

www.wastexchange.co.uk

Media Kit 2008 for Trading



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.

**We play an important role
by bringing the Processor,
the Industrial Consumers
and the Brokers together
in the scrap recycling market**





The Easiest Way to Buy and Sell Scrap
We can provide your waste Offer and Request with a great exposure throughout a qualified audience of recycling professionals in the industry, government and consulting.

Our Marketing Service
Advertising on the the web site
Advertising on Listing Alert
Featured Listing service
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, Processor, Brokers, Recyclers, Scrap Traders and Manufacturers use daily our portal to buy and sell selected scraps and reprocessed materials such as: plastic, metals, tires, electric electronic equipment, rubber, paper.

Target	Borsarifiuti	Wastexchange
Visitors/month	15.000	8.100
Access/month	17.000	9.700
Pages/month	52.000	25.000
Subcribers	2.000	2.800
Listing Alert sub.s	2.000	2.800

Where the Scrap Has Value

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

Highest Impact Market

Advertising Web Page



We project our advertising packages in order to offer special features focused to the Waste Market needs. Thanks to our service your listings will be fast disseminated on the web. 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.

We publish an advertising web page containing all informations about your Company and the full description (text + visual) of your offer/request listings. This advertising web page allows users to easy access to the full description of your Company, and helps your listings to be found easily from the search engines.

Visual + Text Advertising



120x60



468x60

Five different visual adv will be placed: Sponsor adv in the web Home Page and in the Listing Alert e-mail, a Top and a Mini rotational adv displayed in all web site pages. Visual and text adv about your Listings into the high light Featured Listings area on the top of the Listing Alert e-mail.

Listing Alert and Featured Listings



Every 15 days we send to all subscribers - up to 4800 companies - a "Listing Alert" message containing all latest listings published on Wastexchange. The "Featured Listings" are published on the top of the "Listing Alert" e-mail, showing your offer/request including your company description, address, phone and fax number and e-mail. Through the "Featured Listings" your Waste Offer or Request will be sent to all the wastexchange.co.uk subscribers assuring it the highest exposure you can wish within the waste market.

Services Details

www.borsarifiuti.com

Media Kit 2008 for Trading

Advertising Web Page



Duration: all campaign duration

Description: Visual + Company contacts and description + Link to the Company web site (if any) + Your Featured Listings archive including images (if any)

Visual Advertising



120x60



468x60

Duration: all campaign duration

Description: visuals adv + Adv Web Page link

Where: Banner (120x60) home page right column + Listing Alert right column + rotational placement all over the web site pages - Banner (468x60) rotational placement all over the top of all the web site pages

Home Page Sponsor Area



Duration: all campaign duration

Description: Banner (120x60) + link to the Adv web page

Where: home page "Sponsor Area"

Listing Alert Sponsor Area



Duration: all campaign duration

Description: Banner (120x60) + link to the Adv web page

Where: Listing Alert right column

ListingAlert - Featured Listing



Quantity: 4 Listings each month. You can publish your F.L. within 1 year since you purchased them.

Description: Text: max 400 characters, 1 Image: 120x60 pixel, Company name, address, phone/fax number, e-mail, web site.

