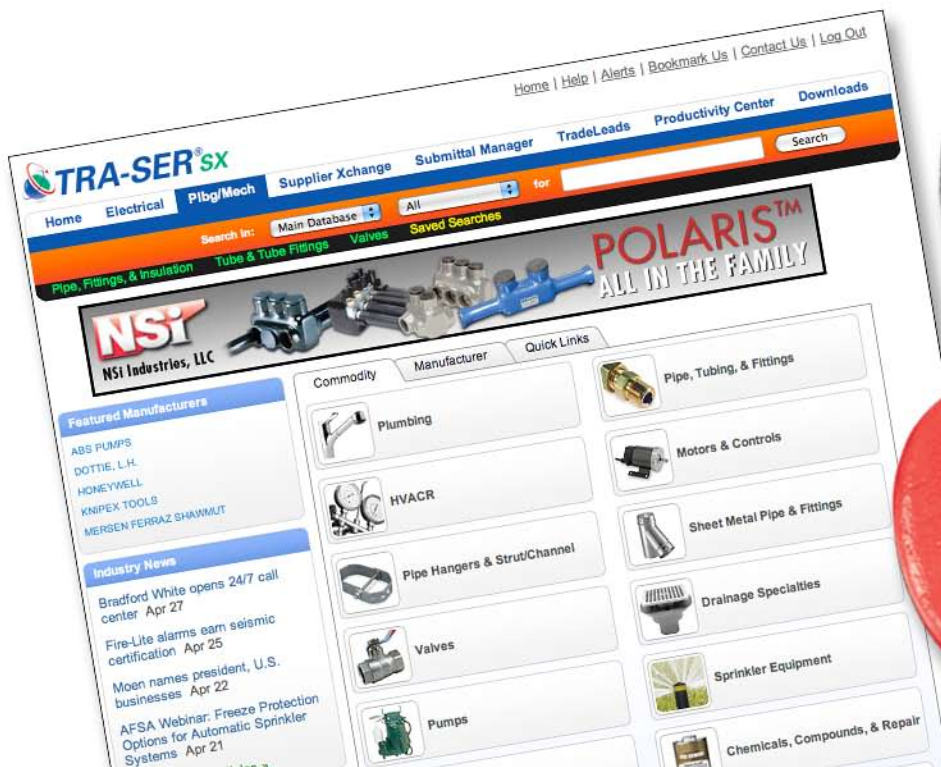


2011



Manufacturer Advertising Media Kit



TradeService™

15092 Avenue of Science, San Diego CA 92128

TRA-SER® SX is a Profit-Builder

TRA-SER SX helps contractors build quotes and estimates, but for you it can build profits. It provides contractors with accurate pricing information, and for distributors, our data gives sales staff additional support to fill orders, sell non-stock items, and service their customers. By advertising in TRA-SER SX you will effectively promote your brand to both contractors and distributors, earning more sales through dual channels and thereby increasing your earnings.

The Supplier Xchange™ Factor

Advertising in TRA-SER SX may help increase your earnings by targeting contractors right at the point of sale. The tool included in TRA-SER SX, called **Supplier Xchange** has been a resounding success at linking contractors directly to their preferred distributors. A contractor can submit a list of items through **Supplier Xchange** and within seconds, receive pricing back from their distributor, complete with their special discounts.

