



# bioenergy *Pro*

The Site for Bioenergy Professionals

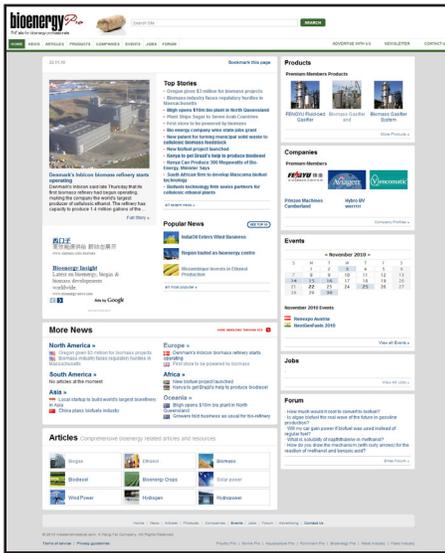
2011 Media Kit

# Advertising opportunities - Reach a larger audience

*Bioenergy Pro* is the leading Bio-energy Industry website, providing the latest news and information to executive decision makers & other sectors of the Bioenergy Industry. Online advertising on our website can deliver you with the most cost effective and efficient form of advertising. A virtual trade show all day, every

day of the year; your products are always on display and can be easily found by decision makers searching for your products and services. An established and leading industry website, advertising with us will aid in growing your brand's awareness in the marketplace and increase the quantity of quality leads you receive online.

Since 2005, our readers have turned to us to gain a competitive advantage. *Bioenergy Pro* can be your competitive advantage in reaching key executives and turning leads in to sales. Advertise with *Bioenergy Pro* and stretch your marketing dollars while increasing your search presence. Your success is our vision.



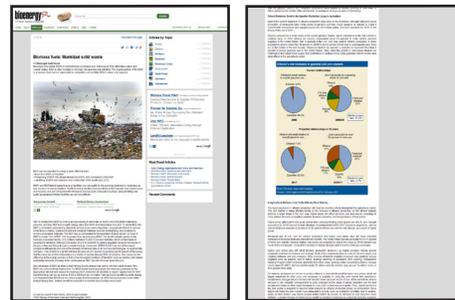
**Latest Bioenergy Industry News** Daily news and updates specific to the Bioenergy Industry. This includes vendor and/or industry news, industry developments, product announcements, new product releases, upcoming events and more. *Bioenergy Pro* is one of the first stops by Bioenergy Industry professionals for bioenergy related news and developments.

**Detailed Technical Articles** Professional expert technical articles on all aspects of the Bioenergy Industry are frequently posted and updated on our website. All technical articles are free to view by any of our website visitors. Sponsored content - technical articles spots are also available.

## Bioenergy Industry Focused B2B

*Bioenergy Pro* Buyers' Guide provides year-round advertising opportunities as the premier online B2B marketplace specializing in animal bioenergy related products.

Membership to our b2b is free, allowing all members of public to freely browse and contact any listed company.



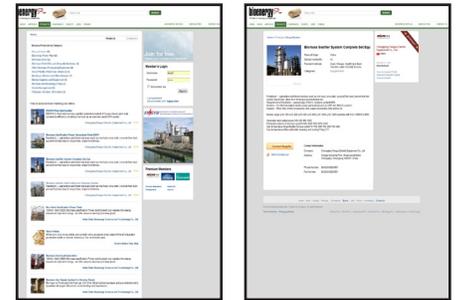
The buyers' guide comprises of company profile pages displaying company information and contact details, along with product pages showing full details of the products.

Companies and their products are searchable from every page of our website.

There are also options to upgrade membership, for benefits such as prioritized listings, additional product postings, etc. More details are given later in the media kit.

## Bioenergy Industry Events

*Bioenergy Pro* is partnered with the leading bioenergy exhibitions, and lists an up-to-date list of upcoming Bioenergy Industry events.



**Product Spotlight** Provides snapshots of partners products, each with a full-colour photo, giving readers the opportunity to browse and request more information

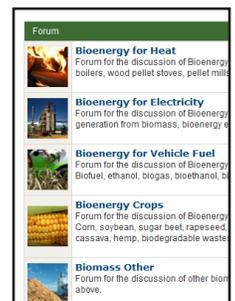
**Company Profiles** Provides full detailed company information, giving readers the opportunity to browse and request more information



**Jobs Board** Comprehensive job board featuring the latest job openings in the Bioenergy Industry. Posting and applying for positions is totally free.

