



# First In Search

## ADVERTISING

### BE AT THE TOP EVERYTIME

Guarantee that you are the first company our users see when they're searching for items to include in bids. With our First In Search advertising, you get a banner ad, then the top three items on each and every page of results are yours – you pick which items to display there – and you also become the top company in the manufacturer filter area.

### GET SPECIFIC WITH SEARCH TERMS

With First In Search, you can buy exact search terms/keywords if you know how customers look up items like yours. This allows you to target certain items very specifically which is great when you need to grow sales for a product line quickly. Anytime a contractor uses your search term, your banner ad will appear at the top of the page and the first three results will be the items you chose to display.

There are zero restrictions on what search terms you can buy. Let's say you want to increase sales for LED lamps – you can buy search terms for fluorescents and easily entice contractors to your alternative.

### OR CAST A WIDER NET

Target a whole commodity (see the list to the right) to appeal to a larger group. Once you've locked in your commodity, you will be the sole owner as long as you're under contract. And again, we place no restrictions on which commodity you buy, regardless of whether or not your products fall under that category.

### BEST OF ALL

Perhaps the best option is to combine search terms and commodities to cover all your bases.

## Top Benefits

- ❑ **Banner Ad** – Prominent placement of your ad catches the eye immediately.
- ❑ **First 3 Search Results** – Gives you the top three lines of search results on every page when you purchase by search term, and/or by commodity.
- ❑ **Top Mfr** – You are the top listed manufacturer within the filters on the left side.
- ❑ **No Restrictions** – Get creative by buying search terms and/or commodities outside your actual product line.
- ❑ **Sole Ownership** – Commodities are solely yours as long as you're under contract.
- ❑ **Electrical Commodities** – Wires, Cords and Cables; Conduit & Raceways; Conduit Accessories; Distribution Equipment; Controls; Wiring Devices; Miscellaneous; Lighting; Builders Products; Line Construction Material

The screenshot shows the TRA-SER website interface. At the top, there's a navigation bar with categories like Electrical, ICT, Pibg/Mech, etc. Below that is a search bar and a 'Quick Links' section. The main content area displays a search result for 'Miscellaneous > Tools > Power Tools'. A prominent banner ad for Thomas & Betts is visible at the top of the results. Below the banner is a table of search results with columns for Catalog Number, Mfr Name, UPC, Col3 Price, AMP, UOM, and Description. The first three items in the table are highlighted in blue, indicating they are the top results. On the left side, there is a 'Text Refinement' section with a manufacturer filter for 'THOMAS & BETTS (82)'. Three yellow arrows point from the text on the right to the banner ad, the top three items in the table, and the manufacturer filter.

Image	Catalog Number	Mfr Name	UPC	Col3 Price	AMP	UOM	U	Description	Price Status
	WT1400	THOMAS & BETTS	78621077496	\$175.10	\$155.65	1	EA	DUAL SPEED HEAT GUN	+ A
	TBMH1	THOMAS & BETTS	78621028019	\$1,756.25	\$1,211.81	1	EA	6-TON HYDRAULIC HEAD	+ A
	R00051C	OCAL	70450801851	\$26,037.76	\$17,966.05	1	EA	1/2-4IN THRD MACHINE	A
	ILD-21	ILSCO	78366950086	\$164.44	\$120.04	1	EA	COMPRESSION DIE	+ A
	ILD-24	ILSCO	78366950087	\$164.44	\$120.04	1	EA	COMPRESSION DIE	+ A
	ILD-29	ILSCO	78366950088	\$164.44	\$120.04	1	EA	COMPRESSION DIE	+ A
	ILD-33	ILSCO	78366950089	\$164.44	\$120.04	1	EA	COMPRESSION DIE	+ A

Your highly visible banner ad

Top three items on every page are yours

You are always the top listed manufacturer

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