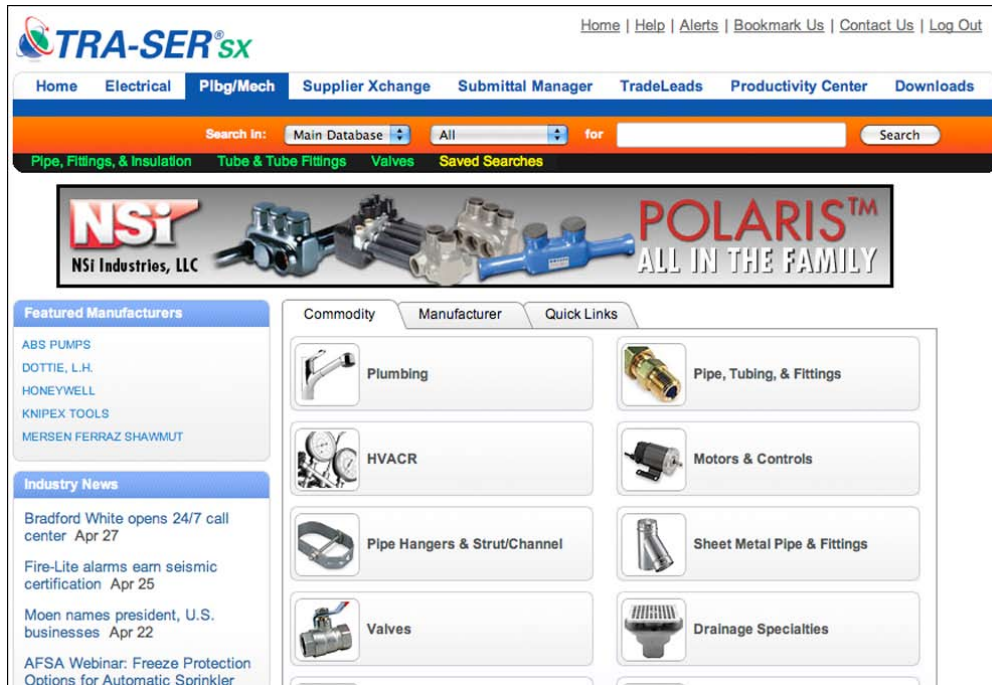
Together, TRA-SER SX and **Supplier Xchange** is the #1 most widely-used product and pricing service by plumbing/mechanical contractors. The proof? 90% of the top contractors use our service.

Your Canvas

Below is an image of the TRA-SER SX home page. You advertisements will be seen by our subscribers every time they login, which they do often. A description of all the advertising options available is located on page 6.

TRA-SER

Thousands of
plumbing/mechanical
contractors and
distributors use
TRA-SER.



A Subscription-Based Service

We also think it's important that you should know that all of our customers, contractors and distributors, are annual subscribers who are paying for the service and use it throughout the year. This means our audience will be seeing your advertisements repeatedly.

Our subscribers use the service often, and stay on the website for an average of 10 minutes every time they login. Your company will benefit from their seeing your advertisements every time – build brand awareness!

\$Thousands in material price requests have been processed through **Supplier Xchange** since it began. If you want a piece of that market share, keep reading!

The TRA-SER® SX Basics

Our Audience

| | |
|--|-----|
| Purchasing Agents, Buyers, Plumbers, HVAC Techs, Journeymen, Partners, Managers, President, VP's General Managers..... | 66% |
| Project Managers, Supervisors, Foremen, Superintendents..... | 14% |
| Estimators | 20% |

Why They Use TRA-SER SX

Here are just a few of the reasons why 90% of the top plumbing/mechanical contractors use our service:

- Up-to-date product and pricing information with price history
- **Supplier Xchange** instant quotes
- New product announcements
- Daily industry news from various sources
- 100% Internet-based access
- Detailed product descriptions
- Powerful site search capabilities
- Ability to create frequently-used lists
- Copper pricing
- Industry calculators and formulas
- Standards and codes

How They Use Our Information

Bidding and Estimating:

- **Trade Service** data is compatible with, and importable into, the industry's major estimating and accounting software programs.

Procurement:

- Obtaining benchmark pricing adds accountability to the procurement process.

Submittal Information:

- Access to product images, manufacturer catalog pages, and MSDS sheets eases the submittal process.

David Powell
Purchasing Agent

"TRA-SER SX is a very powerful program not only for estimating but for purchasing as well. It's easy to navigate and is loaded with information at the click of a mouse. Not only do you get up-to-date pricing on material but you can also see pictures of the item.

It's never been easier to locate a specific item in seconds but also put together an item list and get quotes instantly. This is a state-of-the-art program in pricing."

Trade Service

Who We Are

Since 1931, **Trade Service** has provided a common information platform across several vertical markets, to help trading partners communicate and conduct their daily business. This is the fundamental building block on which we built the business and the reason we continue to be successful today.

Trade Service gathers information from disparate sources and aggregates the data so that our clients can base critical and time-sensitive decisions on what we provide. We are the leader in content acquisition, cleansing, management, and distribution.

Where We Were a Few Years Ago

Our data had been time tested but our delivery platform needed change. To make our data available on the Internet was the logical next step in our evolution as a company.

TRA-SER SX was introduced to the plumbing/mechanical industry in September 2010. Weekly, monthly and quarterly updates were relegated to the past as **TRA-SER SX** is being constantly updated.

