



TradeServiceTM
A TRIMBLE COMPANY

Targeted Marketing for Electrical Manufacturers

Have your products be at the forefront when contractors and distributors are making their specification decisions.

► About Trade Service

Since 1931, Trade Service has served the product and pricing needs of the electrical industry. We work hand-in-hand with manufacturers to deliver your information in an accurate and concise format that enables both estimating and ERP systems to run smoothly and stay up-to-date. All of our customers, contractors and distributors, are subscribers who use the service oftentimes on a daily basis. TRA-SER logs over 9,500 unique visitors per week - this means our audience will be seeing your advertisements on a very frequent basis.



Utilize our marketing tools to gain insight into your end user in a way not possible through traditional print or even other online advertising options. Our service is unique in that we help contractors obtain product and pricing information right at the moment of specification - this is the optimal time for your product to be placed in front of them. You're not just achieving your branding goals, you are directly influencing your sales margin.

The profile options on the next page offer three levels of participation to suit your needs and budget.



► Profile Options

| Marketing Tools | Silver | Gold | Platinum |
|--|--------|------|--------------------|
| Product Listing | ✓ | ✓ | ✓ |
| Business Directory Page | ✓ | ✓ | ✓ |
| Feature in the Newsletter (2x per yr) | ✓ | ✓ | ✓ |
| Banner Ad on Home Page | | ✓ | ✓ |
| New Product Showcase on Home Page | | ✓ | ✓ |
| Advertorial on Home Page | | ✓ | ✓ |
| Subcommodity Sponsorship | | ✓ | ✓ |
| Skyscraper Ad on Home Page | | | ✓* |
| First In Search | | | ✓* |
| Sponsored Items | | | ✓* |
| Analytics | | | ✓* |
| Email to 10,000 contractors (1x per qtr) | | | ✓* |
| | | | Best Value! |

* Choose 3 marketing tools from the asterisked options

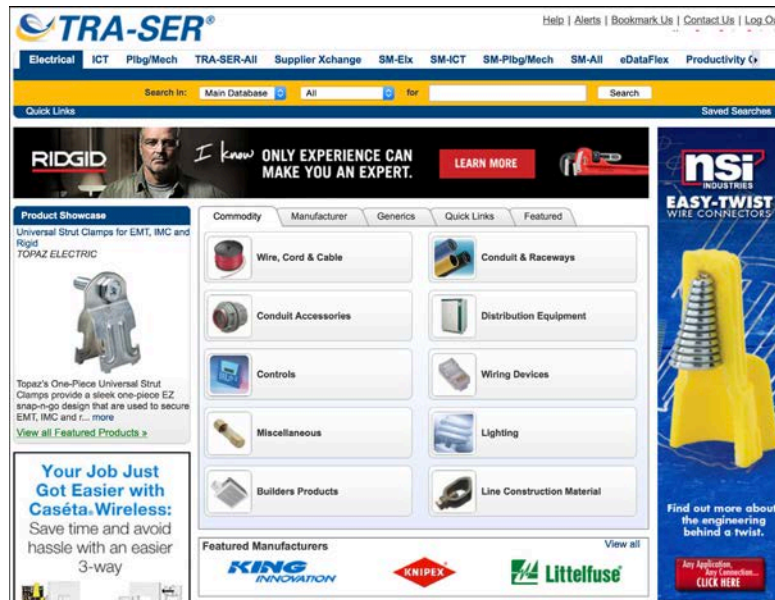
Customized Options Available:

Please contact Sumana Rao to discuss creating a customized plan that fits your company's needs.

Phone: 866-561-5941 **Email:** sumana_rao@tradeservice.com

► Promote your brand to contractors, drive sales to your distributors and increase your earnings.

