

## The PlasticsEdge™ Topic Sponsorships from :: Plastics.com

*Plastics.com has developed an exciting and affordable marketing program for any industry firm in any aspect of the plastics industry. Called the **Plastics Edge™**, this consists of an emailing program and sponsorship of a key word/phrase AND that area of plastics.com, which acts as a focal point for that industry topic. Any search within the site or menu brings visitors to your topic page.*

### It s Easy, It Works, It Gives YOU the Edge

#### Here s how easy it is

You sign up with plastics.com for your key word/phrase and you now own that keyword for one year. If the topic does not already exist, we create a main page for this topic that contains neutrally written content about the topic and add you as a **PlasticsEdge™** Sponsor.

Now, whenever anyone on plastics.com searches or uses the menus for this topic they are brought right to the page featuring your linked **PlasticsEdge™** Sponsorship.

Visitors get exposed to your branding, your links, your offers, etc. while there to look for info within your market sphere. Marketing gets no more targeted than this.

#### Features and Benefits

- Virtual ownership of your key word/phrase on the industry s dominant site with the worlds largest plastics community and the most important domain; plastics.com
- The key word/phrase becomes a plastics.com GROUP, which members can choose to join and to which you have access to unlimited contact and marketing.
- You can add additional content pages to the topic that also provide the same branding and linking opportunities. In fact, the more pages you create, the more that **PlasticsEdge™** will work for you.
- Featured listing in our Plastics Industry Directory above and richer than generic entries.
- You get an online metrics report of visitors and click-thrus to your site. Marketing where you can see and measure the value instead of guessing.
- Comprehensive and overlapping branding methods on a site are recognized as giving the highest ROI. **PlasticsEdge™** branding includes; search engines, web pages, site searches, email branding on our newsletters, exclusive emailing from you, blogging, articles and more.
- Synergistic linkage between your topic area and other critical aspects of the site such as a careers center, auctions, classifieds, news, blogs, articles, etc.
- Automatic renewal rights in upcoming years. This program has limits to the amount of **PlasticsEdge™** Sponsors that are allowed. Membership guarantees you the right to renew each year.

## What will my branding look like and do?



As a minimum, it will be similar to rich html ads, banners, skyscraper ads, etc. that you see in a commonplace fashion on web sites. However, we advise that you work with our marketing team, either up front or gradually, to customize your sponsorship to reach its maximum potential.

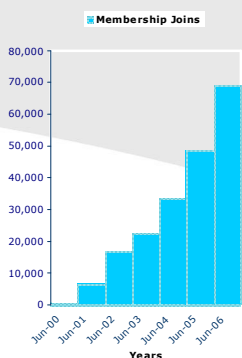
Working with you, our team can turn your sponsorship area into a rich resource for your targeted visitors. A few examples; We make your area look designed, not just like someone's ad. It can include any graphics that fit and any technology such as flash, forms, live chat and so on. It can be a combination of these techniques. It can vary from one page to another within your sponsorship. A troubleshooting guide that you help us produce, may for example, have links to a tech forum, links to your techs or sales staff, or a live chat to one of your employees.

## What does it cost?

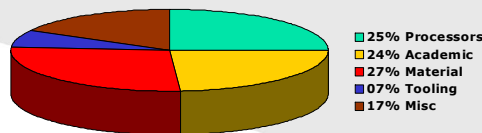
Only \$1,000 a month, designed to be affordable

## Details and Things to Note

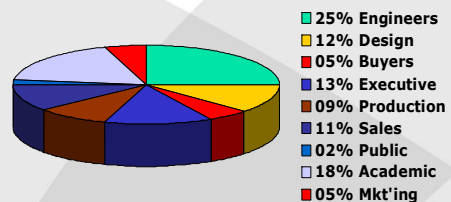
- Payment terms require payment of one year in advance. Discounts for multi-year contracts are available
- Note; certain major topics, like extrusion or injection for example, are part of our **PlasticsMajors™** Program and hence are not available. But sub-topics within a Major are often available, so please ask.
- **PlasticsEdge™** Topics, while limited to a small number of sponsors, are not exclusive and any rankings between common sponsors of an area will be random.
- Sponsors share a space on each area page that is the length of the page and at least 20% of the width. Note: special page designs may differ in sponsorship sizing.
- Sponsor can email the full plastics email list every other month (6 times a year) to send targeted promotional material. Plastics.com prepares the email from content supplied by the sponsor.
- Sponsors can email GROUP members as often as desired. Group members are overall members who join the sponsors specific group, like an automation group. Members of Plastics.com can join as many groups as they'd like, but when they join a specific sponsors group, they are essentially YOUR members to market as desired.



Members Industries



Members Background



## How do I sign up?

Please contact our sales team for details at 1-260-438-8464 or [PlasticsEdge@plastics.com](mailto:PlasticsEdge@plastics.com)

\* Selected items from edge. (n.d.). Roget's New Millennium™ Thesaurus, First Edition (v 1.3.1). Retrieved March 26, 2007, from Thesaurus.com website: <http://thesaurus.reference.com/browse/edge>