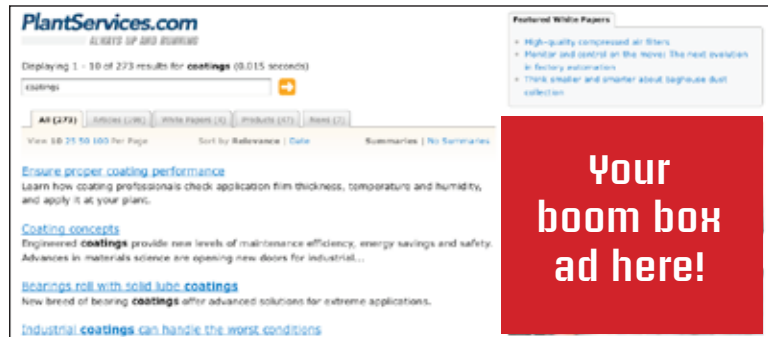


## Keyword Advertising Program

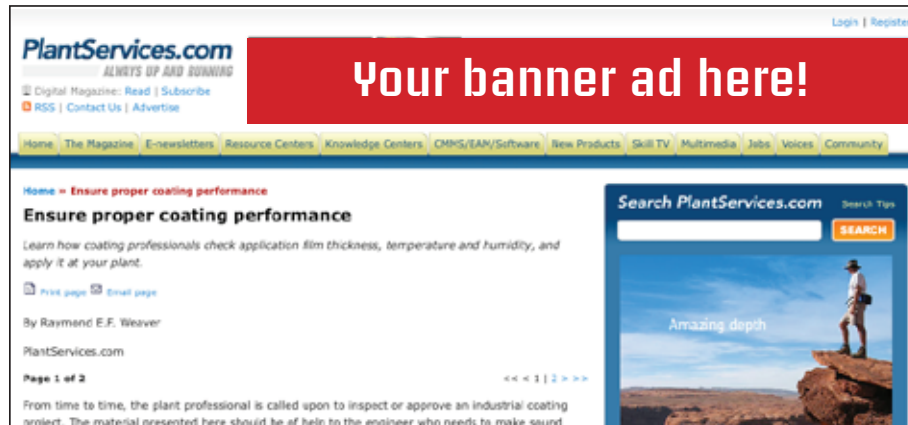
PlantServices.com's **Keyword Program** allows you to target your Web site advertising to our visitors looking for solutions related to your business. Our Web site visitors find and access specific content through internal site search or search engines, i.e. Google, Yahoo or MSN, based on using keywords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

### Boom box ad



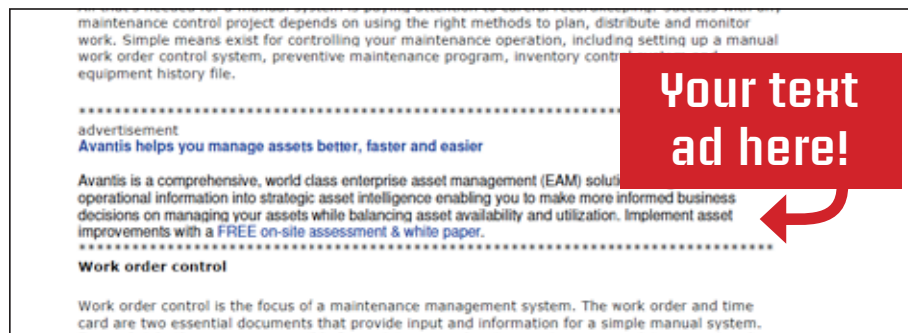
The image shows a search results page on PlantServices.com for the keyword "coatings". The page displays search results for "coatings" with a search bar and filters. A red boom box overlay with the text "Your boom box ad here!" is positioned on the right side of the page.

### Banner ad



The image shows a banner ad on the PlantServices.com website. The banner features the text "Your banner ad here!" in white on a red background. Below the banner, the website's navigation menu and a search bar are visible. The main content area shows an article titled "Ensure proper coating performance" by Raymond E.F. Weaver.

### Embedded text ad



The image shows an embedded text ad on the PlantServices.com website. The ad is placed within the text of an article. The ad text reads: "advertisement", "Avantis helps you manage assets better, faster and easier", "Avantis is a comprehensive, world class enterprise asset management (EAM) solution that integrates operational information into strategic asset intelligence enabling you to make more informed business decisions on managing your assets while balancing asset availability and utilization. Implement asset improvements with a FREE on-site assessment & white paper.", "Work order control", and "Work order control is the focus of a maintenance management system. The work order and time card are two essential documents that provide input and information for a simple manual system." A red arrow points to the ad text.

**Pricing:** \$3,000 net per year, includes up to 17,000 impressions.  
Your choice of boombox, leaderboard or embedded-text ads.

**START YOUR KEYWORD ADVERTISING PROGRAM TODAY. SUCCESS IS JUST A CLICK AWAY.**

**Contact: Norm Klieman, Digital Sales Manager**  
(630) 467-1300, ext. 344  
[nklieman@putman.net](mailto:nklieman@putman.net)