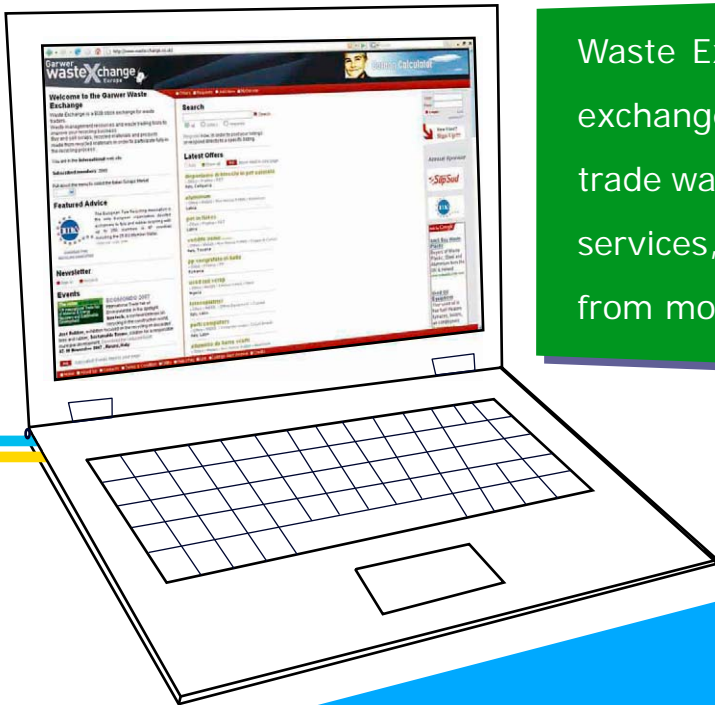


www.wastexchange.co.uk

Media Kit 2008 for Events



Waste Exchange is an International B2B stock exchange for waste traders. You can use it for trade waste and promote your events, business, services, products, to thousands of Companies from more than 100 different countries.

**Reach a qualified
audience of recycling
professionals in industry,
government and consulting firms**



www.wastexchange.co.uk

Media Kit 2008 for Events

Higher exposure within the right circle

We can provide your Events with a great exposure through a qualified audience of recycling professionals in the industry, government and consulting.

Our Marketing Service

- Advertising on the the web site
- Advertising on news letter
- Press release dissemination
- Focused marketing campaigns

How can we help you?

Wastexchange.co.uk and Borsarifiuti.com have today **over 25,000 visitors/month from more than 100 different countries and over 4,800 subscribers**. Waste Management Firms, regional and local authorities, municipal infrastructure companies, waste practitioners, manufacturers, waste broker and traders, research and consulting companies use our portal to find solutions to the waste management and recycling issues facing their companies today.

Advert

Join now

Your Expo(sure)
is our mission

Target	Borsarifiuti	Wastexchange
Visitors/month	15.000	8.100
Visits/month	17.000	9.700
Pages/month	52.000	25.000
Web subscribers	2.000	2.809
Newsletter subsc.	2.200	1.300

Countries

Europe 57%, North America 16%, Asia & Middle East 15%, Africa 6%, Australasia 4%, Latin America 2%

High Impact Advertising

We project our advertising package in order to offer special features focused to the Events needs. Thanks to our service your Event will reach a qualified audience of recycling professionals. We take a careful look at your overall goals, and make appropriate suggestions based on our own experience. Garwer service is an high-impact, high-relevance brand of advertising that is uniquely effective in gaining the attention, respect and purchase decisions of the selected target.

Advertising Web Page



We publish an advertising web page containing all information about your Event such as: event description, contacts, maps, forms, links to documents. This advertising web page allows users to easy access to the Event's presentation materials, and helps your message to be found easily from the search engines.

