



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

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

Your highly visible banner ad

Top three items on every page are yours

You are always the top listed manufacturer

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

www.tradeservice.com 858-774-8777 sumana_rao@tradeservice.com

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