



Why should I advertise on AZoM?

- 1** AZoM is widely recognized as the number one online engineering materials knowledgebase and is proven to be highly effective in connecting buyers and sellers.
- 2** In 2009 AZoM received over 13.6 million visitor sessions.
- 3** With over 1,000,000 monthly visitor sessions, AZoM offers a unique and highly targeted audience that's specific to the engineering materials community, providing advertisers with a profitable and cost effective ROI for their advertising spends.
- 4** Advertising campaigns on AZoM work (read our customer testimonials), they're also immediate, targeted, measurable and can be updated within hours. How does that sound compared to your options with traditional trade magazines?
- 5** It's the ready availability of quality content that brings the end users of materials to AZoM. How does that compare with trade directories and long lists of similar companies?
- 6** AZoM delivers leads and enquiries that are relevant and qualified due to the targeted nature of the site!
- 7** All AZoM content is "search engine optimised" and is ranked highly by all the major search engines. This provides significant benefits to advertisers in promoting their materials information and associated websites.
- 8** AZoM....the perfect place to promote your materials related products and services!

Why should I advertise on the web in 2010?

Broadband and wireless internet access is now mainstream, it's not the year 2000 anymore, advertising online is now a proven success. Just consider the following statements;

- Total global Internet audience has surpassed 1 billion visitors in December 2008, based on data from the comScore World Metrix audience measurement service.
- China represented the largest online audience in the world in December 2008 with 180 million Internet users, representing nearly 18 percent of the total worldwide Internet audience, followed by the U.S., according to comScore, Inc.
- Record £1.75bn online spend makes UK first major economy to spend more on web ads than TV.....it has taken the internet little more than a decade to become the biggest advertising sector in the UK., says IAB.
- "It has taken only 11 years for internet to overtake two long-established media: cinema (which it overtook in 1997) and outdoor (which it overtook this year), and by 2009 it will be larger than radio," ZenithOptimedia said.
- Ask yourself where you go when you want to find new products or solutions to your problems?

Advertising Pack

What do our advertisers think of AZoM?

The traffic to our site has nearly doubled.... **BodyCote Materials Testing**

AZoM have ways to dramatically increase visibility and readership of our technical content that is difficult to achieve on our own.... **Malvern Instruments**

We can categorically state that AZoM.com has produced sales leads for us that have turned into firm business.... **Ceramic Substrates**

After the first year I renewed the Aalco subscription and significantly extended our listings.... **Aalco**

We are absolutely convinced that our business has grown on the back of our relationship with AZoM.com.... **CSMA**

The partnership with AZoM gives us great value for money and provides our site with an additional dimension.... **VCAMM**

AZoM has demonstrated that it is not only a valuable resource to users of materials, but also to suppliers of materials.... **Goodfellow**

Our association with AZoM also lifts our own web pages in the Google rankings and we intend to maintain our prominent position on the homepage.... **Surrey University**

I would definitely recommend the AZoNetwork to any organisation looking to marketing themselves or their products in the materials or nanotechnology sectors.... **World Gold Council**

Amongst several companies, AZoM.com has proven to be the best and month after month, they generate about a 1/3 of all the links coming from other sites to our web site.... **Ceramaret SA**

AZoM.com is now a major part of our web advertising strategy and we can wholeheartedly recommend it the best way to get your materials business known globally.... **International Syalons Limited**

LSM Analytical Services have been an advertiser with AZoM.com for over a year now and it's clear that by working with AZoM, our marketing and sales turnover have improved significantly... **LSM Analytical Services.**

Read our testimonials at <http://www.azom.com/testimonials.pdf>

Advertising Pack



How can I market my business on AZoM?

Advertising Pack

1

Feature Adverts - (Left and Right Hand Sides)

These adverts are placed on the homepage and across the whole of the site on every single page. They offer a unique opportunity to promote your products and services in a highly visible fashion, with click thru rates well above industry standards;



1 Month Campaign	US\$	UK	Euros	AUD\$
Feature (125w x 62h pixels)	1450	860	775	1500
Feature (125w x 125h pixels)	2160	1250	1350	2250

Example Feature Adverts and Location



Notes: Features run in vertical random rotation in size blocks (Request Feature Specs Sheet for details).

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materials

The A to Z of Materials

How can I market my business on AZoM?