Where We Are Now

It became apparent as **TRA-SER SX** was being utilized daily that manufacturers could greatly benefit from advertising in **TRA-SER**.

Not only do our users spend an average of 10 minutes per session when they login, but their favorite aspect of the new Internet-based platform is the tool called **Supplier Xchange**. It allows customers to request, and distributors to supply, customized price quotes for a list of items, instantaneously.

Significant dollar amounts of materials are priced through Supplier Xchange every month. Being visible at this stage of the estimating process is a prime opportunity for manufacturers.

A Profile of Your End-Users

Our Reach & Frequency

Our user base consists of thousands of industry professionals who utilize **TRA-SER** and **Supplier Xchange** as an integral component of their work process. Due to the vast amount of materials they must specify, there is no cost-efficient alternative to using **TRA-SER**.

- Over 1,000 plumbing/mechanical professionals subscribe to **TRA-SER**, with more signing up every day.
- Daily tool for purchasing agents, estimators, and project managers.
- Users spend an average of 10 minutes in **TRA-SER** every time they login.



Reach decision-makers right at the moment of choice!

The Quality of Our Customers

We proudly claim the best of the best as our customers – they win the most jobs, earn the most profit and are members of the top professional organizations in the plumbing/mechanical industry.

- **TRA-SER** is used by 90% of the top contractors.
- Our user base includes companies that are members of the following: American Supply Association (ASA), Heating, Air-Conditioning & Refrigeration Distributors International (HARDI), and Plumbing, Heating, Cooling Contractors (PHCC).
- 75% use one of the major estimating systems; Accubid, Cert-In, Maxwell/Estimation, McCormick, QuickPen, Sage Timberline, or Turbo-bid.

Point of Sale

When you advertise in **TRA-SER SX** you're reaching decision-makers at the moment of choice, kind of an online point-of-purchase display.

A study commissioned by Google found that online research plays a role in over 50% of purchases.

They also found that "Branded terms peak in search activity closer to the purchase."¹ This is where your advertisement in **TRA-SER** comes in.

Because you can purchase ad space right on our home page, and under the specific product category you sell – along with your **Business Directory** page – you are exactly where you want to be – in front of the decision-maker when they are getting ready to make purchases.

The **TRA-SER SX** database contains much of the information our customers need, but when you advertise, you can offer them even more.

Links from your ads to your **Business Directory** page allow them to see all the content you want to provide: training videos, new product announcements, user forums/chat rooms, or anything else important. You can link to your own website to drive traffic there for even more content.

1. Study commissioned by Google® Double-Click™ of comScore Networks. Reported February 2005. Available at www.doubleclick.com

Steven A. Leuck

Estimator/Project Manager

"**Supplier Xchange** and **TRA-SER SX** has truly been one of the best additions to my estimating software toolkit in a long time. As you know I manage a wide range of **Accubid** products in our office. The **Supplier Xchange** tool integrated seamlessly into my **Accubid Pro** and **BidWinner Plus** programs. From within **Accubid** I can reach out to my local suppliers for pricing and integrate it into my bid within

moments. It has been truly amazing to see a tool like **Supplier Xchange** be able to reach out directly from my estimated bill of materials and compare it to live pricing from my vendors – and all within 5-6 seconds! This is truly one of the biggest time savers I've seen in a long time – not only for me but for my vendors as well. Thanks again for your help and a great product."

Benefits to Advertisers

Your Market Potential

Customers use **TRA-SER SX** to look up product information while creating bids and estimates. Eventually, those choices turn into purchases – lots of purchases. Each month our users purchase, specify or recommend thousands in plumbing/mechanical materials. How much of this amount could be yours?

- Thousands of **TRA-SER** pages are viewed each month.
- The value of **Supplier Xchange** estimates since inception has been increasing steadily.
- Thousands of plumbing/mechanical items are processed through **Supplier Xchange** each month.



**Brand awareness counts most
when the purchase draws near**

Picture It

A contractor logs into **TRA-SER SX**, sees your ad and your company name under **Featured Manufacturers**, on the home page. Searching for information on pipe, he opens that category to find again that the page highlights your company. He drills down to no hub pipe and once more notices your company logo.

He now knows what you sell and is interested so he clicks on your ad to see more ... a lot more.

Your **Business Directory** page is loaded with all the information he needs to make a buying decision – you've got the sale.

