



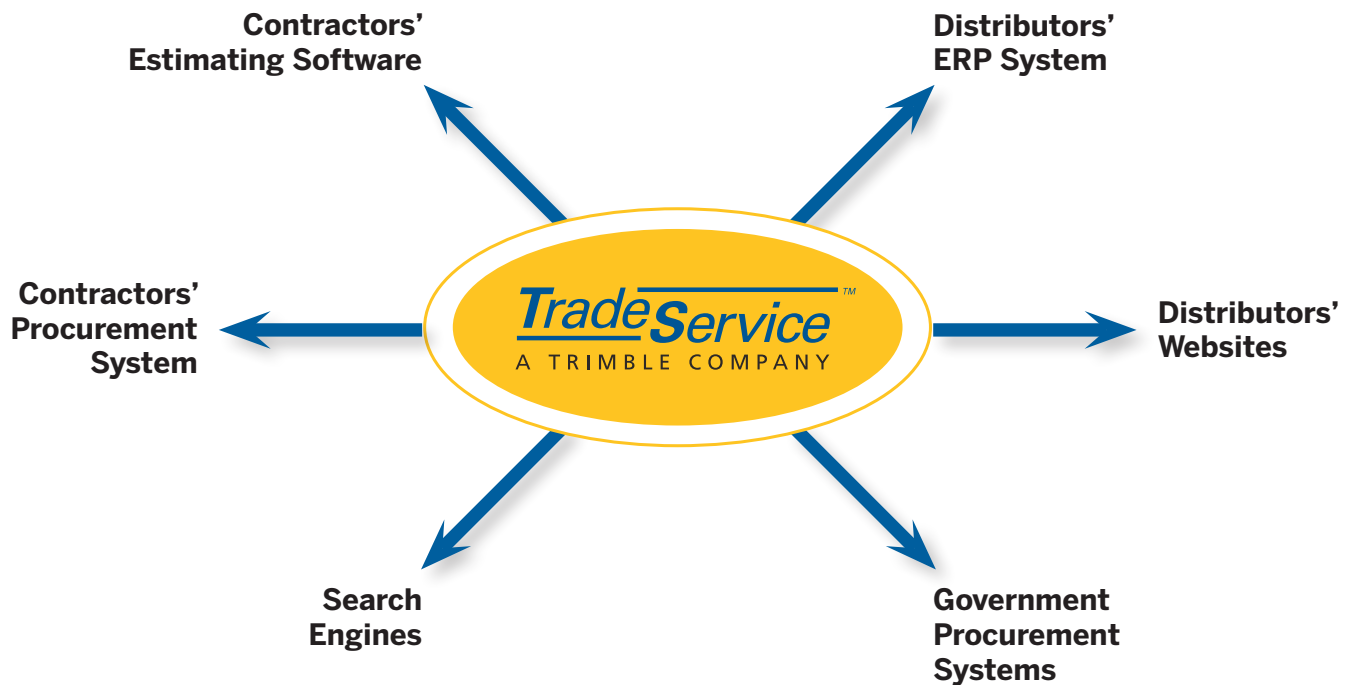
**TradeService**<sup>TM</sup>  
A TRIMBLE COMPANY

# Targeted Marketing for Plumbing & Mechanical 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 construction 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. Users spend an average of 10 minutes in TRA-SER every time they log in – 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		✓	✓
Subcommodity Sponsorship		✓	✓
Skyscraper Ad on Home Page			✓
Advertorial on Home Page			✓
Email to 5,000 contractors (1x per qtr)			✓
			<b>Best Value!</b>

### Customized Options Available:

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

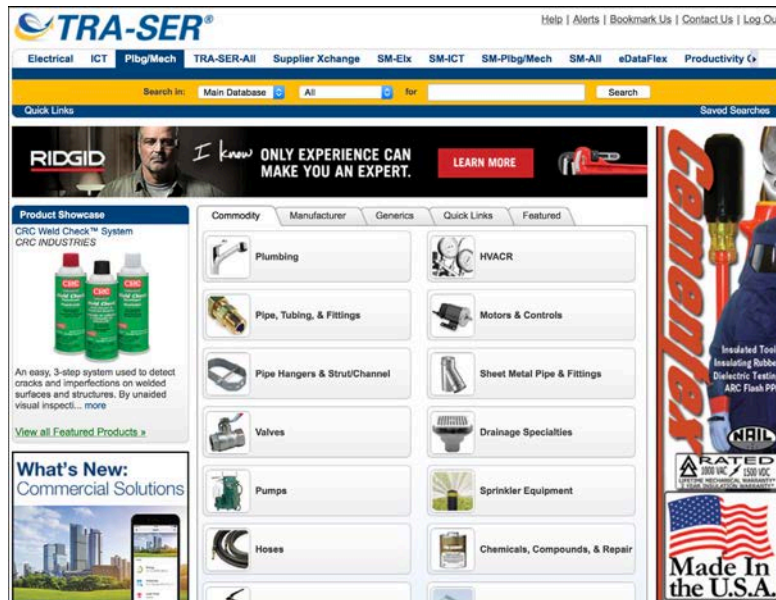
**Phone:** 866-561-5941    **Email:** [sumana\\_rao@tradeservice.com](mailto:sumana_rao@tradeservice.com)