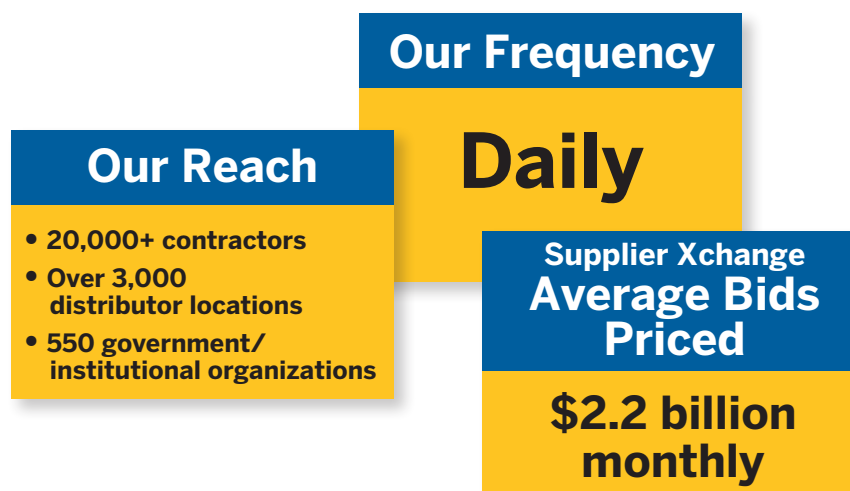
TRA-SER® helps contractors win more bids using our accurate product and pricing information, but for you it can build profits by targeting contractors right at the point of specification. For distributors, our data gives sales staff additional support to fill orders, sell non-stock items, and service their customers.



The Supplier Xchange™ Factor

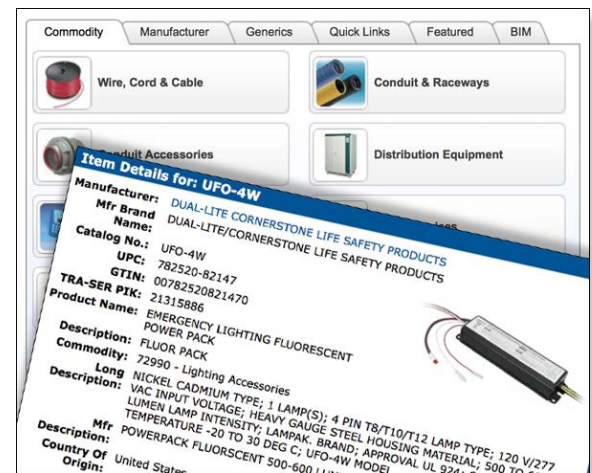
Supplier Xchange is a tool included in TRA-SER that allows contractors to electronically request a quote from their suppliers by submitting a list of materials. Within seconds they receive pricing back from the distributor, complete with their special discounts. Each month our customers request quotes on an average of **\$2.2 billion dollars-worth of materials**.

Don't waste marketing dollars on advertising that can't convert a viewer into a sale – be at the forefront of their minds right when they're making buying decisions.



► Product Listing

Listing your products in TRA-SER is the first step towards achieving your branding goals. You'll gain marketing intelligence that isn't possible with other types of media placement. For example, if you add advertising, it allows us to report on a host of unique metrics like the number of searches for your products, which products are being included in Supplier Xchange quotes, and how much those products are worth.



► Home Page Advertising

1. Banner Ad:

The prime location to brand your company to our 20,000+ users in the first place they see. A rotating horizontal ad that can be linked to your home page or your Business Directory page within TRA-SER.

2. Skyscraper Ad:

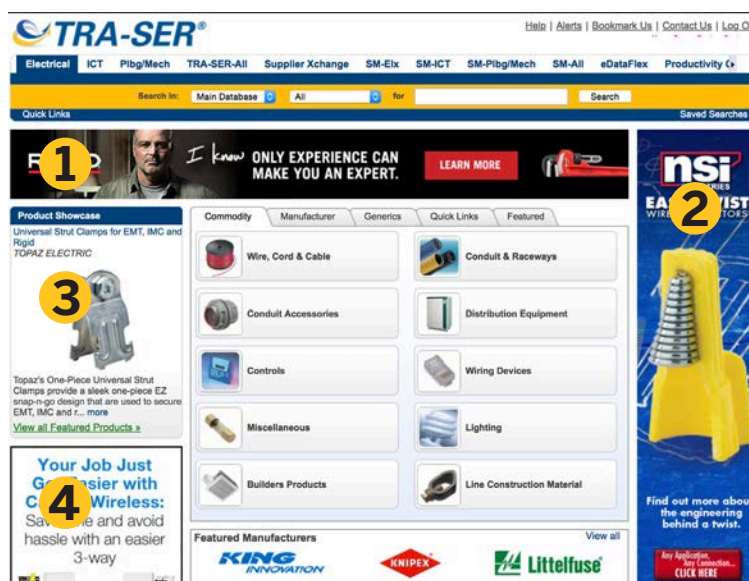
The second-most viewed area of the home page which gets an average of 300,000 page views per month. Several sizes are available to fit your needs regarding this rotating vertical ad. Again, you can link it to your home page or your Business Directory page.