Advertising Pack

2

Banner Adverts

These prime slots are seen at the top and bottom of the page and are guaranteed to receive a minimum of 50,000 page impressions per month;

1 Month Campaign	US\$	UK	Euros	AUD\$
Banner (728w x 90h pixels)	1080	650	675	1125

Example Banner Ad and Location



Notes: "Banner Adverts/Creatives" are operated on a random rotational basis (Request Feature Specs for details). Maximum file size 85kb. File types, .gif, .jpeg, and .swf

Both of the above offer maximum exposure for your products and services on the number one, free-access engineering materials website on the internet!

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AZoNetwork is the trading name of AZoM.com Pty. Ltd.
ABN 84 092 434 529 ACN 092 434 529

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www.azonano.com
www.azobuild.com
www.azooptics.com
www.azocleantech.com

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How can I market my business on AZoM?

Advertising Pack

3

Platinum listings package

These packages allow advertisers to select very precisely the information against which they wish their details to be listed. They offer the following features and benefits;

Visitors to AZoM search the database of over 50,000 pages using a range of search methods e.g; Keywords, Materials, Applications and Industry.

Articles are found by searching via the various methods on AZoM and then the user views the particular technical article, data sheet, application guide or news item.

Published alongside the article are the advertisers details under the headings of 'Suppliers', 'Service Providers', 'Experts', 'Books' or 'Products'.

Alumina (Aluminium Oxide) – The Different Types of Commercially Available Grades

Chemical Formula
Al₂O₃

Topics Covered
Background
Key Properties
Annual Production
Where Does Alumina Come From?
Phases of Alumina
Aluminum Hydroxides
Commercial Grades of Alumina
Smelter Grade Alumina
Calcined Alumina
Low Soda Alumina
Reactive Alumina
Tabular Alumina
Etched Alumina
High Purity Aluminas

Background
Alumina is the most widely used oxide ceramic material. Its applications are widespread, and include spark plugs, tap washers, pump seals, electronic substrates, grinding media, abrasion resistant tiles, cutting tools, bioceramics, (hip-joints), body armour, laboratory ware and wear parts for the textile and paper industries. Very large tonnages are also used in the manufacture of monolithic and brick refractories. It is also used mixed with other materials such as flake graphite where even more severe applications are envisaged, such as pouring spouts and sliding gate valves.

Key Properties
The characteristics which alumina has and which are important for these applications are shown below.

- High compression strength
- High hardness
- Resistant to abrasion

Suppliers:
Dynamic-Ceramic - Transformation Toughened Ceramics
Goodfellow Supplier Details
Precision Ceramics
Shenango Advanced Ceramics
Ceramart SA
CIRA Precision Services - Machining of Materials
Sierra Diamond Technology
Buy Alumina From Goodfellow
Request A Machining Quote
OXerfe Ceramics
Key Services
CERAM Research
Complete

Platinum Listings

The user then clicks the advertisers link, taking them to their 'Supplier Profile' page which contains comprehensive information about the advertiser's company e.g; their contact details and a comprehensive summary of their activities and key products or services.



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The user then clicks thru to the advertisers own website, a specific web page within their site or even a quote or enquiry page, thus making the lead highly qualified. There are many generic articles on AZoM that anyone can list against, but only your company can be listed against your own information, thus affording you a high level of exclusivity!

Due to AZoM's inherent high level of 'search engine optimization', articles within AZoM usually rank highly with major search engines. We're confident that in most cases we can distribute your content further via AZoM, than you can with your own website!

To provide advertisers with maximum flexibility and coverage, the 'tiered' Platinum listing package allows you to select the optimum number of articles to list against and the rates are outlined below.

Platinum Packages

1 Year Listing	US\$	UK	Euros	AUD\$
1-10 Articles	1920	1100	1200	2000
11-20 Articles	3120	1800	1950	3250
21-30 Articles	4080	2350	2550	4250
31-40 Articles	4800	2750	3000	5000
41-50 Articles	5280	3025	3300	5500
50 + Additional 10	1000	625	750	1250



materials
The A to Z of Materials

How can you contact the team at AZoM?

Advertising Pack

Sales Contact

Sales & Marketing; Rolf Easto, Sales Manager – rolfeasto@azom.com

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