### See all specifications for ads here:

<http://www.tradeservice.com/sites/tradeservice.com/files/docs/TSC-Ad-Specs.pdf>

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

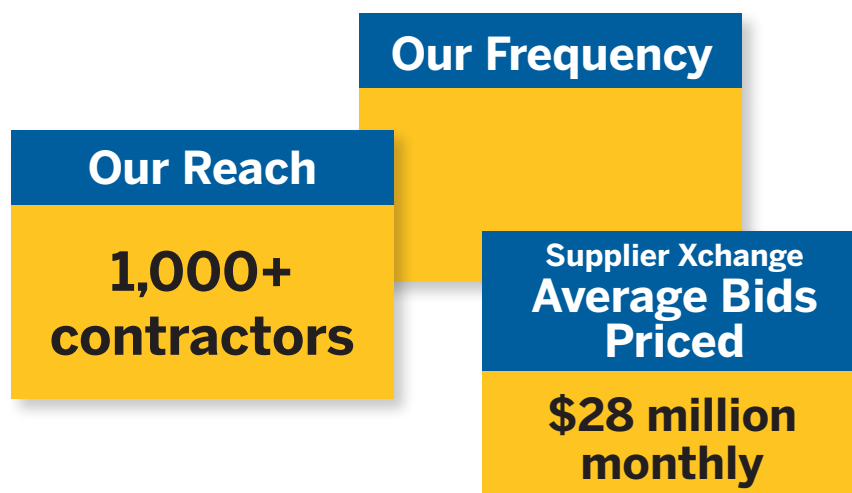
TRA-SER® helps contractors win more bids using our accurate product and pricing information, but for you it can build profits by targeting contractors right at the point of specification. For distributors, our data gives sales staff additional support to fill orders, sell non-stock items, and service 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 **\$28 million dollars-worth of materials**.

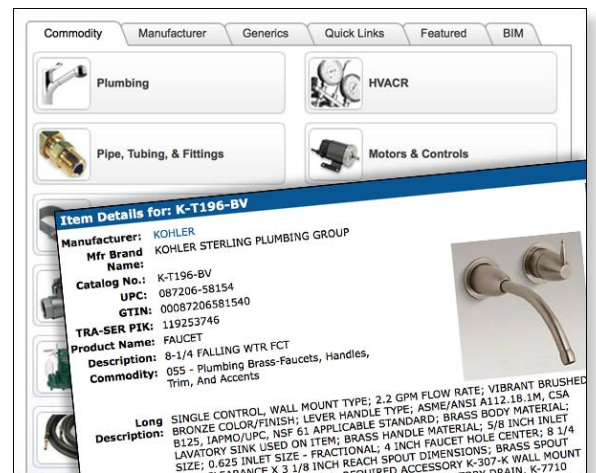
Don't waste marketing dollars on advertising that can't convert a viewer into a sale – be at the forefront of their minds right when they're making buying decisions.





## ▶ 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 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:

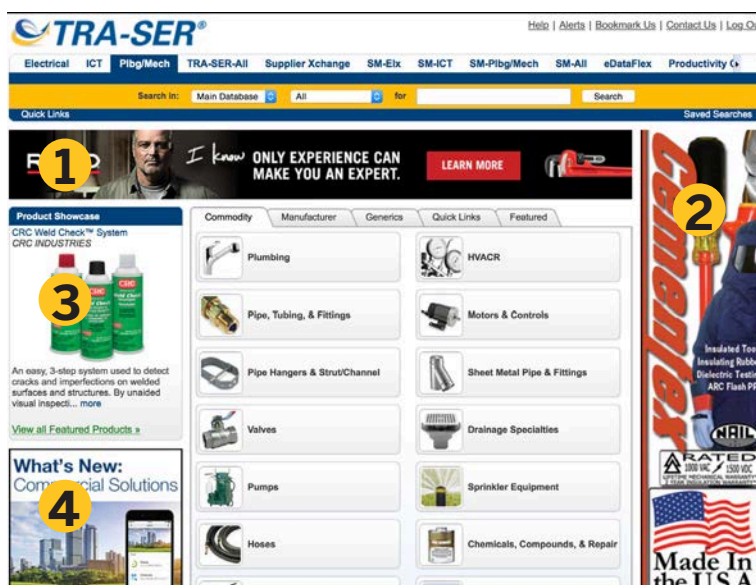
The second-most viewed area of the home page which gets an average of 50,000 page views per month. Several sizes are available to fit your needs regarding this rotating vertical ad. Again, you can link it to your home page or your Business Directory page.

### 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	# Items
Back to main search					
950 Fasteners & Hardware					95,451
951 Bolts, Screws, Nuts, Toggle Bolts & Hds					22,490
952 Gaskets, Washers & Bushings					6,782
953 Door Hardware					50,626
954 Refrigeration Hardware					6,730
959 Miscellaneous Fasteners & Accessories					8,823

## ► 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.

## ► Feature in the Newsletter

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



## ▶ Targeted Eblast

We'll send an email on your behalf once per quarter to 5,000 plumbing/mechanical 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.

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