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# SEARCH OUR GLOBAL DATABASE

ChemFindit is an online search engine, with one sole priority, the Chemical Industry. Our 64,000 registered users (see g. 1), along with many others, use this site in order to look for suppliers of chemicals and services, creating sales leads (see g. 2) for the companies who advertise with us. You can search via chemical name, company name, CAS number and other practical methods.

The most comprehensive tool available for chemical buyers with over 41 000 company's details available, ChemFindit is not only making buyer's lives easier, it also generates direct sales leads from the buyers straight into your inbox daily.

Enquiries by Country

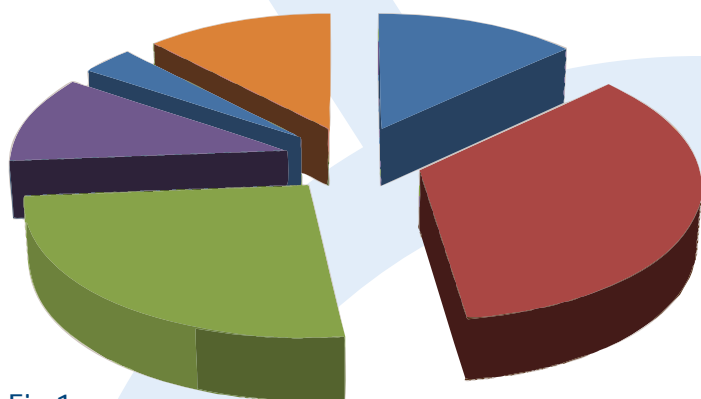


Fig.1

Users by Country

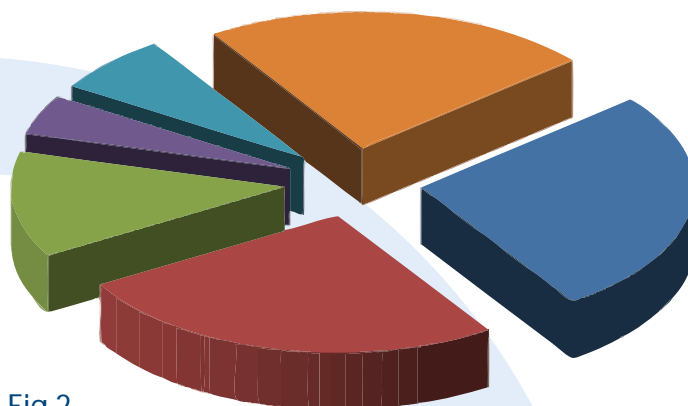


Fig.2

■ North America ■ United Kingdom ■ Europe ■ China ■ India ■ ROW

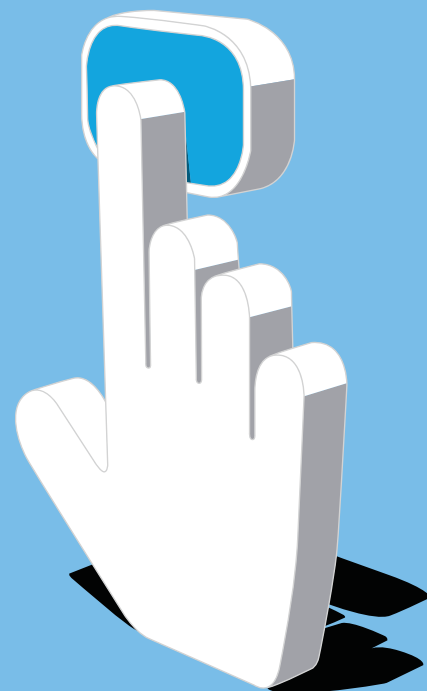
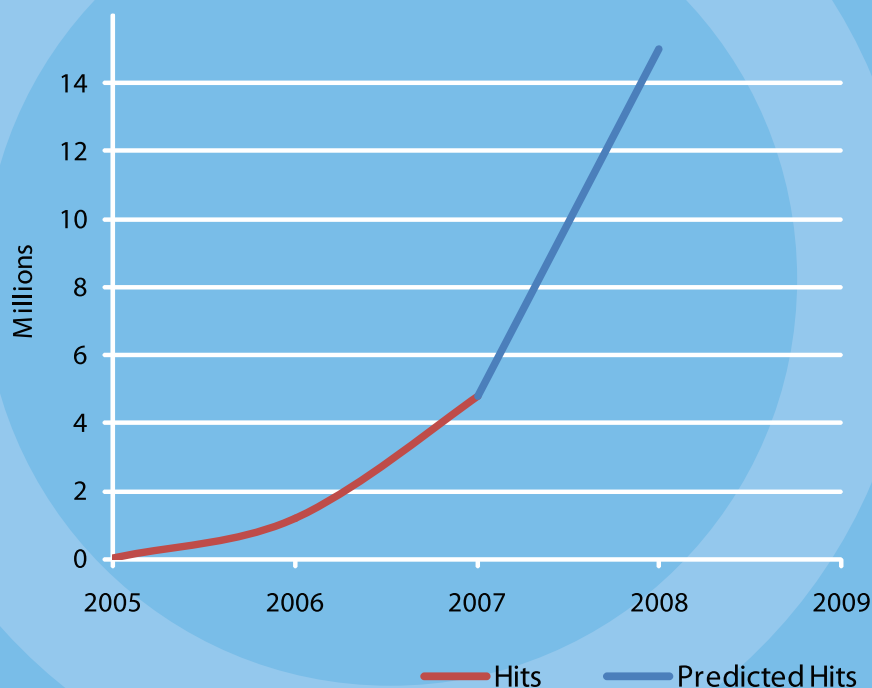
# TRAFFIC