Increase Your Brand Awareness

Not only are there six different ways to advertise on our home page, but our customers can also see your brand in the specific product category under which they're searching. We offer 16 highly sought-after product categories for sponsorship:

- Plumbing
- Pipe, Tubing & Fittings
- HVACR
- Motors & Controls
- Pipe Hangers & Strut/Channel
- Sheet Metal Pipe & Fittings
- Valves
- Drainage Specialties
- Pumps
- Sprinkler Equipment
- Hoses
- Chemicals, Compounds & Repair
- Safety Equipment
- Fasteners & Hardware
- Tools, Testing & Metering
- Electrical Specialties

When our users click on one of the above commodities, your advertisement will appear on that page, increasing your brand awareness and helping them to remember your company when they filter down to individual items.

Further their recognition even more by sponsoring at the sub-commodity level – more specific groupings of items are listed here. Just one click from the main commodity level and there you are again, driving home your brand.

Jeff Corrick

Vice President

"When we first learned about the **Supplier Xchange** service in **TRA-SER SX**, we knew immediately that we would want access to this impressive technology for partnering with our electrical contractor customers. Since then, we've become an active participant. We're experiencing an excellent match rate with our customers' material lists and so far, about 15 of our customers have become more successful estimators by connecting with us through **Supplier Xchange**."

Gordon Jones

President

"I've been using **TRA-SER** since the 80's. Since I began estimating full-time in 1990, I have been awarded about 70 million dollar's worth of contracts. I seriously believe without **TRA-SER** I could have never reached that kind of success.

I find that using **TRA-SER** properly, a contractor can compete with anybody in the construction trades, regardless of how big or small their company may be."

Advertising Opportunities

Home Page Placement

Customers use **TRA-SER SX** to look up product information while creating bids and estimates. Your brand presence at this critical point in the process can equal sales to your company. Here are the options available to you for advertising on the **TRA-SER SX** home page:

- **Banner:** This rotating horizontal ad appears in a prime location between the search bar and the commodity drill-down section. You can link your ad to your home page or to your personalized **Business Directory page** within **TRA-SER SX**.
- **Skyscraper:** Several sizes are available to fit your needs regarding this rotating vertical ad which is located on the right side of the screen. You can link to your home page or to your **Business Directory page**.
- **Featured Listing:** Prominently displayed, the scrolling list of featured manufacturers puts your name right in front of your end-users. The listing goes in conjunction with a **Business Directory page**, which it links directly to.
- **Advertorial:** This is an editorial type of advertisement that can provide viewers with valuable information, i.e. new product news, product resources, press releases, etc.

FACT

An electrical manufacturer who began advertising last year, reported an **822% increase** in their product being included in bids.

lower cost and exactly target potential customers while also increasing your brand awareness. Larger companies can benefit by purchasing several sub-commodities to relate the breadth of your product line, or to highlight lesser-known products you sell.

Note: We're happy to work with you on custom ad campaigns, and offer discounts on bundled advertising. Please contact your Trade Service account manager to discuss.

Commodity Sponsorship

Tailor your ad to a specific type of commodity by choosing from one of our 16 product categories (listed in the sidebar on page 5). The types of ads available are similar to the ones on the home page, but allow you to appeal to a niche group of users. When you make a range of products, sponsoring an entire category may suit your needs best.

Sub-Commodity Logo Sponsorship

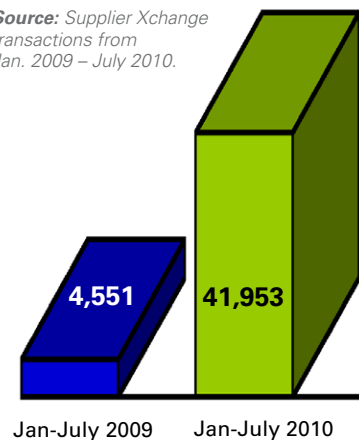
Your company logo appears directly next to the sub-commodity of your choice. This type of sponsorship is for manufacturers who really specialize in a certain product category. It's a great way for smaller companies to advertise at a

A Case Study

This case study is of an electrical manufacturer who began advertising in **TRA-SER SX** in 2010. We are certain similar results will manifest for the plumbing/mechanical industry as well.

For several years the manufacturer's products were simply listed in the **TRA-SER** database, but it wasn't until after they began advertising that they saw a significant jump in their pageviews – a huge 765% increase.

Source: Supplier Xchange transactions from Jan. 2009 – July 2010.