Where: within the F.L. section into the beweeekly Listing Alert

Highlight Your Listings



Media Kit 2008 for Trading: Price List Vat not included

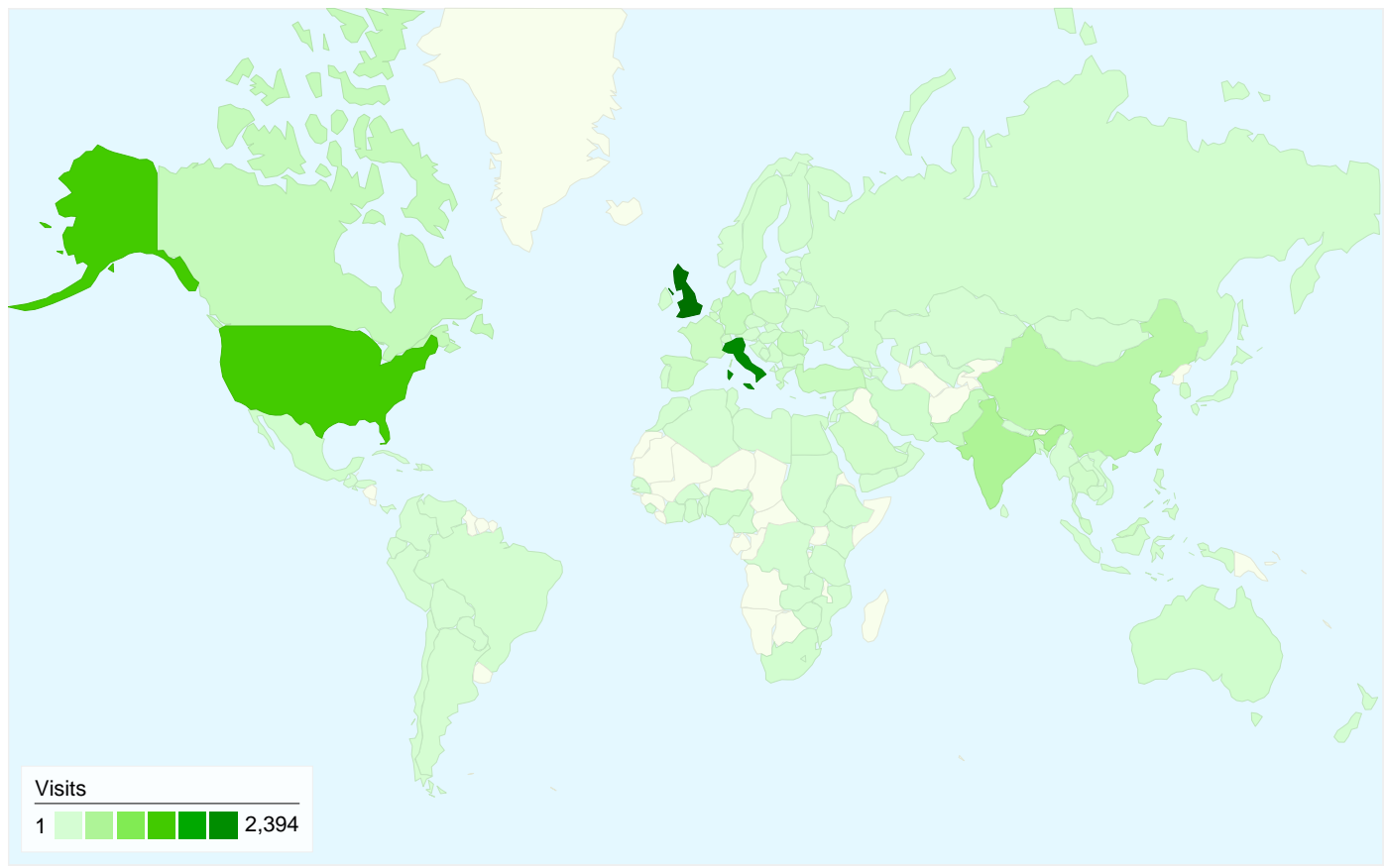
Duration	Adv page	Featured Listing into the Listing Alert	Visual adv	One Site	Both Sites
3 Months	Yes	6 Editions 12 Listings*	Rotational 120x60 - 468x60 Home page 120x60 Listing Alert 120x60	750,00 Euro	1200,00 Euro
6 Months	Yes	12 Editions 24 Listings*	Rotational 120x60 - 468x60 Home page 120x60 Listing Alert 120x60	1200,00 Euro	1920,00 Euro
9 Months	Yes	18 Editions 36 Listings*	Rotational 120x60 - 468x60 Home page 120x60 Listing Alert 120x60	1575,00 Euro	2520,00 Euro
12 Months	Yes	24 Editions 48 Listings*	Rotational 120x60 - 468x60 Home page 120x60 Listing Alert 120x60	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

*you can publish your Featured Listings within 1 year since you purchased them.

