



**plastech.pl**

ONLINE PLATFORM - REAL BUSINESS

## PLASTICS AND PACKAGING **VORTAL**

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## 1 ABOUT US



Plastech.pl is the plastics and packaging industry portal – platform that gathers the attention of plastics and packaging industry professionals looking for business opportunities and information on market trends and latest technology.

Plastech.pl includes business directory and B2B marketplace providing opportunity to promote companies and market their products taking the advantage from Plastech's popularity.

Portal homepage is also divided to theme sections: Plastics, Packaging, Machines, Recycling which represent interest of users.



## 2 MAIN SECTIONS



The vortal is divided into the following theme sections:



## 3 STATISTICS



The driving force of Plastech.pl is its high position in the Internet search engines and free access to its all sections. Vortal is devoted exclusively to the plastics and packaging industries.

Our website contains a unique content which attracts people who are interested in finding information on the market trends and the latest technology. Statistics reflect an interest in our vortal: more than 670.000 visitors and 4.7 million page views last year. It scored higher than all the Polish portals on similar subjects all together.

In addition we are a creator of Plastech.biz, the platform to make a business contact worldwide.

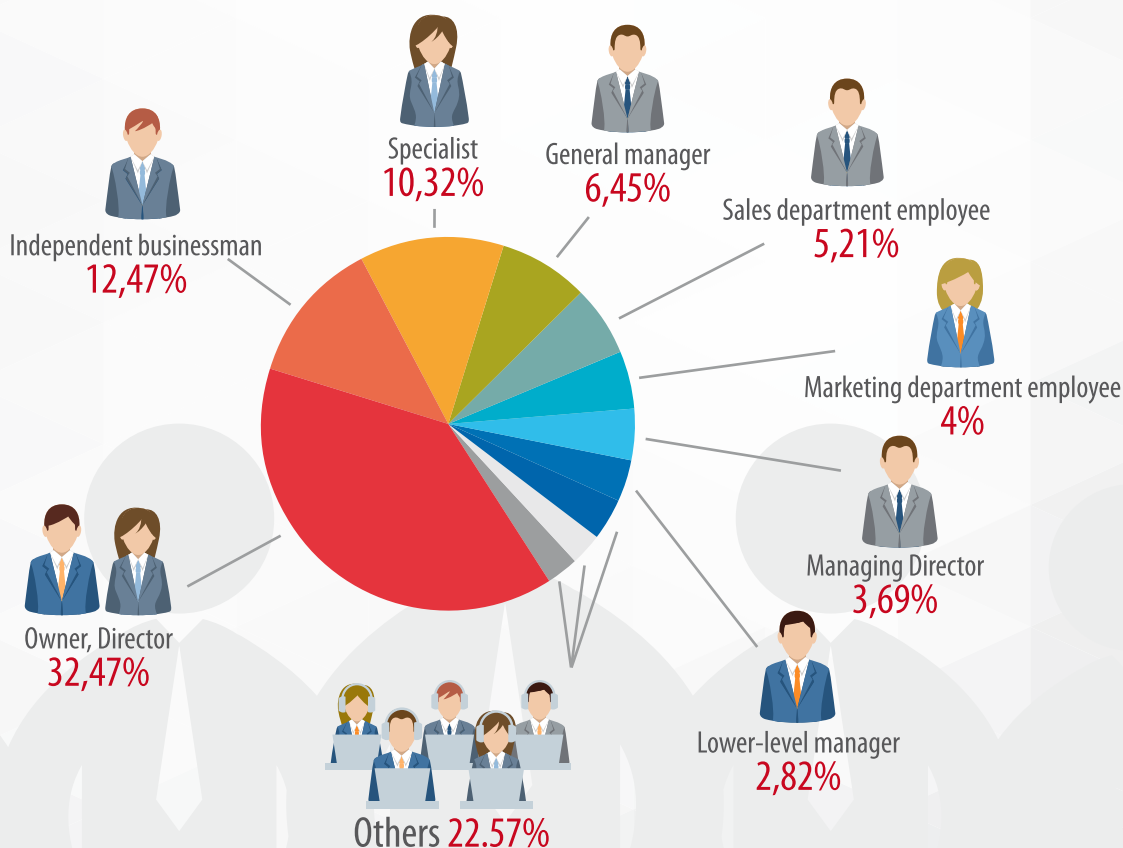
**12 years**  
ON MARKET

Leading plastics and packaging  
vortal in Poland

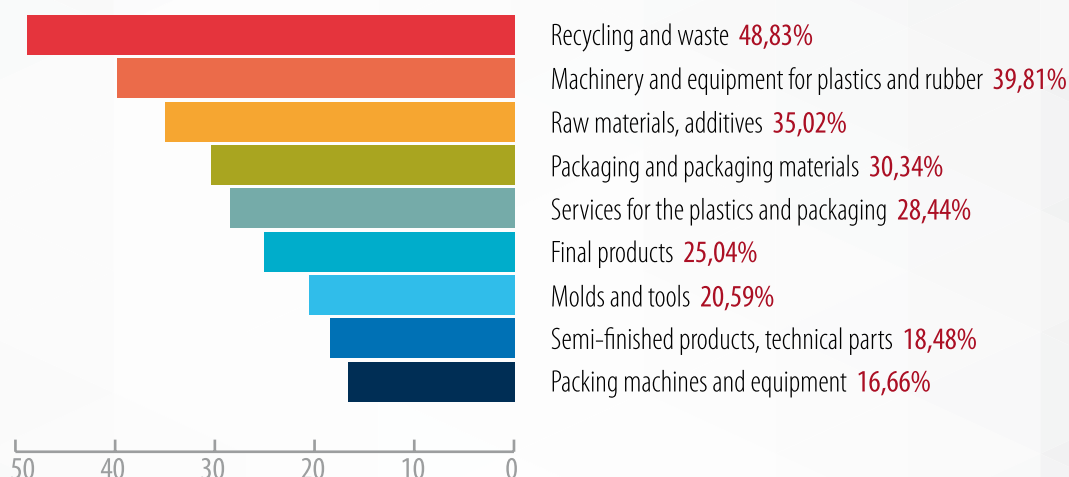
## 4 VISITORS PROFILE



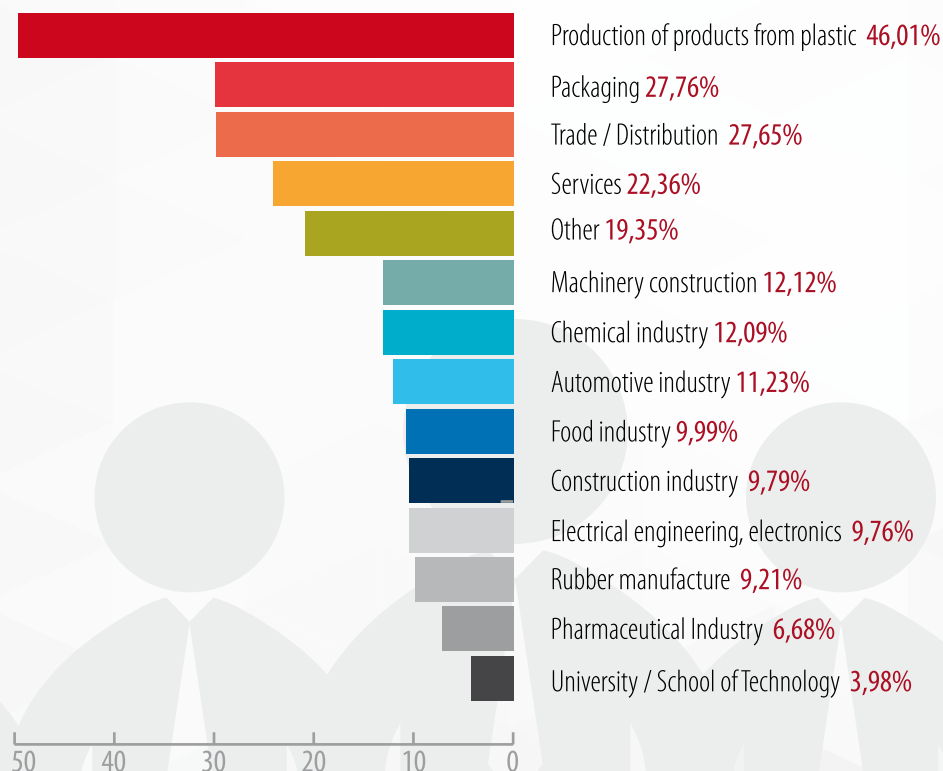
The most frequently vortal Plastech.pl is visited by Owners and Directors (~ 32%) of the companies involved in the production of plastic products (~ 45%). Below we present the details of registered users of Plastech.pl.



## VISITORS – INTEREST IN PRODUCTS



## VISITORS – INDUSTRY SECTORS



## 5 PUBLICATION CALENDAR



Vortal **Plastech.pl** is available on-line 24 h whole year. That's why it is easy to find us on the Web.

