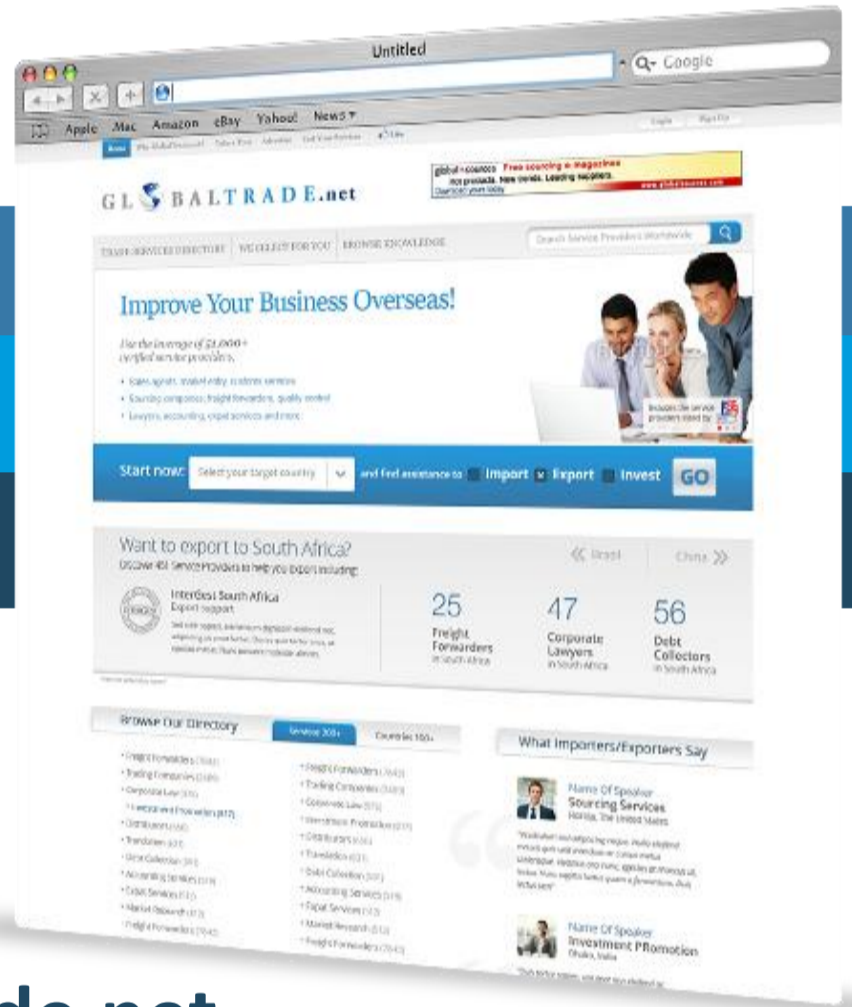


# Expand your visibility with GlobalTrade.net

- ▶ Banner Advertising
- ▶ Premium Membership
- ▶ E-mailing Campaigns



## Why Advertise on GlobalTrade.net



### Key Metrics

- ▶ 1 million visits / year
- ▶ 220,000 page views / month

- ▶ 60,000 opt-in email subscribers
- ▶ 1,600 leads generated per month



### Our Audience

- ✓ Exporters & Importers
- ✓ Port Authorities
- ✓ Custom Brokers
- ✓ Trade Associations

- ✓ Global Corporations
- ✓ Freight Forwards
- ✓ International Trade Brokers
- ✓ Financial Institutions

### Our Strategic Partners:



# Banner Advertising

## Top Page Banner Ads

Capture the attention of visitors by appearing on every page!

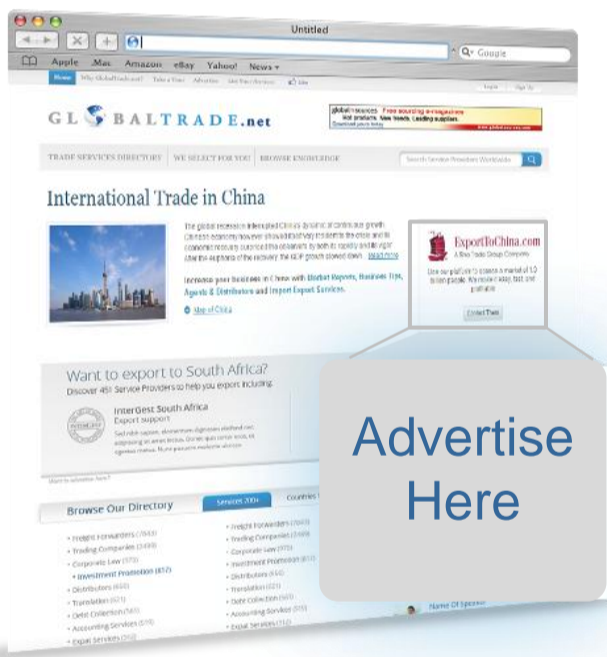
### Includes:

- ✓ Rotating Banner Ad on every page
- ✓ Link re-directing users to your site

**\$2,000 / quarter**



## Interior Page Banner Ads

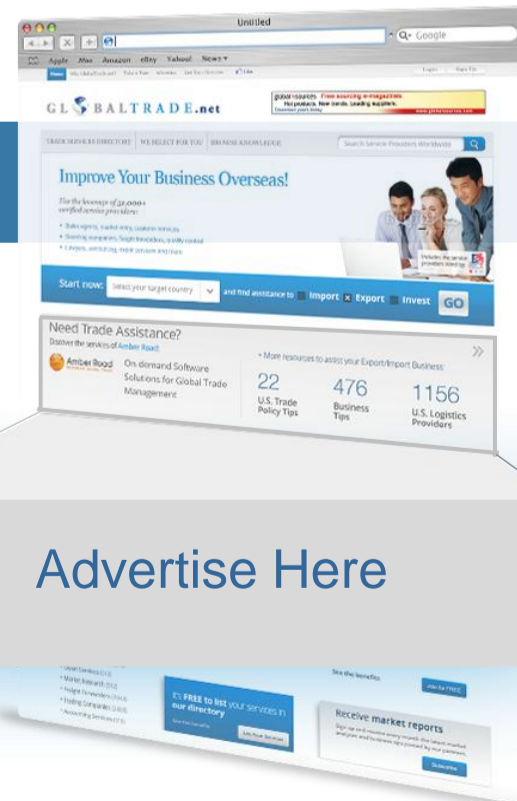


Benefit from Target Advertising on the Country Profile or Industry Interior Pages!

### Includes:

- ✓ Logo appears on 5 selected pages
- ✓ Brief Description
- ✓ Link re-directing users to your site

**\$500 / quarter**



## Custom Homepage Banner Ads

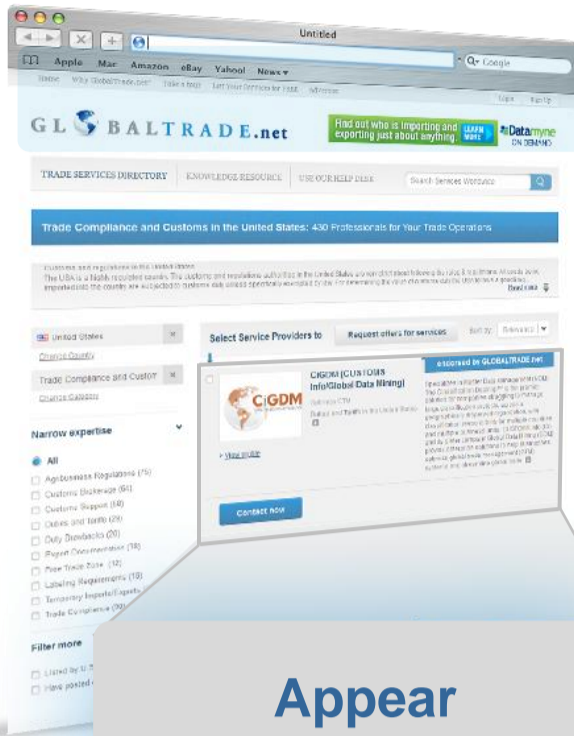
Appear at the Center of the Homepage!

### Includes:

- ✓ Customized Ad with text, company slogan and logo
- ✓ Link re-directing users to your site

**\$1,000 / quarter**

# Listing Services



**Appear  
In top 10!**

## Premium Membership

Receive up to 10X more requests for your services!

### Includes:

- ✓ Appear on the first page of the results in the directory, highlighting your area of expertise
- ✓ Expanded listing in the directory
- ✓ Officially Endorsed by Globaltrade.net