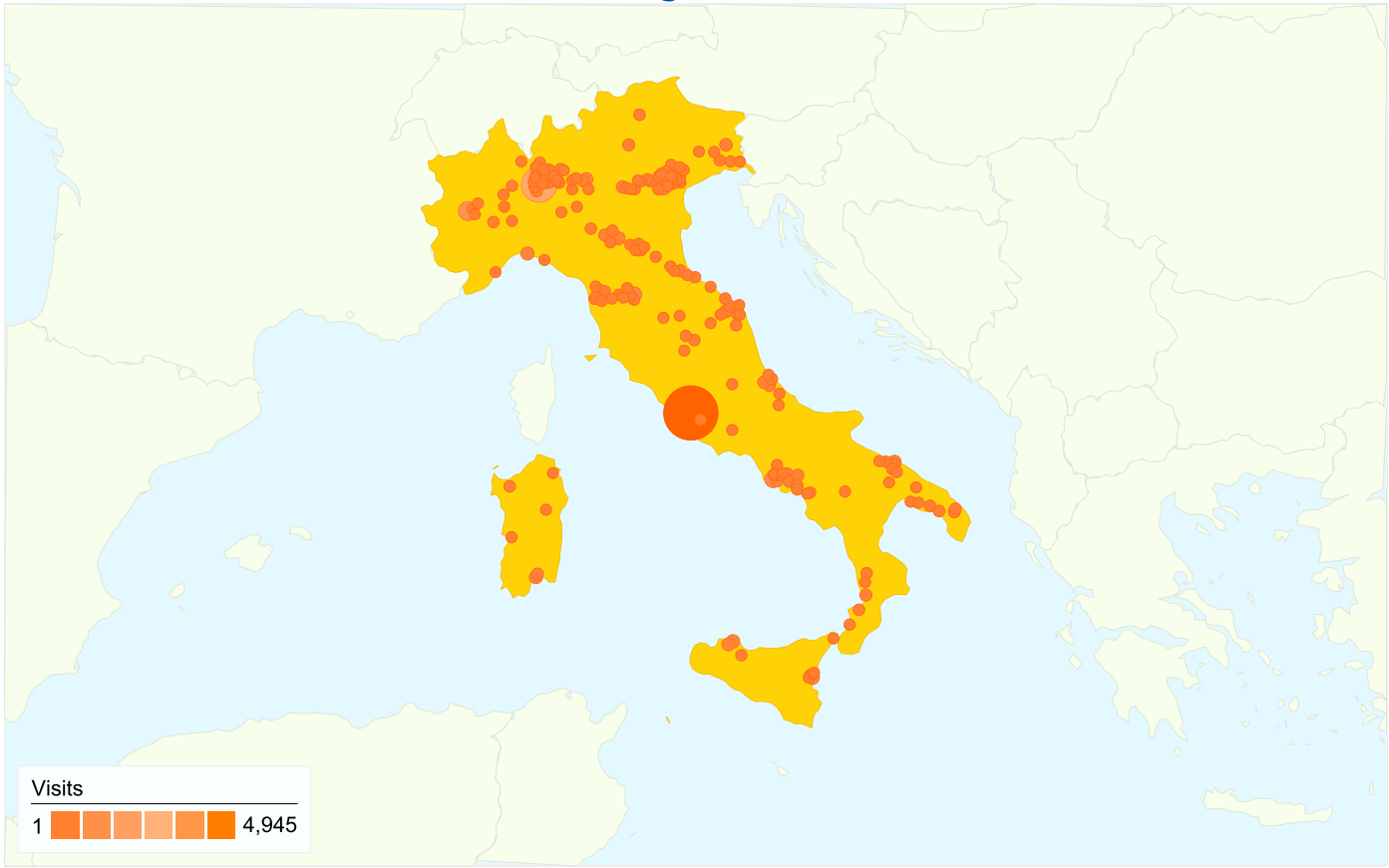
Wastexchange.co.uk - 1 months site usage: 9,441 visitors



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

