



# ELECTRONIC MEDIA INFORMATION



[ipesearch.com](http://ipesearch.com)



[hsssearch.com](http://hsssearch.com)



[hsmsearch.com](http://hsmsearch.com)

## Unique Electronic Portfolio

We are all aware of the demand for sourcing products & suppliers online increases allowing buyers to find there requirement quickly and efficiently 365 days of the year at a click of a button. Western Business Publishing has responded by launching a unique electronic portfolio.

In 2004 Tri-Media Direct the digital arm of WBP created websites to support our successful portfolio of magazine titles including: Industrial Plant & Equipment, Handling & Storage Solutions, & Health & Safety Matters thus providing thousands of our readers a fast and easy route to source latest news, articles, suppliers and there products.

**The sites are:**     [www.ipesearch.com](http://www.ipesearch.com)     [www.hsssearch.com](http://www.hsssearch.com)     [www.hsmsearch.com](http://www.hsmsearch.com)

## Are you taking advantage of thousands of customers looking at our sites?

Our online opportunities allow for your message to reach thousands of people daily, by placing an advertisement within relevant sections, products, editorial content, company enhancement, and through keyword sponsorship ensuring your online advertising will be displayed continuously to relevant electronic buyers.

## Why Should I get involved with e-newsletters?

Each magazine has a dedicated monthly e-newsletter. These are sent direct to thousands of readers straight to their inbox. Months of, and continuous telemarketing ensures that these individuals have personally expressed to receive e-newsletters from our portfolio. Written by the editor, the newsletter includes latest products, services and industry news. Each e-newsletter has an opted in circulation of:

**IP&E e-news . . . . . 15,500**

**H&SM e-news . . . . . 14,000**

**H&SS e-news . . . . . 13,500**

Simply supply an article of approximately 250 words and a relevant image. For a nominal fee the article will get sent to the full circulation in both HTML and plain text formats. Enquiries will be delivered by e-mail to a nominated address and include the enquirers name, company name, e-mail address and any other comment.

The full article/release will also be uploaded for FREE in full on the relevant website for future reference and search; it will also be attached to your company profile.

To gain maximum exposure, the e-news sponsor banner and tile banner options are available. Please see costs opposite.

## What Feedback will I get back?

At any point during your online campaign you may request a report to find out the following:

### Statistics

- General site statistics (*what's being looked at where and when*)
- Your advertising links (*how many are being clicked*)
- Editorial Content (*how many people have viewed your articles*)

### Direct Sales Enquires

- By e-mail (*enquirer name, company name and contact details*)
- Archived also for reference

# PACKAGES

## Homepage Banners



### Homepage banner sponsor

Please call to check availability of sites main sponsor and related costs.

### Homepage tile banners

Your tile banner would be permanently displayed on the homepage.

## Section Banners



### Main section banner

There are several options on all sites with a section heading that will suit your product / service.

Your banner would be the only header banner, permanently visible throughout the section.

## Section Tile Banners

Handing & Storage solutions  
hsresearch.com

See why Bend is the best selling articulated truck in the UK, Europe & the World.

Registration

To be in with a chance of winning an iPod just register your details below.

PLEASE VISIT OUR PROMOTIONAL WEBSITE

Search

The Whole Site

Submit

WIN A BIG ASS PRIZES

REGISTER FOR FREE

Magazine Enquiries Profile

Enquiry Number

February 2007

Find

Product Card

December 2006

Find

Marketing Email

Newsletter Subscriptions

Name

Format

Receive for Free?

HTML

### Section tile banner

Your tile banner would be permanently within this section. It will also be displayed on an editorial viewed or found within this section.

## Keyword Sponsors

Handing & Storage solutions  
hsresearch.com

See why Bend is the best selling articulated truck in the UK, Europe & the World.

Search results for 'training' - 134 hits

Your query took 1.79 seconds to execute!

