



Em

Elements of E-Media



Elements are the building blocks of all great things. Elements combine together to create larger and more complex objects.

At Plant Services, we have developed our Elements of E-Media to illustrate how you can take these building blocks to create your own great e-media program.

Wa

Website Advertising

Website

Built to meet our users' needs for deep, searchable and actionable content, PlantServices.com combines news, original topical articles, expert advice and carefully chosen product and vendor information to provide comprehensive industry insight and information.

With more than 50,000 unique visitors and more than 100,000 page views per month, PlantServices.com is a superior marketing tool for suppliers looking to fulfill their e-business initiatives with guaranteed repeat exposure to thousands of plant management professionals around the world!

[Click here for more information on website advertising.](#)



- 45,000 visitors on average
- Available ad positions: top leaderboard, large rectangle, button, article embedded text, sponsored product and sponsored link
- Rich Media accepted
- DART and HBX Analytics reports provided

Lp

Landing Pages

Landing Pages

A custom landing page immediately tells your customer you can and are web savvy. You have taken the first step towards thoughtful, effective permission based marketing.

- Landing pages can be specific to each product and offer you make.
- Landing pages allow you to test, measure, retain and repeat ... quickly.
- You will be generating leads and learning what worked best.



N

E-Newsletters

Plant Services E-newsletters

Plant Services' E-newsletters contain original topical features, the latest industry news and technical insights, assuring that you get high response rates from your key prospects. With no waste circulation, our e-newsletters target your message to readers that are responsible for making decisions about your product.

- PlantServices.com E-News | deployed monthly
- PlantEnergy Insider | deployed monthly
- AssetManager Insider | deployed monthly
- New Products Bulletin | deployed monthly
- Skill TV Solutions | deployed monthly
- The Advisor | deployed monthly



Single-Sponsor E-newsletters

These newsletters allow advertisers to use any of the E-newsletter platforms for their message. Your content will be combined with editorial content to give users aggregated information positioning your company as the thought leader on a particular subject. Your company will have exclusive rights to all banner, skyscraper and button positions for your marketing message, allowing you to drive users to your site.



- Distributed to a select 15,000. Plus you have the option to add your own email database to blast.
- 15-20% open rates | 5-9% click through rates (averages vary by client)
- Executive Summary report furnished to you including metrics and company name and title

[Click here for more information on E-newsletters.](#)

Wp

White Papers

White Paper Sponsorship

Plant Services' unique white paper sponsorship program drives traffic to your white paper, guaranteeing you'll receive many high quality sales leads. White papers give your company exposure to our readers who are actively searching products, services and vendors. They position your company as a thought leader and provide an invaluable service to our readers searching for solutions to specific technology or product issues.

With lead generation at the core of our white paper program, we enable you to zero in on the most qualified decision makers while they are engaged in a "research to buy" mode. Every time potential customers download your white paper you'll be able to get their full contact information.

[Click here for more information on White Papers](#)

- White paper alert blasted to 24,000 (All opt-in)
- *Plant Services* e-newsletter promotion for each White paper.
- Three month promotion on PlantServices.com for each white paper and archived on site for one year.
- You receive the name, company name and email address of anyone who downloads white paper. Leads are sent weekly.

[Click here for more information on lead generation](#)



Cs

Case Study

Case Study

Plant Services offers a new Case Study Program dedicated to promoting your success stories in an easy-to-use format designed to generate strong-quality sales leads.

Here's your chance to have guaranteed exposure to the MRO/Reliability market with a dynamic program that is designed to help buyers make decisions based on real world applications of your products and services.

[Click here for more information on Case Studies.](#)



Ka

Keyword Advertising

Keyword Advertising

PlantServices.com's Keyword Program allows you to target your Web site advertising to our visitors looking for solutions related to your business. Our Web site visitors find and access specific content through internal site search or search engines, i.e. Google, Yahoo or MSN, based on using keywords or phrases.

With our Keyword Search Program, these visitors will be served your ad messaging when they search using your sponsored key word(s) or whenever they open your keyword-related article, product or white paper on PlantServices.com. These visitors are searching for specific solutions and are likely to be in a purchasing cycle for your product and service.

- Premium large rectangle ad positioned directly next to list searched items
- Leaderboard ad located at top keyword-related article, product or white paper on PlantServices.com
- Text ad located within the article adds higher visibility or your marketing message

[Click here for more information on Keyword Advertising](#)



V

Video

Video Sponsorships

Plant Services videos help position vendors as partners for product development projects and give your potential customers information on emerging market trends.