## Discussion Board

A lively community of bioenergy professionals. Our discussion forum is a place for professionals to share their expertise, answer and post questions, and network with other Bioenergy Industry professionals





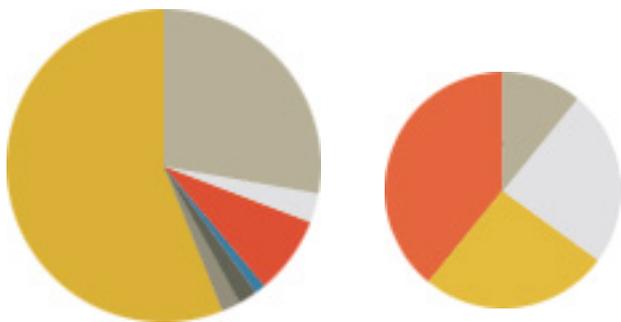
## GROW ... ENGAGE ... CONNECT

Reach more professionals with *Bioenergy Pro*

- With our focus on providing quality bioenergy related content, advertising online on *Bioenergy Pro* will give you increased exposure and promotion to your target markets.

- Reinforcing other advertising and marketing with digital gives you immediate measurable results and provides proven lead generation.

- Digital advertising increases reach, frequency and brand recognition while driving traffic to your website.



*Bioenergy Pro* reaches more professionals and decision makers in the Bioenergy Industry

- Ten's of thousands of opt-in email subscribers
- 155% increase in page view over 2009
- 48% increase in unique monthly visitors over 2010

### Digital Display Ads

Rotating, fixed button and banner ads on the website broad exposure and increase impressions. See following page for banner advertising rates.

### Electronic Newsletter Advertising

An extension of the print publications gives advertisers another opportunity to reach prime prospects - in a more engaging, interactive way. Get your message sent direct to your target's inbox. Ads – \$1,214 per issue

### Buyers' Guide

The *Bioenergy Pro* Buyer's Guide is an interactive b2b listing of bioenergy related products and services – enabling all bioenergy related categories and industry types – located in one, easy to navigate place.

A Premium or Premium+ listing ensures your listing is moved to the top of the list or highlighted, making you stand out from your competitors. Don't let your sales slip away because you haven't a premium listing.

### Sponsored Content

Our digital team will customize to meet your needs while developing microsites and targeted messages to enhance you involvement.

### Peel Back Ads

These ads are a fun way to get the user's attention and drive your message home. An initial ad (100 X 100) resides in upper right corner of the page. When the user clicks, the ad tears down to reveal the full-page ad (back page);thousands of prime prospects.

# Maximum Exposure of your Brand

Increase brand awareness, and gain maximum exposure of your company and products. Gain the edge on your competitors by building a strong image for your company through our website banner advertising. Banner advertisements put your company and brand straight in the view of consumers, being displayed in the most prominent positions throughout our website.

## Be Noticed! 1000's of views everyday

The screenshot shows the bioenergy Pro website homepage. At the top left is the logo "bioenergy Pro" with the tagline "THE site for bioenergy professionals". A search bar is located to the right of the logo. Below the logo is a navigation menu with links: HOME, NEWS, ARTICLES, PRODUCTS, COMPANIES, EVENTS, JOBS, FORUM. To the right of the navigation menu are links: ADVERTISE WITH US, NEWSLETTER, CONTACT US. The main content area is divided into several sections:

- Main Banner 622px x 92px:** A large orange banner at the top left.
- Top Stories:** A section with a large image of a refinery and a list of news items. The first item is "Denmark's Inbicon biomass refinery starts operating".
- Popular News:** A section with a "SEE TOP 10" button and a list of popular news items, including "IndiaOil Enters Wind Business".
- Products:** A section titled "Premium Members Products" with images of industrial equipment and links to "FENGYU Fluid-bed Gasifier", "Biomass Gasifier and", and "Biomass Gasifier System".
- Companies:** A section titled "Premium Members" with logos for "FENGYU 锋渝", "Aviagen", and "Vencomatic".
- Events:** A section with a calendar for "November 2010" and a list of events including "Renexpo Austria" and "NextGenFuels 2010".
- Jobs:** A section with a "View All Jobs" link.
- Forum:** A section with a "Enter Forum" link and a list of forum topics.
- More News:** A section with "MORE HEADLINES THROUGH RSS" and a list of news items categorized by region: North America, Europe, South America, Africa, Asia, and Oceania.
- Articles:** A section titled "Comprehensive bioenergy related articles and resources" with a grid of article categories: Biogas, Ethanol, Biomass, Biodiesel, Bioenergy Crops, Solar power, Wind Power, Hydrogen, and Hydropower.