Results - view all 7

Bend replaces two old tractors when maintenance costs on its 10 year old reach truck and 25 year old counterbalance truck became prohibitive. Fighting manufacturer, Howard Bros, needed a replacement truck that would do the work of both its old trucks, operate in 2.5m aisles and be...

1 search result listed  
view website  
email Transport Bend Ltd

Products & Services - 1 found

Northampton College  
Northampton College  
view website  
email Northampton College

Further Results

By Owner: 111 - Click to view  
By Product/Manufacturer: 111 - Click to view  
By Supplier: 4 - Click to view

Search

The Whole Site

Submit

BT Rolatruc

Magazine Enquiries Profile

Enquiry Number

February 2007

Find

Product Card

December 2006

Find

### Keyword sponsors

You can choose to sponsor a number of keywords / phrases.

As soon as a user types in your keyword or phrase, your tile banner will appear on the right hand side, next to the search results.

e.g. typing in the keyword 'Training' displays the results as shown

## Enhanced Company Profile

The screenshot shows a detailed company profile for AMBIRAD LTD. The profile is structured as follows:

- Header:** AMBIRAD LTD. Talk to the leader. www.ambirad.co.uk
- Address:** Free Port Bristol, Millway, Unit 101, Millway Park, Bristol, Gloucestershire, BS1 2JQ, UK. Phone: 01274 6097128.
- Related Stories:**
  - 2009: New tube heating system
  - May: Reducing energy costs for World Cup beer
  - Heat pipes
  - 2008: New
- Company Name:** Ambirad
- Address:** New Freeport, Millway, Unit 101, Millway Park, Bristol, Gloucestershire, BS1 2JQ, UK.
- Contact Details:**
  - 01274 6097128
  - 01274 6097128
  - www.ambirad.co.uk
- Description:** Ambirad Ltd, Europe's leading manufacturer of industrial tube heating systems for industrial and commercial applications. It also provides the highest quality heat exchangers and industrial tube heaters. Vision of an ambient non-ventilated air energy-efficient radiant heating, allowing maximum use of floor space and maximum heat transfer. Maximum heat transfer, reduced heat consumption, noise levels and emissions to suit boiler size and UK conditions. Designed to suit both new and retrofit applications, vision is aesthetically pleasing, and needs minimal.
- Associated with:**
  - Boiler & Air Curtains/Air Curtains - Unheated
  - Boiler & Air Curtains/Air Curtains - Heated
  - Heating / Space Heating
  - Heating / Radiant Heaters
- Logos:** igus, IR Ingersoll Rand, FIR Systems.

Every company has the opportunity to enhance their own profile page.

### What advantages are there?

- Your own banner with link.
- 500 word product / company overview with pictures & links.
- PDF downloads e.g. catalogues / sales literature.
- Menu driven editorial archive.
- Priority listing within search results.
- Enhanced entry within 'Companies' section.

All click reports can be generated to view number of views to this page and number of reads your articles have had.

## e-newsletter Packages

The screenshot shows an e-newsletter article for Handling & Storage solutions. The article includes:

- Header:** Handling & Storage solutions. Get only the best selling products from the UK's largest plant hire company.
- Image:** A large image of a storage facility.
- Text:** A detailed description of the company's services, including a list of products and services.
- Footer:** Contact information and a call to action.

### e-news article

Supply us with around 250 words and a colour picture and we will send this in HTML and plain text formats to the e-news circulation.

You will be supplied with all click statistics and enquiries on email.

### e-news sponsorship & banners

Take advantage of sponsoring an e-newsletter with maximum exposure, by taking the e-news main header banner or tile banners.

All click activity will be reported.

The screenshot shows an e-newsletter page for Handling & Storage solutions. The page layout includes:

- Header:** Handling & Storage solutions. Call now for your free quote.
- Main Content:** A large banner for 'Handling & Storage solutions' with a call to action.
- Articles:** Several smaller articles with images and text, including one about 'Handling & Storage solutions' and another about 'Handling & Storage solutions'.
- Footer:** Contact information and a call to action.