Your company teams with *Plant Services* and Putman Media to film and produce a custom video, or you can sponsor a video that is already planned or submit your own non-promotional video. Videos can include a compelling call-to-action that allows viewers ultimate flexibility in response. Sponsored videos are promoted through Multimedia Alerts and other e-newsletters; the sponsorship is exclusive and enduring for as long as the video is posted.



Webcasts

Webcasts

Webcasts are not only a highly efficient way to harness the power of the internet to generate qualified leads for your sales team; they also present your company as a leading source for industry insight and actionable content.

The Webcasts package centers on a solution to an identifiable problem or emerging technology in the plant management industry. *Plant Services'* Editor acts as host and moderator. There are a variety of formats that can be used for a successful Webcast. All formats are ones you would see at an in person event but with the ability to touch more people because there is no travel for the attendees and for that matter, for the speakers.

[Click here for more information on Webcasts](#)

- * Generate qualified sales leads with higher ROI, backed by measurable results
- Leverage *Plant Services'* well recognized brand to lend unparalleled credibility and reach
- Communicate with your desired audience at a time that is convenient for them



Kc
Knowledge
Centers

Knowledge Center

Plant Services Knowledge Centers are designed to combine lead generation with thought-leadership positioning. Knowledge Centers bring together essential decision-making resources on a specific topic—whitepapers, webcasts, video clips, articles, application notes, etc.—in a resources page on *PlantServices.com*.

Reporting for our Knowledge Center customers goes well beyond impressions, click thrus and open rates. *Plant Services* will provide company name and title reports and, dependant upon the content; can also provide client partners with demographic information including email addresses, phone numbers and answers to qualifying questions that we develop together.

- Co-brand your message with the brand best known for identifying and tracking plant management industry trends—*Plant Services*
- Ensure a positive “post click experience” by taking your prospect to a page specifically designed for their needs
- Position your company as the thought leader
- Another approach to convincing prospects to “sign up”

[Click here for more information on Knowledge Centers.](#)



Fp
Featured
Product

Featured Products

New products are key to your company's growth. *PlantServices.com* Product Resource Center simplifies placing your latest product information using an easy to use, affordable web-based format. Our research shows that the number one reason maintenance and reliability professionals use the web is for information about new products and services.

Package includes:

- Up to 10 products featured in *PlantServices.com's* New Products Resource Center.
- Your boombox ad served on the *PlantServices.com* New Products Resource Center page each time a site visitor accesses your products within the New Products Resource Center.
- Top search rankings within New Products Resource Center.
- Inclusion in one *PlantServices.com* Special Alert e-newsletter.
- One sponsored link within *PlantServices.com* e-newsletters.

Package includes:

- Contextual/keyword ad packages.
- Discounted print ads in *Plant Services* magazine.
- Discounted white paper or podcast deployments.

[Click here for more information on Featured Products.](#)



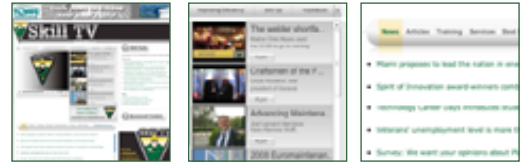
Sk

Skill TV

Skill TV

Skill TV is a Web forum where maintenance professionals, management, job-seekers and vendors of services, training and products can learn about, discuss, define and propose solutions to the shortage of skilled workers in facilities maintenance. It connects problem solvers with solutions providers through multimedia presentations including videos, podcasts, articles, white papers, case histories and links to related materials. Skill TV subjects fall into five categories: the dimensions of the skilled worker shortage; seeking and filling jobs; tools and resources to improve skilled worker efficiency; training and certifications; and contracting services.

[Click here for more information on Skill TV](#)



Cm

CMMS

CMMS

Pressures from the real world are driving computerized maintenance management/enterprise asset management (CMMS/EAM) software vendors to rethink and revise not only their products, but how they can help users actually achieve a larger portion of the potential in every package. Most vendors are focusing their efforts on four key areas: industry specialization, implementation, integration and functionality. Plant Services CMMS/EAM Software Review provides users with a detailed hands-on comparison of current offerings from simple browsing of vendor survey data to creating customized scores for each product based on the aspects most important to them.



Tc

Training Center

Training Center

Now there's an easy way to find specialized MRO training classes, certification, professional services, educational text books and the latest training e-newsletters.

The PlantServices.com Training Center is your portal for all of your knowledge transfer needs. Simple to use. You'll find easy navigation using our advanced search engine and can select courses by topic, vendor, date and location. All training resources are easily purchased directly on line.

Each section of the Training Center offers an abundance of sponsorship opportunities to reach our active viewership.



FOR MORE INFORMATION, PLEASE CONTACT:

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