

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 screenshot shows a search results page for the keyword "coatings". A red boom box overlay with the text "Your boom box ad here!" is positioned on the right side of the page. The search results include several links with titles like "Ensure proper coating performance", "Coating concepts", "Bearings roll with solid lube coatings", and "Industrial coatings can handle the worst conditions".

Banner ad

The screenshot shows a banner ad on the PlantServices.com website. The banner is a red rectangle with the text "Your banner ad here!" in white. Below the banner, the website content is visible, including a search bar and a featured article titled "Ensure proper coating performance".

Embedded text ad

The screenshot shows an embedded text ad within an article on PlantServices.com. 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." A red arrow points to the ad text. Below the ad, the article content continues with the heading "Work order control".

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.

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