3. New Product Showcase:

The Product Showcase drives contractor demand for your products, resulting in faster penetration of the market. If your new product sales are slow until suppliers stock your items and contractors begin to learn about them from the sales rep, you need to advertise here.

4. Advertorial:

This is a strictly static editorial type of advertisement that can provide viewers with valuable information like new product news, product resources, press releases, etc.



► Subcommodity Sponsorship

This type of sponsorship is for manufacturers who really specialize in a certain product category. It's a great way for small and large companies alike to exactly target niche customers while increasing your brand awareness.

| Commodity | Manufacturer | Generics | Quick Links | Featured |
|---|------------------------------|----------|-------------|--------------------|
| Back to main search | | | | |
| 70000 Lighting | | | | # Items 310,556 |
| 71000 Lamps | | | | 28,152 |
| 72000 Lighting | opco ENGINEERED PRODUCTS CO. | | | 260,936 |
| 73000 Ballasts | Universal LUTRON. | | | 5,500 |
| 73100 Fluorescent Ballasts | | | | 2,184 |
| 73200 High Intensity Discharge Ballasts | | | | 2,188 |
| 73300 Sign Ballasts | | | | 40 |
| 73400 Emergency Ballasts | | | | 165 |
| 73600 Led Emergency Drivers | | | | 326 |
| 73700 Led Power Supplies | Universal | | | 213 |
| 73900 Ballast Parts & Accessories | | | | 384 |
| 74000 Lighting Controls, Dimmers, Sensors & Systems | LUTRON. | | | 15,968 |
| 74100 Lighting Controls | LUTRON. | | | 4,779 |
| 74200 Lighting Dimmers & Dimming Systems | LUTRON. | | | 7,301 |
| 74300 Lighting Occupancy Sensors & Motion Detectors | LUTRON. | | | 2,969 |

► Business Directory Page

This is your custom webpage within the TRA-SER site. Each of your individual products in our database will have a link directly to this page. It shows buyers how well your products are supported and it's an optimal way to become a valuable resource by including installation manuals, training videos, links to your products, new product announcements, etc. You will thereby increase brand awareness and customer loyalty.

The screenshot shows a custom webpage for 'Dottie L.H.' within the TRA-SER system. The header includes the TRA-SER logo and navigation links. The main content area is titled 'Dottie' and features a search bar. Below the search bar, there are two main sections: 'PRODUCTS' and 'RESOURCES'. The 'PRODUCTS' section lists various items under the category 'Fasteners & Hardware', including '00000 Wire, Cord & Cable', '07000 Misc Small Wires', '20000 Conduit Accessories', '22000 Rigid Conduit Fittings', '23000 EMT Fittings', '24000 BX - Non-Met Cable - SEC - Liquidtight - Flex Pipes', '25000 Bodies (Conduits - Unlets)', '27000 Outlet Boxes, Covers & Bar Hangers', '28000 Channel, Strut & Fittings', '30000 Distribution Equipment', '50000 Wiring Devices', '51000 General Purpose Wiring Devices', '60000 Miscellaneous', '62000 Flashlights & Batteries', '64000 Connecting Materials', '65000 Fastening Hardware', '66000 Tools', '70000 Lighting', '72000 Lighting', '90000 Line Construction Material', '91000 Service Masts, House Brackets, Insulators', and '92000 Ground Rods & Grounding Systems'. The 'RESOURCES' section includes links to 'Distributor & Login', 'Dottie Catalog', 'Product Videos', 'Tech Specs & Literature', and 'About Dottie'.

► Feature in the Newsletter

Twice per year, you'll be featured in our quarterly newsletter which is sent to our 20,000+ user base of contractors and distributors. Your spotlight can include features such as case studies, brochures, videos, or new product news.