Banners + Text Ads



120x60



468x60

Five different visual advertising will be placed: Visual and text advertising into the Home Page high light Event Area and in the Newsletter Featured Event Area + Top and Mini rotational banner displayed in all web site pages. All the visual advertising will link to the "adv web page"

PR Dissemination

You will be able to monitor how many times and how many visitors will display your pages and content by using the Google Analytics tools

An engaging press release with an interesting 'hook' or angle is an excellent way to gain exposure for your Event. The objective of a release is to capture the attention of your audience, whether this is your home town, state, province, country or international market. Through our strategic use of PR web sites, our service offers broad exposure to your event. The service includes a high exposure within Featured Event area in the Garwer Newsletter also.

Advertising Web Page



Duration: all campaign duration

Description: Visual + Company contacts and description + Link to the Company web site, mail, press-releases, documents and other resources + registration form or other forms provided by the Company.

Visual advertising example



120x60



468x60

Duration: all campaign duration

Description: visual + Adv Page link

Where: Visual 120x60: rotational all web pages + newsletter right column - 468x60 rotational placement all over on the top of the web site pages

Home Page Event Area



Duration: all campaign duration

Description: visual 120x60 + Event title, description, date, place and link to the web page.

Where: Home page Event Area

Newsletter "Featured Event" area



Duration: all campaign duration

Description: visual 120x60 + Event title, description, date, place and link to the advertising web page.

Where: Home page Event Area

Press releases

Quantity: depending of the campaign duration

Description: text + Adv Page link

Where: newsletter, home page Event area, home page news area, other press releases web sites



Highlight
Your Event
With Us

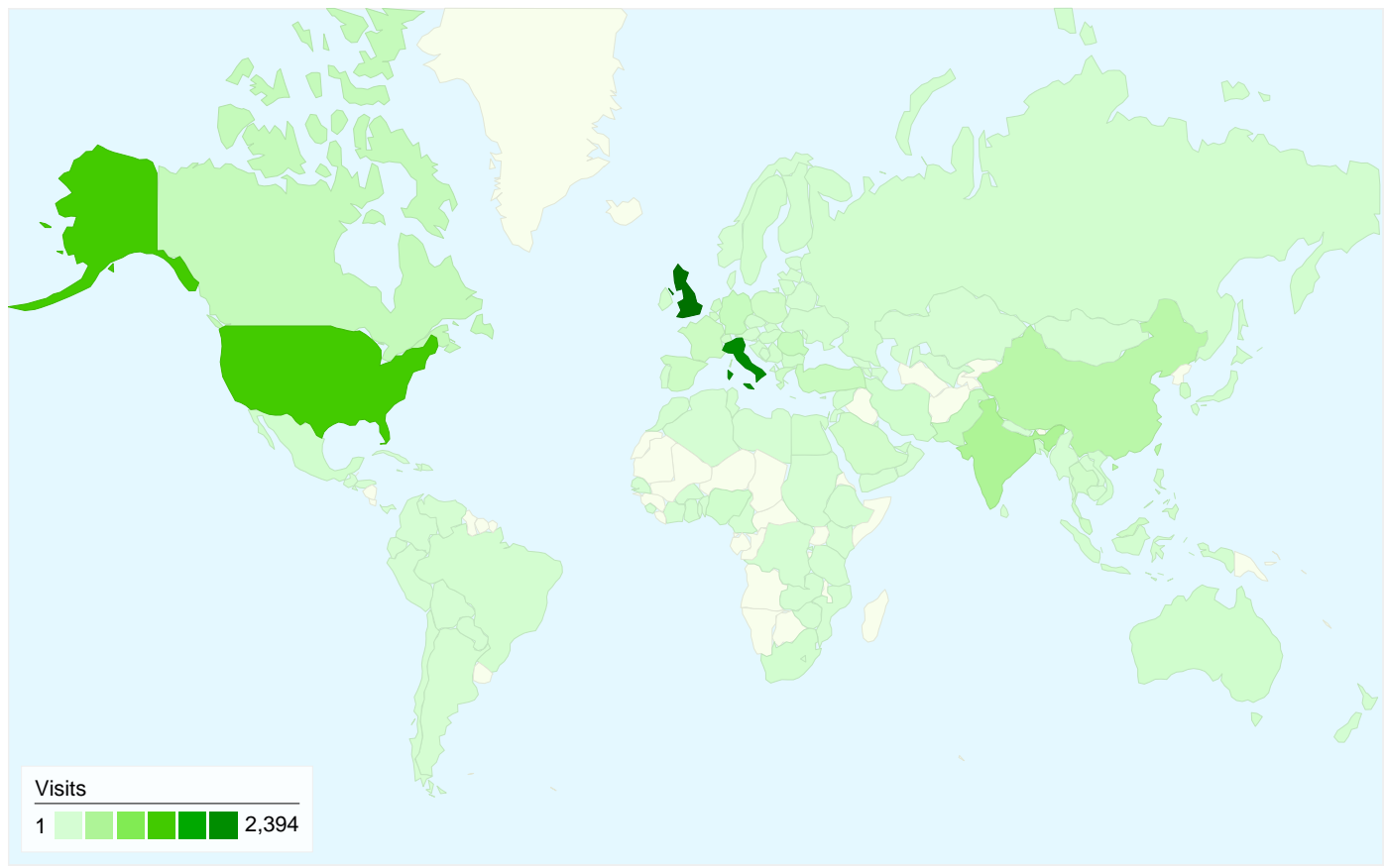
Media Kit 2008: Standard Price List Vat not included