Good promotion requires a good plan. Now we invite you to read our Media Plan for the year 2016, where you will find information on the main topics that we will take during the year.

# 2016



## 6 WHAT MAKE US SPECIAL



The modern market is characterized by high competitiveness. It has been often said that competition is not sleeping. Consumers using the opportunities that give them the Internet, can now easily get to the offers of many companies and proposals often choose not the best, but that which is best seen on the network.

That is why we make effort everyday to make Plastech.pl vortal and all content being displayed, the easiest to find. Thanks to this promotion of your company on our website is for you:



Professional presentation of your company

**Distinction from the competitors**

Strengthening a company logo

**Finding new business partners**

Merchant support

**Enhancing sales**








## BUSINESS DIRECTORY



There are over 7000 reliable companies and thousands of B2B offers preset on Plastech.pl. Placing a company in the Business Directory enables its presentation all year round 24 hours a day.

PACKAGES CAPABILITIES	BUSINESS START	BUSINESS PLUS	BUSINESS PREMIUM
Full contact details	✓	✓	✓
Company profile description	up to 300 marks	1 page	10 pages
Map of location	✗	✓	✓
Contact form	✗	✓	✓
Ability to add free B2B offers	up to 5	no limit	no limit
Ability to add free job offers	✗	✓	✓
Active link to the company's website	✗	✓	✓
Logo at the presentation of the company	✗	✓	✓
Presentation in categories matching the profile of activity	1	5	10
Ability to add B2B offers with logo	✗	✓	✓
Photos in the presentation of the company	✗	2	20
Logo rotation on the home page	✗	✓	✓
Photo and video gallery from industry events	✗	✓	✓
Preparation of the presentation by the Plastech editors	✗	✓	✓
Position in business directory, B2B offers and search results			
The publication of press releases	✗	✓	✓
Self-presentation without commercials	✗	✗	✓
The unique www address	✗	✗	✓
Complete visitor statistics	✗	✗	✓
Annual subscription for 1 language version	€ 0,00	€ 111	€ 333
Annual subscription for 2 language versions	€ 0,00	€ 166	€ 499



## B2B OFFERS



Section offers B2B (business to business) was created for companies who want to actively promote their products and services. It is a unique place in the industry, where sellers meet with buyers on-line. Here you can easily reach out to people looking for specific solutions.

For users of the service, we have prepared special filters to help you find the products according to different parameters. Information seekers do not need to log in to easily reach the contact details of all items.

Offers can be added only users with company registered in our database. This rules out the possibility of adding bids by bystanders.



## DISTINGUISHED B2B OFFERS



If you care about time (and time is money, after all), then we can use the option to highlight your business offer. The distinction lies in the visibility of your offer on the home page so that it reaches more interested.

Additionally to the offer will be included in our weekly newsletter and delivered to almost 12 thousand recipients.

DISPLAY PERIOD	NET FEE
1 week	€ 21
2 weeks	€ 39
3 weeks	€ 55
4 weeks	€ 67
8 weeks	€ 122
12 weeks	€ 167

### The package is even cheaper!

If you wish to post more distinguished offers, please contact us. We will prepare customized package to meet your needs.



## JOB OFFERS



Plastech.pl is also a good place for companies looking for employees. Now you can add your job offers - even for free, or for a small fee highlight them on all pages of our vortal to reach out more people familiar with the plastics industry.

