

WWW.MACHINETOOLCOMMERCE.COM

MARKETING & MEDIA KIT 2015

ABOUT:

- **Machinetoolcommerce** was founded by engineering and marketing people in the manufacturing industry. We wanted to help customers find the right equipment that fits their manufacturing needs. We understand the challenges of manufacturing in a global market, where cost, quality and on-time delivery of parts are your daily concern.

Mission:

- Unlike much of what is online We want to focus solely on manufacturing equipment that are used in the plant daily.
- These could be machine tools, material handling equipment , fabrication machines, or finishing equipment.
- The focus is always on providing you with a website that answer your machinery needs directly.
- Our website is easy to navigate and makes it easy to find the machinery you are looking for.
- But most important is or straight forward pricing model and easy no frills membership.

Focus:

- Whether you are looking to sell a used piece of machinery in your shop or are looking for newer equipment we can help you.
- Our structure is easy as we provide the sellers with a opportunity to feature their machine comprehensively.
- Our main area of focus are used machine tools of many variety and sizes.
- We have laid out a simple pricing model that will include an easy member sign up.
- There are no gimmicks and once signed up you can begin uploading your ad.

Details:

- Each ad can have up to 10 pics plus a 5 min video of the machine (preferably under power).
- In addition we provide for a description and pdf file of additional technical information on the equipment.
- We charge based on a a monthly subscription model on each ad placed.
- Our current single ad insertion rate is \$10/month for members with additional volume discounts available.

Pricing Structure	One Month Per Ad	3 Months Per Ad	6 months Per Ad	1 Year Per Ad
Members Single Ad	\$10	\$30	\$60	\$120
Members 1-10 Ads	\$8	\$24	\$48	\$96
Members 10-20 Ads	\$6	\$18	\$36	\$72
Members 20-30 Ads	\$5	\$15	\$30	\$60

Advertising & Link Pricing	1 Month	3 Month	6 Month	1 Year
Home Page	\$200	\$600	\$1200	\$2400
Machines for sale Page	\$100	\$300	\$600	\$1200
About Us Page	\$50	\$150	\$300	\$600
Categories Page	\$50	\$150	\$300	\$600