Please refer to the chart above. As you can see, the manufacturer's acceleration in pageviews translated to a tangible increase in the representation of their items in contractor bidding transactions.

Over a 7 month period, **Trade Service** tracked how many of the manufacturers' products were used within our customers' bids. In 2009, before the manufacturer began advertising, the products appeared in bids 4,551 times, but in 2010, the number jumped to 41,953. This represents an over 822% increase in manufacturer items appearing in bids after they began advertising in **TRA-SER SX**.

You too, can get more pageviews and better exposure for your brand by advertising in **TRA-SER SX**. We can measure your results and prove that it's a wise investment to put your brand in front of decision-makers who are, at that very moment, choosing whose product to include in their project. Put your advertising dollars to use!

Advertising Rate Card – 2011

| TYPE of AD | SIZE (in pixels) | MONTHLY RATE ¹ |
|------------|------------------|---------------------------|
|------------|------------------|---------------------------|

Home Page

Home Page advertising is getting thousands of page views per month. The masthead banner ad and top skyscraper ad are put in rotation of four. This will get you maximum exposure to all major contractors, distributors and government agencies using [TRA-SER SX](#).

| | | |
|---------------------------|-----------|---------|
| Banner | 804 x 90 | \$4,250 |
| Skyscraper | 160 x 600 | \$3,500 |
| Advertorial – left column | 224 x 300 | \$2,750 |

Commodity Sponsorship

Commodity Page ads can be placed in any of the 16 main categories in [TRA-SER SX](#). These ads provide highly targeted exposure for manufacturers seeking buyers of materials in a specific category only.

| | | |
|-----------------|------------|---------|
| Banner | 804 x 90 | \$1,950 |
| Full Skyscraper | 160 x 1200 | \$3,500 |
| Half Skyscraper | 160 x 600 | \$1,750 |
| Advertorial | 224 x 300 | \$1,500 |

Sub-Commodity Logo Sponsorship

Target a niche by sponsoring one or more of our sub-commodities. Your company logo will be placed next to the sub-commodity and when clicked, will go to just your products and not to all sub-commodities in that category.

| | | |
|---------------------------|--|-------|
| Sub-Commodity Sponsorship | | \$625 |
|---------------------------|--|-------|

Business Directory Page

This is your custom web page within the [TRA-SER SX](#) website. Each of your individual products will have a link directly to your page. This shows buyers how well your products are supported. It's an optimal way to become a valuable resource to users by including installation manuals, training videos, links to your products, new product announcements, etc. You will thereby increase brand awareness and customer loyalty.

| | | |
|----------------------------|-----------|-------|
| Business Directory Listing | Unlimited | \$750 |
|----------------------------|-----------|-------|

Terms

¹ Minimum advertising term is 3 months. Payments can be made monthly via corporate credit card or invoiced through a Corporate Purchase Order. 7.5% discount when one year advertising is paid in advance.

Please call for a quote on custom bundled advertising packages and discounts, for CDS (Custom Data Services), Market Research Metrics, email marketing campaigns, and customized advertising campaigns.

Home Page Ad Layout and Specifications

The screenshot shows the TradeService website home page with several callout boxes explaining ad specifications:

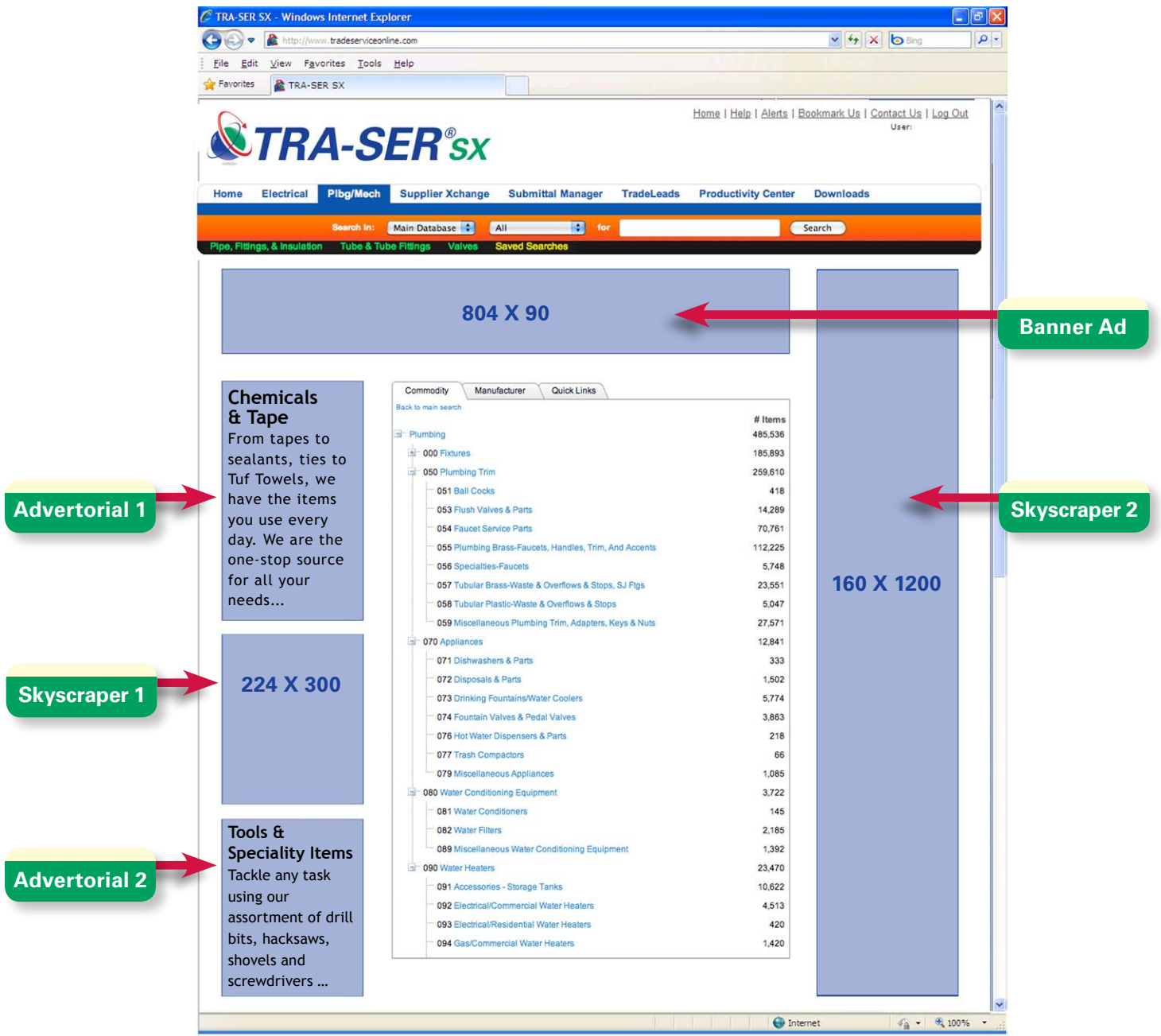
- Featured Manufacturer Listing:** Your company name can be linked to your Business Directory page or to your home page.
- Advertisorials:** Provide links to important pages of your website, new product announcements, press releases, etc.
- Banner Ad:** Get maximum exposure at the top of the page.
- Skyscraper Ads:** Choose from several sizes to fit your needs.

The website layout includes a search bar, navigation menu, featured manufacturers list, quick links grid, and a copper pricing chart.

Specifications

| Ad Style | Type | Dimensions | File Format |
|--------------|--------------------|-------------|----------------|
| Banner | animated or static | 804w x 90h | jpeg, gif, png |
| Skyscraper 1 | animated or static | 160w x 600h | jpeg, gif, png |
| Skyscraper 2 | static | 160w x 300h | jpeg, gif, png |

Commodity Page Ad Layout and Specifications



Specifications

| Ad Style | Type | Dimensions | File Format |
|---------------|--------------------|--------------|----------------|
| Banner | animated or static | 804w x 90h | jpeg, gif, png |
| Advertorial 1 | static | 224w x 600h | jpeg, gif, png |
| Advertorial 2 | static | 224w x 210h | jpeg, gif, png |
| Skyscraper 1 | static | 224w x 300h | jpeg, gif, png |
| Skyscraper 2 | animated or static | 160w x 1200h | jpeg, gif, png |

Business Directory Page Layout and Specs

The **TRA-SER SX Business Directory Pages** consist of three main advertising content areas (top, left, and right). All of which are optional.

- The top content area supports a maximum dimension of 100 x 976 pixels.
- If the top content area is not used, all other content will be shifted up.
- The left and right areas support a maximum dimension of 246 pixels wide with an unlimited height.
- If the left or right content areas are not used, they will appear as white space on the page.