Duration	Adv Page	Newsletter Featured Event	Visual advertising	Press Release	One Site	Both Sites
3 Months	Yes	6 Editions	Rotational 120x60 - 468x60 News letter 120x60 Home page Event area 120x60 + text	3	750,00 Euro	1200,00 Euro
6 Months	Yes	12 Editions	Rotational 120x60 - 468x60 News letter 120x60 Home page Event area 120x60 + text	6	1200,00 Euro	1920,00 Euro
9 Months	Yes	18 Editions	Rotational 120x60 - 468x60 News letter 120x60 Home page Event area 120x60 + text	9	1575,00 Euro	2520,00 Euro
12 Months	Yes	24 Editions	Rotational 120x60 - 468x60 News letter 120x60 Home page Event area 120x60 + text	12	1800,00 Euro	2880,00 Euro

Advert on both websites and save 20%!

We can provide your company with focused advertising campaign.
Contact us to organize your communication: helpdesk@wastexchange.co.uk

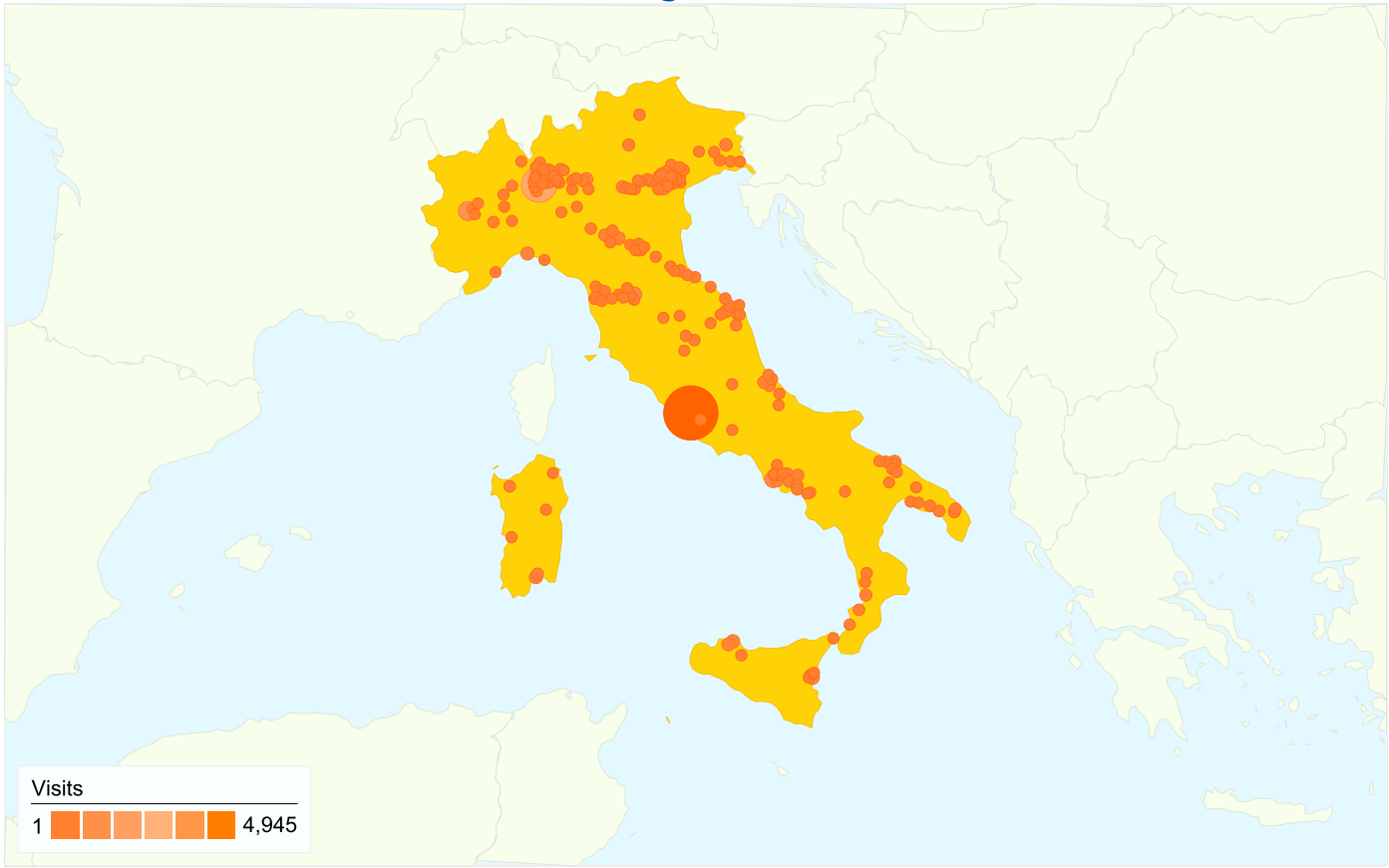