**\$300/per year**

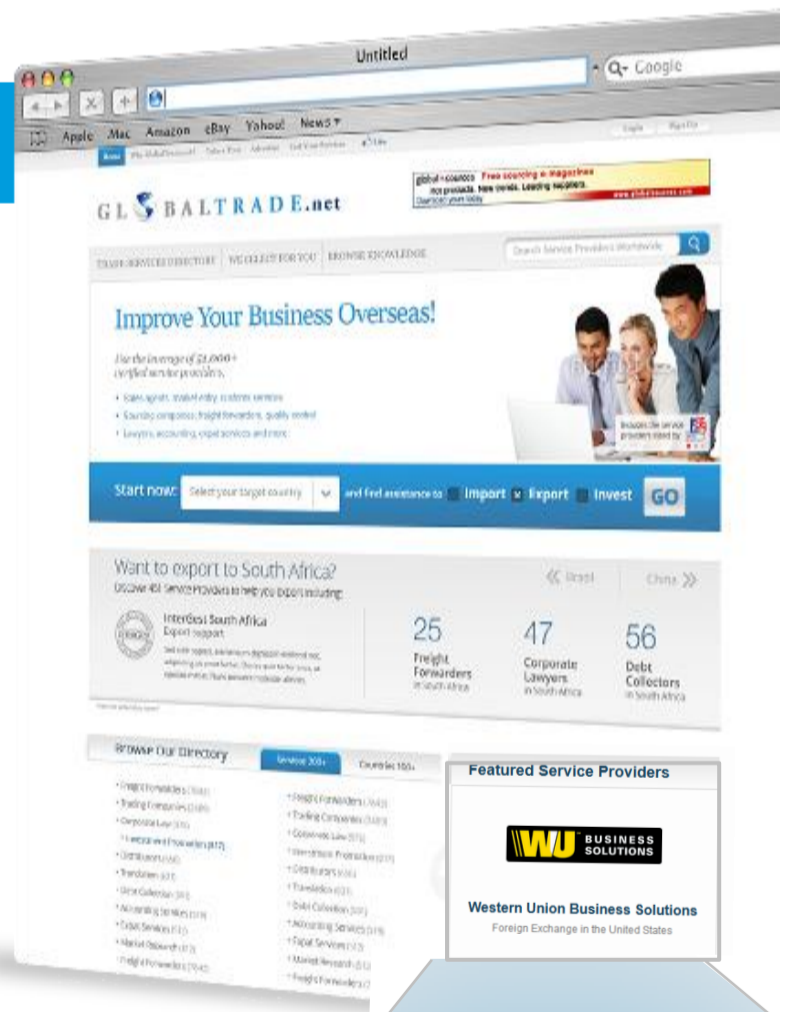
## Premium Membership Extra

Capture additional leads with logo placement on the homepage!

### Benefits Include:

- ✓ Appear as a featured Service Provider on Homepage with direct link to profile page
- ✓ Listed in the TOP 3 of the results pages in the directory, highlighting of your areas of expertise
- ✓ Officially Endorsed by Globaltrade.net
- ✓ Get listed as Premium in 3 areas of expertise
- ✓ Be promoted in the Globaltrade.net Newsletter

**\$1,250 per year**



**Appear  
Here**

# E-mail marketing Campaign

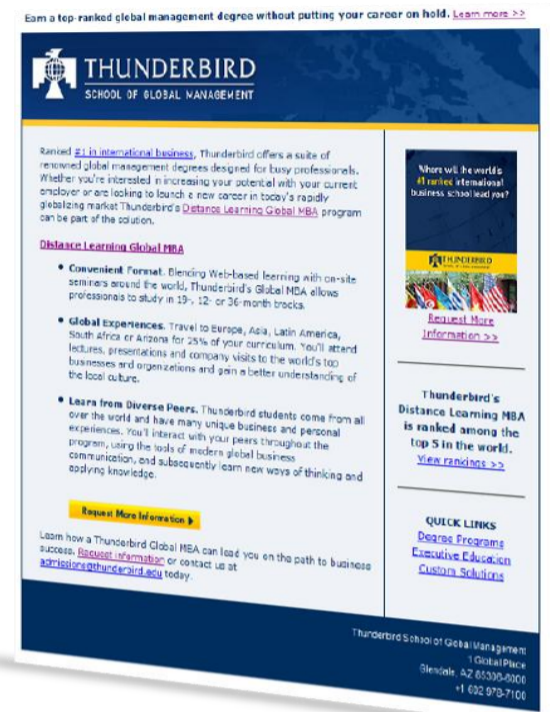
## E-Direct Marketing

Gain direct access to our loyal pool of readers interested in International Trade!

