

Tobaccoreporter.com, putting the world of tobacco at your fingertips

Tobacco Reporter's web site offers a newly redesigned and powerful communication tool for any tobacco business. Offering keyword searches of our vast archives and editorial-rich content, www.tobaccoreporter.com is the perfect compliment to our print magazine to reach our global audience and influence their buying decisions

Before the redesign, we already averaged **more than 10,000 hits a day** with an average length of nine minutes per visit. Imagine how much higher our online readership will be with years of information added to our content!

The addition of a **real-time news stream** means no tobacco office should have a computer that isn't set to tobaccoreporter.com as their browser's home page. Not only will *Tobacco Reporter's* experienced and trained editorial staff bring you breaking headlines, but the searchable archives will allow you to access the story behind the headlines—newsmakers and corporate mergers can be searched for the events and developments leading up to today's news.

Choose from several sizes of online advertisements to reinforce and expand on your print message—**sponsored keywords, display pavilions, run-of-site and jumbo banners, permanent banners...** if you can think of it, we can accommodate it. Packages are available in 6-month commitments, and prices are detailed in this presentation.

Our **new keyword search feature** allows logged-in visitors to access our editorial archives and find only the information they're interested in, from specific search terms like "embossing rollers" to more general words, like country or company names. Keywords sponsored by advertisers mean search results will be displayed with relevant editorial coverage featuring the sponsor at the top of the results page. An accompanying pavilion on the results page makes it easy to jump straight to sponsors' web sites.

You can still purchase **run-of-site (ROS) banners** like you always have. In fact, every page of our web site will include traditional ROS banners, as well as permanent banners. But now, we offer **pavilions** measuring up to 235 x 196 pixels. That's more than double the size of a traditional banner—and the possibilities with this increased format are virtually endless!

Pavilion ads have audio and video capability, can link to *Tobacco Reporter*-related editorial, the advertisers' web site, and any press releases or company information that the advertiser chooses.

Any pavilion can be reserved for a **specific key word search**. When a visitor searches the *Tobacco Reporter* site for a specific word (example: leaf processing) an advertiser can purchase the exclusive right to this word, and only this advertisers' pavilion will be displayed on the search results window.

Put your sales message directly in front of tobaccoreporter.com users. Keyword sponsorships and pavilions or banners can work for your sales force 24 hours a day, 7 days a week. So keeping your message in front of customers and prospects just got a whole lot easier!

Tobaccoreporter.com opens your business to prospects and customers around the world even when you can't be available—delivering a qualified audience directly to your sales force with lead generations, inquiries and the ability to track our site traffic. Boost your visibility with a combination of print ads for image building with web ads for specific product sales. No one puts the world of tobacco at your fingertips like *Tobacco Reporter*.

Now that's smart.



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