# RATES

<b>Premium package</b>	<ul style="list-style-type: none"><li>• Homepage banner sponsor</li><li>• Enhanced company profile</li><li>• 20 keyword sponsors</li><li>• 3 e-news articles including enquiry service</li><li>• Full statistic / client reports</li></ul>	Annual Rate £9,500
<b>Standard package</b>	<ul style="list-style-type: none"><li>• Section banner sponsor</li><li>• Enhanced company profile</li><li>• 15 keyword sponsors</li><li>• 3 e-news articles including enquiry service</li><li>• Full statistic / client reports</li></ul>	Annual Rate £6,500
<b>Value package</b>	<ul style="list-style-type: none"><li>• Section tile banner sponsor</li><li>• Enhanced company profile</li><li>• 10 keyword sponsors</li><li>• 2 e-news articles including enquiry service</li><li>• Full statistic / client reports</li></ul>	Annual Rate £3,500
<b>Starter package</b>	<ul style="list-style-type: none"><li>• Enhanced company profile</li><li>• 5 keyword sponsors</li><li>• 1 e-news article including enquiry service</li><li>• Full statistic / client reports</li></ul>	Annual Rate £1,500
<b>e-news sponsorship</b>	<ul style="list-style-type: none"><li>• e-news main banner</li><li>• 1 e-news article including enquiry service</li><li>• Click tracker service</li><li>• Email enquiry service</li></ul>	Single Entry £1000
<b>e-news banner entry</b>	<ul style="list-style-type: none"><li>• 1 tile banner</li><li>• Click tracker service</li></ul>	Single Entry £550
<b>e-news entry</b>	<ul style="list-style-type: none"><li>• 1 e-news article including enquiry service</li><li>• Email enquiry service</li></ul>	Single Entry £450



# DATA

## **Main Homepage Sponsor – Header Banner**

Banners should be supplied in JPEG, GIF or SWF formats, 468x60 at 72dpi.

## **Section Tile Sponsor**

Banners should be supplied in JPEG, GIF or SWF formats, 170x65 at 72dpi.

## **Keyword / phrase Sponsor Banner**

Banners should be supplied in JPEG, GIF or SWF formats, 170x65 at 72dpi.

*Animated GIFs should be a maximum of 12fps, please try to keep the file size as small as possible. You will also need to provide a URL to which the user is taken when clicking on the banner. If supplying SWF, please provide full source FLA and follow instructions on [ipesearch.com/advertisersarea](http://ipesearch.com/advertisersarea) to ensure click tracking is handled correctly.*

## **Enhanced Company Profile**

Content for your enhanced entry should be a combination of approximately 500 words plus images/photos and should be supplied in one of the following formats:

- HTML (Zipped with images or references to absolute URLs)
- Word (Linked to hi-res images, please remember to include)
- If any images or text should be links please specify in brief.

## **E-newsletters**

- **Header Sponsor Banner** – Banners should be supplied in JPEG or GIF format, 450x90 at 72dpi, with the file size as small as possible. You will need to provide a URL to which the user is taken when clicking on the banner.
- **Tile Banner** – Banners should be supplied in JPEG or GIF format, 145x55 at 72dpi, with the file size as small as possible. You will need to provide a URL to which the user is taken when clicking on the banner.
- **Sponsored Advertorial Stories** – Please supply digital image as either EPS, TIFF or JPEG – CMYK at 300 dpi. Please also supply 250 words of text. This will be edited for the e-mail newsletter and attached to your profile on our website. If a different URL is required for readers to be directed to, please add the address on your order confirmation. *All copy should be e-mailed to [sales@western-bp.co.uk](mailto:sales@western-bp.co.uk) no later than 10 days prior to publishing.*

*\*Note – Any banner supplied for e-newsletters will also need to be accompanied by a small text based message for reiterating the same advertisement for PLAIN TEXT version*

**ipe**search.com

**hss**search.com

**hsm**search.com



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