Traffic is driven to the site using a combination of marketing, regular contact with our user base and the 100,000+ pages that direct users from the major search engines. ChemFindit has gone through impressive growth since its re-launch in 2005, with traffic quadrupling each year through a combination of marketing, search engine optimization and word of mouth.

Our statistics show that our hits directly correlate with the number of searches performed. The number of searches then directly correlates with the number of enquiries received by the companies listed on

our site. This indicates that as ChemFindit grows we generate more enquiries for our listed companies, meaning we can grow together! In fact, just one of our top performing companies\* has received over 600 enquiries the year which they believe has led to over £100,000 worth of business. If growth continues as it has for the previous years as predicted, they can expect to be reaching the £500,000 next year as a result of leads received through ChemFindit. There are thousands of customers buying the things you sell using ChemFindit. Are you getting your share?

\*Using targeted marketing





# BANNER ADVERTISING & TARGETED MARKETING

## • Banner Advertising

Banners stand out and can be targeted at specific products. That's why they are such an effective method of getting the attention of our users whilst they browse for the product you supply.

As the banner adverts can be pointed at specific keywords, it allows for the following...

- Compounding the effectiveness of your web listing.
- Specifically targeted at people searching for one of the keywords you choose.
- You only pay when the advert is displayed.
- Guarantee of a highly prominent position on the web page.

## • Targetted Marketing

Using unique software Chemfindit can identify potential customers, who perhaps do not know about your company and who from our database and knowledge would have an interest in your products or services. It can bring your offer to their attention, helping you stand out from the crowd. It's cost effective, efficient and a quick way to increasing your sales potential.

**Call now without delay for a customised campaign + 44 1253 390022.**

## All you need to start your targeted banner advert is...

1. Pick up to 200 keywords (words you want your company to be associated with)
2. Buy 5000 displays (impressions)
3. People are then ready to search for your keyword and see your banner

The screenshot shows the Chemfindit website interface. At the top, there's a navigation bar with the Chemfindit logo and links for Home, About, and Contact. Below this is a newsletter sign-up section titled 'Stay Updated...' with a 'Sign-up here' button. A search bar is located below the newsletter section. The main content area is divided into a left sidebar with navigation links (Browse, Home, About, Search, MyChemfindit, ChemTrade, Join Chemfindit, Challenge Chemfindit, Affiliates, Contact Us, Latest ChemTrade) and a main content area. The main content area features a 'Product Information' section with a highlighted box containing the text: 'Promote your products with targeted advertising. Click Here for more information.' Below this is a 'Suppliers' section with a table listing suppliers. A 'Login' form is visible on the right side of the main content area. A blue callout line points from the highlighted box to the 'Suppliers' section.

**BANNER ADVERT RATES** COST PER 1000 DISPLAYS

HEADLINE BANNER      £200  
BORDER BANNER        £150

**TARGETTED MARKETING**

TAILORED FOR EACH CUSTOMER  
CALL +44 1253 390022



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