Wastexchange.co.uk - 1 months site usage: 9,441 visitors



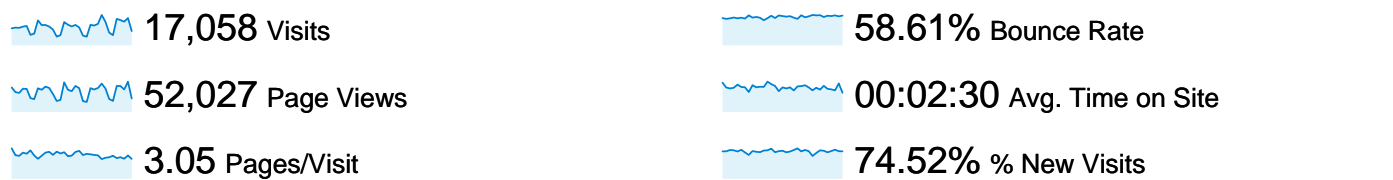
9,441 visits came from 137 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
9,441 % of Site Total: 100.00%	2.76 Site Avg: 2.76 (0.00%)	00:02:04 Site Avg: 00:02:04 (0.00%)	77.69% Site Avg: 77.70% (-0.01%)	68.28% Site Avg: 68.28% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United Kingdom	2,394	2.32	00:01:30	85.30%	70.72%	
Italy	2,048	3.18	00:02:22	64.45%	62.50%	
United States	1,192	1.68	00:00:52	91.69%	84.06%	
India	404	2.41	00:02:40	82.67%	66.58%	
China	282	4.41	00:04:10	63.83%	59.93%	
Canada	164	1.65	00:00:59	87.20%	78.66%	
Romania	142	5.58	00:05:15	52.82%	47.18%	
Germany	139	3.73	00:02:01	75.54%	53.24%	
Pakistan	138	3.28	00:03:28	78.99%	56.52%	
Turkey	130	2.82	00:01:53	67.69%	66.15%	

Borsarifuti.com: 1 months site usage 17.058 Access



Site Usage



Traffic Sources Overview

