

# Reach a Highly Qualified Audience of Industrial Decision-Makers

## Promote Your Company on ThomasNet Industrial News



The Internet has become the main source of news for executives, engineers, purchasing managers, buyers and specifiers. ThomasNet Industrial News, [news.thomasnet.com](http://news.thomasnet.com), puts your company's message in front of business decision-makers where they're looking for information about new industrial products.

ThomasNet Industrial News gets over 10 million visits per year.

The screenshot shows the ThomasNet Industrial News website interface. At the top, there is a search bar with the text "Search for:" and "Search what?" followed by a search box containing the word "News" and a "Go" button. Below the search bar is a navigation menu with links: "New Home", "ThomasNet.com Industrial Search", "My Newsroom", "Industrial Trends", "Submit Press Releases", "Advertise", "Contact", and "About".

The main content area is divided into several sections:

- Newsletters:** A section for "Product News Alerts" with a "Subscribe" link and a "View Sample" link.
- Categories:** A list of categories including "Industrial Market Trends", "OnSite WebReviews", "All Product Stories", "Adhesives and Sealants", "Agricultural and Farming Products", "Architectural and Civil Engineering Products", "Automatic ID", "Chemical Processes and Waste Management", and "Cleaning Products and".
- Latest New Product News:** A central section featuring three articles:
  - Hermetic Electrical/Optic Seals Lo/Hil Erosions/Vacuum Wires/Pin Connectors:** Used around the world in a wide range of industries including aerospace, automotive, small engine, process controls, defense, telecommunications, semi-conductor and scientific instruments of all types requiring the highest quality seals.
  - Metalworking Fluids have transparent formulation, Milacron, Inc. Cincinnati, OH 45209:** Apr 13, 2006 CIMTECH® Z Fluids are synthetics designed to improve heavy- and light-duty machining and grinding of ferrous and non-ferrous metals without using mineral oil. They feature clear, clean, low-foaming formulation that rejects tramp oil and exhibits optimal acidity control. By name, products include CIMTECH 305Z, CIMTECH 310Z, CIMTECH 320Z, CIMTECH 3900B, CIMTECH 285Z, and CIMTECH 410Z.
  - Coating provides high-temperature corrosion resistance, Aremco Products, Inc. Valley Cottage, NY 10989:** Apr 13, 2006 Single-part, gray-pigmented Corr-Paint(TM) CP2020 polymeric coating dries and cures at room temperature to hard, non-porous, abrasion-resistant surface that is also resistant to hydrochloric, nitric, ethylene chloride, and sulfuric acids. Supplied with viscosity of 200-240 cps, product features specific gravity of 1.05 gm/cc. It provides corrosion resistance on steel components and structures exposed to oxidation and corrosive atmospheres up to 400°F.
- Advertisements:** Three vertical advertisement banners on the right side:
  - Bry-Air:** "The choice for efficient dehumidification. Solutions for moisture and humidity systems."
  - CMP CORPORATION:** "The Broadest Range of Industrial Pumps"
  - W&W:** "The Broadest Range of Industrial Pumps"

ThomasNet Industrial News delivers the latest industrial product news daily on hundreds of online news sites, portals, and through targeted e-mail marketing.

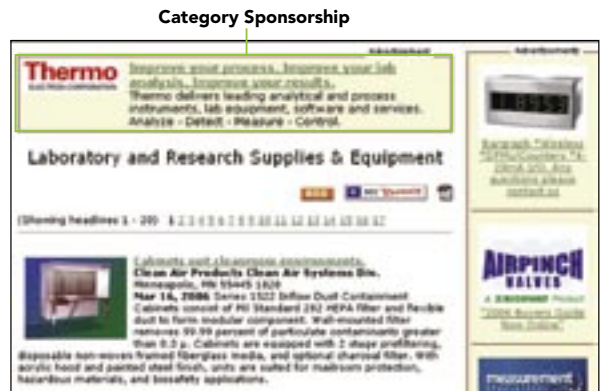
# Increase Awareness of Your Brand with ThomasNet Industrial News

Position your company as a leader in your field through a range of innovative Internet marketing options:

## Category Sponsorship

### One Company per News Category

With your banner ad at the top of every page, your company will be top of mind with ThomasNet Industrial News readers in your product category.



## Category-Featured Company

### Up to Five Companies per Product News Category

With your ad displayed on vertically-rotating tiles on the right side of the page, your message will reach readers looking for product news related to your business.



Category-Featured Companies

## Full Story Display Ads

### Your Brand Highlighted Within Your News Story

If your company makes news available on ThomasNet Industrial News, you can enhance your presence on the site by including a display ad in the context of news articles about your company.



Promote your brand alongside your product news

## Product News E-mail Alerts

### Over 50 Categories Available for E-mail Marketing

Your message is delivered into the in-boxes of decision-makers – daily, twice a week, or weekly. Since these product news e-mails are received by subscribers who ask for them, they reach a highly qualified and interested audience.



Sponsor e-mail newsletters

## RSS News Feeds

### Supplying Industrial News to Over 100 Sites

Your message reaches subscribers to RSS news feeds for your industrial product category. Really Simple Syndication (RSS) is a technology that distributes news to millions of Internet users on a regular basis – through sites that aggregate a variety of news, on corporate intranets, and to individuals using RSS readers on their desktops.



Industrial news sent with RSS

## Reach Industrial Decision-Makers All Over the Internet

ThomasNet Industrial News is updated and syndicated daily to hundreds of online news sites and portals. Sites delivering ThomasNet Industrial News – and your brand message – include:

- Google News
- LexisNexis
- ThomasNet.com
- Yahoo News
- Altavista News
- IEN Online
- MSN News

## Feature Your New Product News Free on ThomasNet Industrial News

If you have new product news to share with industrial decision-makers, submit your press release to us. Go to [news.thomasnet.com](http://news.thomasnet.com) and click the **Submit Press Releases** link for editorial guidelines and details.

# What People Are Saying About ThomasNet Industrial News

 **"ThomasNet has all the industrial parts and new product releases in one place."**  
*PCDworks*

 **"We were looking for a new and more unique way to market to our prospects, and ThomasNet Industrial News met those needs."**  
*PAVE Technology*

 **"Our Industrial News program started and within three months the number of click-throughs to our site and overall impressions has greatly exceeded our expectations – we're getting over 200,000 impressions per month."**  
*Bry-Air*

## Stand Out from Your Competition Online – Be a Part of ThomasNet Industrial News Today

ThomasNet Industrial News is the leading source of new product news online. That's why it's a great place for you to increase awareness for your brand and direct potential customers to your website.

Find out how you can make ThomasNet Industrial News a key part of your Internet marketing strategy today:

- Contact your local ThomasNet representative
- Go to [ThomasNet.com/goodcustomers](http://ThomasNet.com/goodcustomers)
- Or call 1-800-879-6757