### Includes:

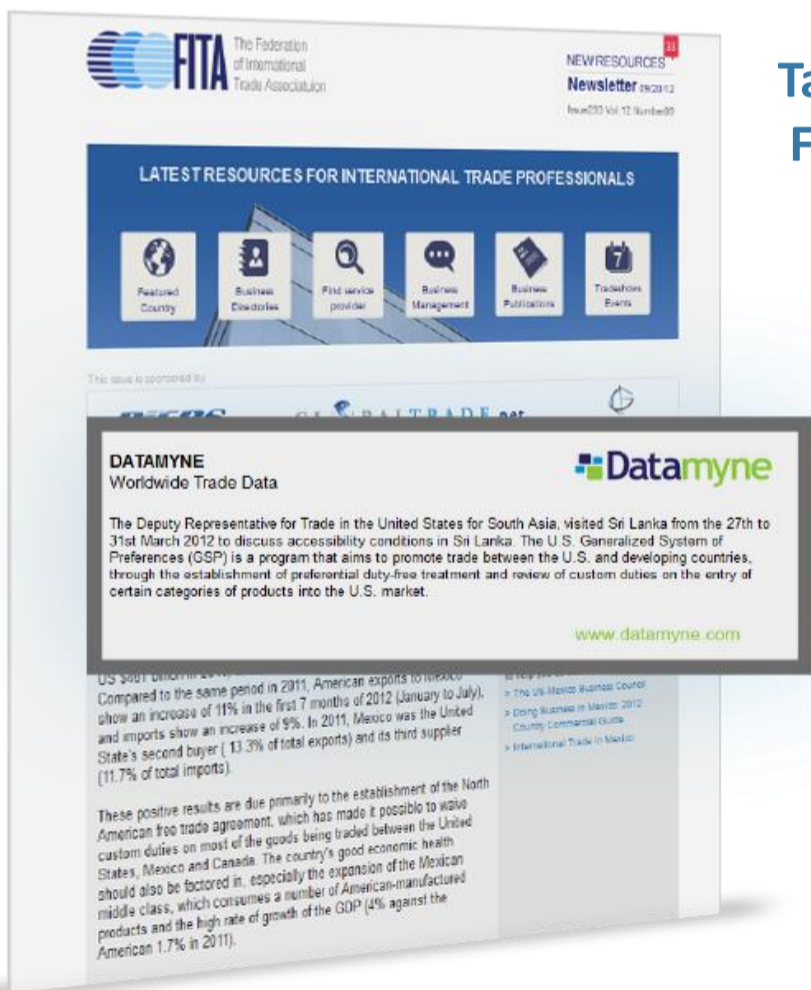
- ✓ Deployed to 60,000 opt-in trade professionals
- ✓ good open rate; 1% click through rate
- ✓ Receive emails with click-through rate

**\$ 2,500 / mailing**



Content is designed by you and supplied to us for distribution.

## FITA Newsletter Advertorials



Tap the credibility and loyalty of FITA subscribers with our monthly newsletter!

### Includes:

- ✓ 1 advertorial presented as a brief featured article
- ✓ 3 links to your site
- ✓ Logo and link appear at the top of the newsletter

**\$800 / mailing**

# Rates & Specs

## Banner Advertising

<b>Top Page Banner</b>	<ul style="list-style-type: none"><li>▪Run of Site Banner</li><li>▪Direct link to site</li><li>▪470x50 pixels</li><li>▪Format: PGN, JPEG, GIF</li></ul>	\$2,000 / quarter
<b>Interior Banner</b>	<ul style="list-style-type: none"><li>▪5 pages</li><li>▪120x60 pixel</li><li>▪Direct link to site</li></ul>	\$450 per quarter
<b>Custom Homepage Banner</b>	<ul style="list-style-type: none"><li>▪Logo</li><li>▪Slogan</li><li>▪Short description /Slogan</li><li>▪Direct link to site</li></ul>	\$1,000 per quarter

## Premium Membership

<b>Premium Membership</b>	<ul style="list-style-type: none"><li>▪Listing in the TOP 10 in the directory</li></ul>	\$300 per year
<b>Premium Membership Extra</b>	<ul style="list-style-type: none"><li>▪Listing in the TOP 3 in the directory</li><li>▪Homepage Logo placement</li></ul>	\$1,250 per year

## Emailing Campaigns

<b>E-Direct Marketing</b>	<ul style="list-style-type: none"><li>▪Ad Format: HTML</li><li>▪Animation Accepted</li><li>▪GTN routes the EDM</li></ul>	\$2,500 / quarter
<b>Fita Advertorial</b>	<ul style="list-style-type: none"><li>▪Ad Format: 200 Words</li><li>▪Includes 3 direct links to site</li></ul>	\$800 per quarter

Volume discounts considered for multiple format purchases.

Agency discounts up to 15% accepted. Payment is due with space reservation.

Please contact us with questions or for additional information.

Your Sales Contact:

**Nina Nourian**

Email: [nina.nourian@globaltrade.net](mailto:nina.nourian@globaltrade.net)

Office Line: +33 1 42 56 41 60