

Media data

Status Nov. 2005



Breaking newground.

With **tunneltrade.com**, a powerful, worldwide platform has been generated, offering tunnel construction specialists a universally applicable medium. By means of a diversified range of goods and services, a well managed news domain and the cost-free use of a multitude of useful calculation tools, tunneltrade.com forges close links with active and potential customers.

Take advantage of this sustained customer retention for your interests – because with us, users turn to regularly active customers.



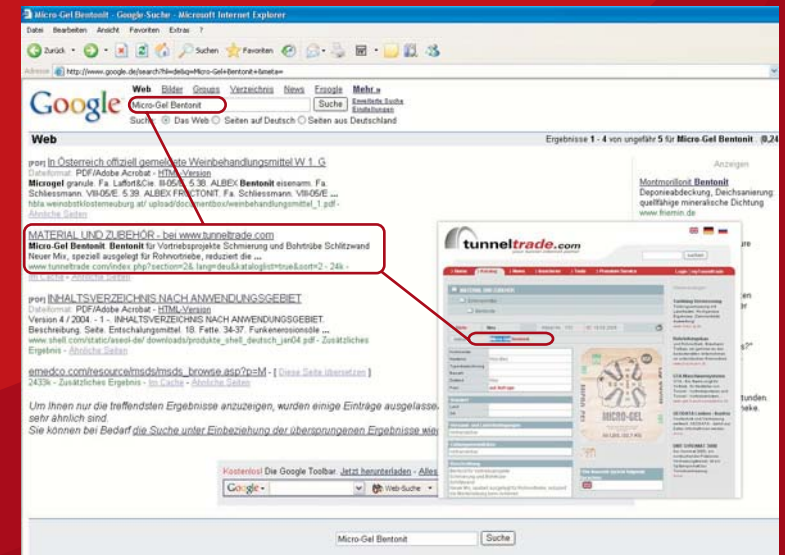
So you will be found.

Besides the service and information tools attracting customers to visit our site regularly, the extremely structured design of the site will be conducive to the professional customer-friendly atmosphere. So the internal search engine with the possibility of a detailed keyword search and the function of “browsing” the topically classified catalogues will satisfy all customers’ requirements and at the same time generates an enormous response for any single advertisement on **tunneltrade.com**.

Also our **international promotion of the site** as well as **the features for optimization of the search engine** and **the selective search engine marketing** afford a quick and direct finding of your advertisement by the use of established external search engines. That means we ensure that the terms you placed in your advertising, will be found to a great extent by international (such as **Google**) and in particular by the **Russian search engines**.

Recent studies have shown that nowadays the internet user more and more searches for the product he requires by use of the established search engines. Normally, he/she will have a short look at the first 3 – 5 search results offered. Only the one attracting the customer’s interest within this short term (2 – 3 seconds), has successfully overcome the first obstacle of acquisition of new customers.

Only when the visual information displayed to the customer is directly linked to the search key he had entered, will he study the advertisement in detail.



In **tunneltrade.com**, the effectiveness of your advertisement is extensively guaranteed at any time.

Advertising and promoting *effectively*.

We offer you the opportunity to present your products and services target-oriented to an international public on one of the most innovative and most frequented platform in the field of tunnel construction. Especially by means of our illustrated advertisements far exceeding simple product information, important details, e.g. payment arrangements or dispatch and delivery conditions will be treated in the run-up and the basis for an unobstructed transaction is at any time assured. So this trading platform obtains a matchless mutual advantage for customers and suppliers.

Moreover, you can add weight to your advertisement by extending it with a company link on the home page in order to benefit directly from the high attention.

Please choose from two packages the one which is relevant for you:

Product advertisements

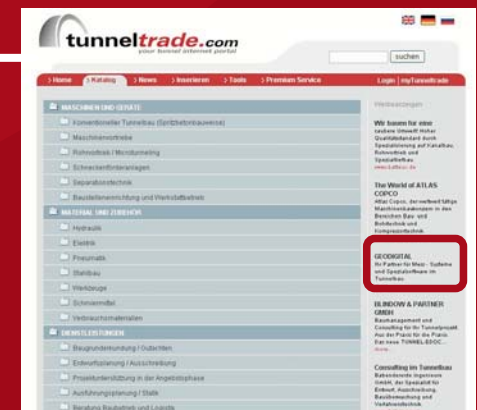
Present and promote your products yourself. Enhance your chances and place the products in up to **three languages** (German, English and Russian).

We will take over the translation into Russian.



Company links

With this package, you have the opportunity to place subject-oriented different **advertising add-ins**.





Figures argue for **tunneltrade.com**.

Already in the **first few weeks**, an **above-average number of users** made use of the **worldwide unique fusion** of information and trade afforded by this portal.

So in the first four weeks, **tunneltrade.com** has reached a **page-rank of 4** and **more than 90,000 page-impressions per month**.



Tariffs

Tariff list tunneltrade.com, effective from Nov. 01, 2005

Service	6 weeks	3 months	1 year
Machines and equipment	75 € / 95 \$ US	120 € / 145 \$ US	430 € / 520 \$ US
Material and attachments	50 € / 60 \$ US	80 € / 95 \$ US	290 € / 350 \$ US
Services	50 € / 60 \$ US	80 € / 95 \$ US	290 € / 350 \$ US
Employees	25 € / 30 \$ US	40 € / 50 \$ US	145 € / 175 \$ US
Advertising at the margin	Not available	210 € / 250 \$ US	750 € / 900 \$ US

Translation service (each in 2 languages) flat rate **25 € / 30 \$ US**

For you as a **major customer**, we would be pleased to design individually arranged all-inclusive **service packages**.

Simply contact us.



As external **marketing platform**, we are the **right contact** for the **effective marketing** of your **products** and **services** in the field of **tunnel construction**.

Concerning any questions or further information, we will anytime be at your disposal.

Please contact Frank Schwarzer (info@tunneltrade.com)

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