DISPLAY PERIOD	NET FEE
2 weeks	€ 29
4 weeks	€ 49

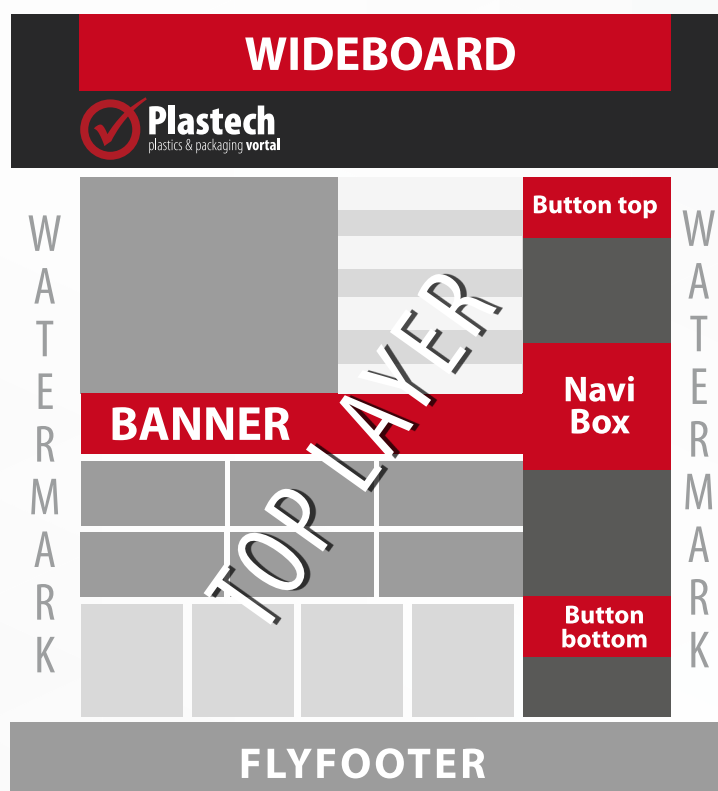


## BANNER ADVERTISING



Banners are the most visible form of advertising on web pages. They are located in eye-catching spots which ensure a large audience. A user is sent directly to the advertised webpage after clicking on a banner ad. Banners shape perceptions of the brand and company image.

Banners are presented on the entire page on every 3rd, 6th or 12th page view. The number of page views and duration of display are set individually. Choose the best place for your company and specify an approximate period of advertisement, we prepare a special offer for you!



BANNER TYPE	NET PRICE IN EURO FOR ONE MONTH BANNER EMISSION			
	HOME PAGE +1 THEMATIC SECTION	HOME PAGE +2 THEMATIC SECTION	HOME PAGE +3 THEMATIC SECTION	WHOLE VORTAL
Wideboard (1160x150 px)	500	670	790	880
Banner (705x80 px)	360	480	560	630
Navibox (290x260 px)	310	420	490	550
Button top (290x80 px)	240	320	380	430
Button bottom (290x80 px)	190	250	300	340

## BANNER ADVERTISING



### FLYFOOTER

is an advertisement in the form of banner with dimensions of 750x100px at the bottom of the page. Despite the scrolling remains permanently adhered to the bottom of the screen. User can roll-up or expand it. The user will see the advertisement only at the first site entry.

**€ 300 net value**  
1 week display

### WATERMARK

is a static advertising placed in the form of a background page visible in the whole service. Perfectly impacts the brand name recognition among the potential customers.

**€ 300 net value**  
10 days display

### TOP LAYER

is an advertisement in the form of banner with dimensions max. 750x400px placed on a transparent layer covering the entire surface of the web site. Advertisement appears when you open a page and disappears after 15 seconds. The user will see the advertisement only at the first site entry.

**€ 360 net value**  
1 week display

### SCROLLER

is an advertisement in the form of a scrolling bar heights up to 30px at the bottom of the page.

**€ 240 net value**  
1 week display



## OTHER ADVERTISING FORMS



### E-MAILING ADVERTISING

If you want to reach potential clients in express mode or inform them about events in your company, send an invitation to trades, send Holidays wishes, the best solution is sending an electronic letter. We have a large database containing over 19.000 registered users. We will send your message to all users or to selected target groups.

**€ 340 net value**  
unit price



### ADVERTISING IN THE NEWSLETTER

The newsletter contains selected content published on the vortal. You can place your banner or text advert among the newsletter content. Thousands of subscribers are waiting for the most important information from the industry.

**€ 71 net value**  
unit price



### SPONSORED ARTICLE

This is an article written by a client on any particular topic. The article contains a logo, photos and links to the client's webpage. The article is presented on the homepage and in the newsletter.

**€ 240 net value**  
unit price



### PHRASE SPONSOR IN PLASTECHOPEDIA

Plastechopedia is a unique educational project helping users to learn on materials and technology. Join registered companies that wished to sponsor Plastechopedia entries. Make your brand or trademark a synonym of a record!

**€ 170 net value**  
price per year



# BUSINESS

# CONTACT US

BANNER ADVERTISING  
SPONSORED ARTICLE  
E-MAILING  
BUSINESS DIRECTORY  
B2B OFFERS

**WWW.PLASTECH.PL**

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US THROUGH EMAIL OR PHONE.

WE ARE AT YOUR DISPOSAL

## OWNER

**PAWEŁ WIŚNIEWSKI**

## MARKETING

**KRZYSZTOF TARASIEWICZ**

kt@plastech.pl

+48 530 704050


## PRESS PUBLICATIONS

**MICHAŁ KRAJKOWSKI**

mk@plastech.pl



 +48 56 658 15 11

 +48 56 658 15 10

 info@plastech.pl