

# SERVICE CARD

2012 EDITION

Tech-LS

## MARKETING ELEMENTS

### Service Period

### E-Broadcast Features

Newsletter Distribution  
 Newsletter Type  
 Press Release Distribution  
 E-Broadcast Publication Frequency  
 Annual Mailings  
 Geographical Sectors  
 Professional Sectors  
 Project Filtering  
 Mailing Open Response Rates

### Online Showcasing Features

Front Page Exposure  
 Clickable Logo on Front Page  
 Individual Profile Page  
 What's New? Section Updates  
 Product Category Listings  
 Project Category Listings  
 Suppliers A-Z Listing  
 Live Web & Email Links

### Free Image or Text Updates

E-Broadcasts  
 Online Showcasing

### Showcase Plan

One Year  
  
 Yes  
 Shared-Participation  
 No  
 Every 3-Months  
 20,000  
 UK Only  
 Architects & Designers  
 No  
 No

30 Days  
 30 Days  
 Yes  
 Yes  
 Up to 12  
 Yes  
 Yes  
 Yes

Yes  
 Yes

### Network Plan

One Year  
  
 Yes  
 Individual  
 No  
 Monthly  
 50,000  
 UK Only  
 Architects & Designers  
 No  
 No

90 Days  
 90 Days  
 Yes  
 Yes  
 Unlimited  
 Yes  
 Yes  
 Yes

Yes  
 Yes

### Ultimate Plan

One Year  
  
 Yes  
 Individual  
 Yes  
 Monthly  
 100,000 (max)<sup>1</sup>  
 Worldwide  
 Select from Database<sup>1</sup>  
 Yes  
 Yes<sup>2</sup>

Continuous  
 Continuous  
 Yes  
 Yes  
 Unlimited  
 Yes  
 Yes  
 Yes

Yes  
 Yes

### Notes:

- 1 The actual number of newsletters and press releases distributed depends on the number of geographical and sector professional contacts within our database
- 2 At the end of each mailing we provide you with an Excel spread-sheet containing full contact details for all e-broadcast recipients opening your newsletter

This Service Card is current from January, 2012