► First In Search

1. Be At The Top Every Time.

Ensure that you're the first company our users see when they're searching for items to include in bids. Purchase exact search terms or keywords and anytime a contractor uses those terms, the first three results will be the items you chose to display, guaranteed.

2. You'll get a banner ad for maximum branding potential.

3. You'll also be constantly displayed as the top company in the manufacturer filter area.

4 Sponsored Items:

- 120V 26W BKHD LT
- 1-1/4 ADJ TRIM
- 2.6W LED STEP LT

3 Manufacturer: **THOMAS & BETTS (82)**

- DEWALT (2,891)
- GREENLEE TEKTRON (2,422)
- HLTI (2,425)
- IRWIN INDUSTRIAL TOOL COMPANY (2,852)
- LENEX (41,852)
- MILWAUKEE ELECTRIC TOOL (16,629)
- PRECISION TWIST DRILL (9,907)
- RIGID (8,834)
- SELECTA PRODUCTS (2,781)
- more...

2 Banner Ad: Thomas & Betts

1 Manufacturer: THOMAS & BETTS

| | Catalog Number | Mfr Name | UPC | Col3 Price | AMP | UOM Qty | UOM | U | Description | Δ | Price Status |
|--|----------------|----------------|-------------|-------------|-------------|---------|-----|---|----------------------|---|--------------|
| | WT1400 | THOMAS & BETTS | 78621077496 | \$175.10 | \$155.65 | 1 | EA | E | DUAL SPEED HEAT GUN | + | A |
| | TBM6H | THOMAS & BETTS | 78621028019 | \$1,756.25 | \$1,211.81 | 1 | EA | E | 6 TON HYDRAULIC HEAD | + | A |
| | P00551C | OCAL | 70450801851 | \$26,037.76 | \$17,966.05 | 1 | EA | E | 1/2-4IN THRD MACHINE | | A |
| | ILD-21 | ILSCO | 78366950086 | \$164.44 | \$120.04 | 1 | EA | E | COMPRESSION DIE | + | A |
| | ILD-24 | ILSCO | 78366950087 | \$164.44 | \$120.04 | 1 | EA | E | COMPRESSION DIE | + | A |
| | ILD-29 | ILSCO | 78366950088 | \$164.44 | \$120.04 | 1 | EA | E | COMPRESSION DIE | + | A |
| | ILD-33 | ILSCO | 78366950089 | \$164.44 | \$120.04 | 1 | EA | E | COMPRESSION DIE | + | A |

► Sponsored Items

4. Attract Attention

One of the best spots to advertise is the place where people naturally begin reading: the top left corner. That's the location of our Sponsored Items section. We can link your items to a specific commodity so that when our users search within it, your item appears here. From this section, our users can also add the item immediately to Supplier Xchange. Advertising here makes it easy for contractors to not only see your item, but get the accurate pricing data they need in order to specify it in their bid.



▶ Targeted Eblast

We'll send an email on your behalf once per quarter to 10,000 electrical contractors. We provide you with a report on your send that includes detailed information on who clicked within your email. Our list is not padded with email addresses that get your message delivered to a generic company mailbox and we have around a 98% deliverability rate which testifies to the quality of our list.

We can oftentimes do geographical segmenting if you need it, and using our Analytics program, we can even pull specialized lists like: 1) TRA-SER users who are searching for your items, 2) users who got Supplier Xchange quotes for your products, or even 3) TRA-SER users who are searching your competitors' items, not yours.

▶ Analytics

Gain access to end-user intelligence that can power better business decisions. By analyzing our 20,000+ user's searches, behaviors and transactions, patterns emerge that you can capitalize upon. Exceptionally detailed item-level insight even lets you compare yourself to the competition.

Gain item-level intelligence on how your products are performing compared to your top competitors by: Price (via price change alerts), geography, number of product searches, and which of your items are being included in bids and project submittals. Once you see the data, you can create better selling strategies throughout your vertical markets, even down to the zip code level. You'll be able to increase your market share by finding out which of our customers is looking for products like yours, but who are not buying from you today.

TRADE SERVICE
A TRIMBLE COMPANY
13280 Evening Creek Drive South, Suite 200
San Diego, CA 92128
USA

www.tradeservice.com/advertising
866-561-5941
sumana_rao@tradeservice.com

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