUM

€ 1,300 per year

FEATURED COMPANY FIRST

€ 1,750 per year

KEY BENEFITS

- EDUCATE THE MARKET ON YOUR PRODUCTS AND EQUIPMENT
- ACCELERATE PRODUCTS LAUNCHES
- INTRODUCE YOUR PRODUCTS TO NEW MARKETS FASTER
- ACCELERATION OF YOUR PRODUCTS' RANKING IN GOOGLE™

OFFERING

YOUR PRODUCTS ON PU2PU

A dedicated set of pages for your products archived in PU2PU database for 1 year

PU NEWSLETTER VISIBILITY

A short descriptive of your products with link visible in three editions of the PU Newsletter sent to more than 11,800 PU specialists.

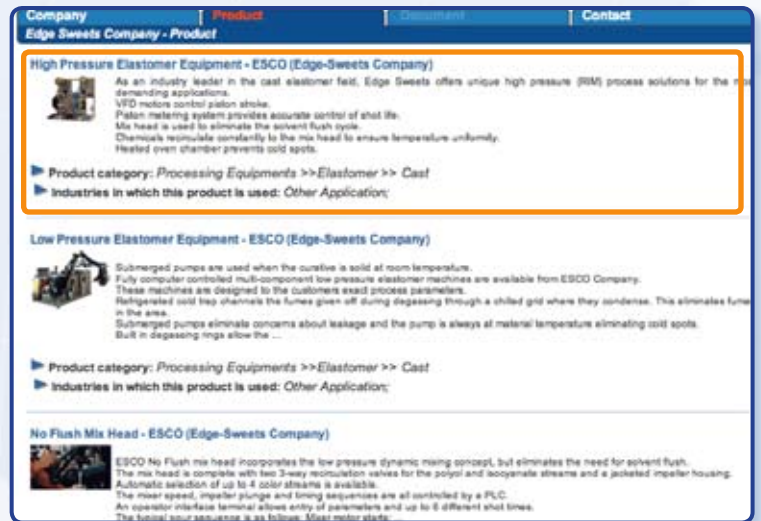
SEARCH ENGINE VISIBILITY

As part of your package, your products and equipments are brought to the top of any search on the PU2PU platform when your products/equipments are returned in the results. Your entries are highlighted to stand out.

GOOGLE RANKING ACCELERATION

Because of the long standing relationship that PU2PU has established with Google™, your products and equipment listed on the PU2PU platform will benefit from an improved ranking in Google. This will, in turn, improve the global positioning of your company's website in all major US search engines.

EX: "low pressure elastomer" - ESCO hosted by PU2PU - 1st placement out of 1,860,000 results
 "pu recycling" - ECOPUR hosted by PU2PU - 1st placement out of 769,000 results



PRICING

FEATURED PRODUCTS

12 months platform visibility
 Visibility in (3) PU Newsletters

FEATURED PRODUCTS PLUS

Featured Product
 + Visibility in "Latest Products and Innovations" on the home page

1 Product:	€ 375	€ 450 - PLUS
2 Products:	€ 690	€ 830 - PLUS
5 Products:	€ 1,590		
10 Products:	€ 2,690		
More than 10 products:	€ 249 per product		

KEY BENEFITS

- DUPLICATE SUCCESS STORIES
- EDUCATE THE MARKET FASTER
- ACCELERATION OF YOUR DOCUMENTS' RANKING IN GOOGLE™

OFFERING

YOUR DOCUMENTS ON PU2PU

An article published for your documents: Press releases, technical brochure, sale leaflet, product catalogue, technical publication.

PLATFORM VISIBILITY

The article visible on PU2PU home page for 7 days and permanently in your company e-booth.

PU NEWSLETTER VISIBILITY

Your article visible in (1) PU Newsletter.

SEARCH ENGINE VISIBILITY

As part of your package, your documents are brought to the top of any search on the PU2PU platform when your documents are returned in the results. Your entry is highlighted to stand out.

GOOGLE RANKING ACCELERATION

Because of the long standing relationship that PU2PU has established with Google™, your documents listed on the PU2PU platform will benefit from an improved ranking in Google. This will, in turn, improve the global positioning of your company's website in all major US search engines.

EX: "energy absorbing tubes" - BAYER featured article - 1st placement out of 183,000 results



PRICING

FEATURED DOCUMENTS: 7 days home page visibility
 2 months platform visibility
 Visibility in (1) PU Newsletters

1 Document:	€ 200
2 Documents:	€ 340
5 Documents:	€ 660
10 Documents:	€ 1,200

More than 10 documents: € 99 per document

DEDICATED ADVERTISING

MAIN PLATFORM BANNER ADVERTISING

Promote your company, a specific product or broadcast a message more aggressively and become visible throughout the entire PU2PU platform.

PRICING	50,000 views	€ 1,100
	100,000 views	€ 1,690
	200,000 views	€ 2,990
	500,000 views	€ 6,990

Please inquire with your sales representative about time slots availability.



CUSTOM BANNER ADVERTISING **NEW**

A new feature of PU2PU, the Custom banner allows you to reach only the users that are interested in your company and your products. A specific message can appear only to specific number of users.

PRICING	50,000 views	€ 690
	100,000 views	€ 1,190
	200,000 views	€ 2,000

Please inquire with your sales representative for more information.



PU NEWSLETTER BANNER ADVERTISING

Reach 11,800 PU professionals each week with your dedicated banner in the PU NEWSLETTER

PRICING Advertising in 1 PU Newsletter: € 490
 Discounted pricing available for multiple ads.



DEDICATED ADVERTISING

DEDICATED E-MAILING

A special announcement to make? Reach 6,500+ PU specialists (or a portion thereof) with a dedicated email sent by us.

- PRICING**
- 1 dedicated e-mailing: € 990
 - 2 dedicated e-mailing: € 1,690



PU WEBSEMINARS

A unique way to reach the PU marketplace.

- PRICING** Please contact your sales representative.



FEATURED VIDEOS

CUSTOM VIDEO



+

HOME PAGE VISIBILITY

Total 65,000+ visits per month



- PRICING** Featured Video: € 450 per year



**THE LEADING PLATFORM FULLY
DEDICATED TO THE PU INDUSTRY**

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