At the bottom of the page is a footer with the following text: "© 2010 meatandlivestock.com. A Hang Fai Company. All Rights Reserved. Terms of service | Privacy guidelines | Poultry Pro | Swine Pro | Aquaculture Pro | Ruminant Pro | Bioenergy Pro | Meat Industry | Feed Industry".

### Banner Advertising

Main and side banner advertising slots are available as either:

### Site wide campaign

A campaign of different banners is placed on the prime spots on selected pages including; index page, news section, article section and forums.

Over 1000 pages will show your banner up the top giving maximum exposure.

Main banner - \$2,650 per month  
Side banner - \$1,600 per month

### Homepage

A single banner placed in the either the main spot or sidebar on the homepage, the main entry point to our website.

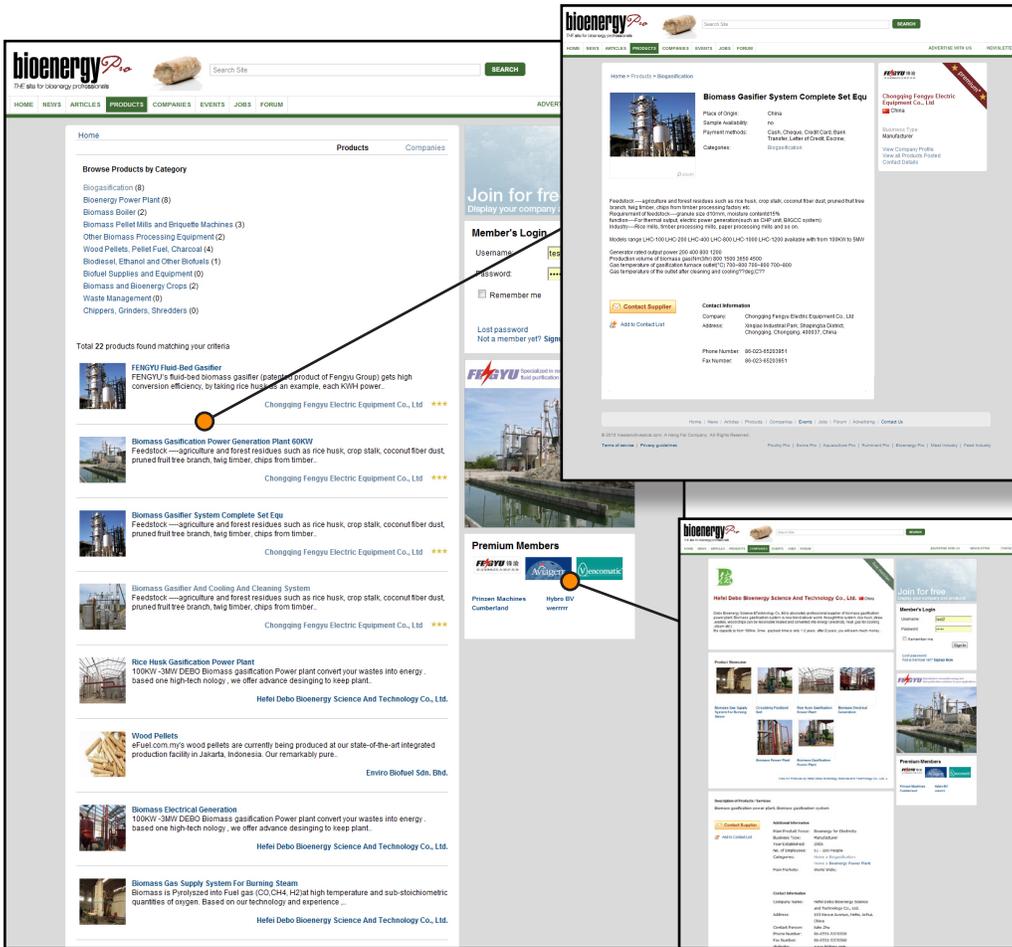
Banner advertising gets you immediate, measurable results. You can rev up your branding message or drive click-throughs to sales. Our banner ad choices allow you to pick from the size that meets your budget and needs.

Main banner - \$1,216 per month  
Side banner - \$855 per month

Main banner specifications:  
Dimension Size: 622 x 92px, File size:  
Under: 50kb, recommended: 30kb

# A Virtual Trade Show 24-7/365 days a year

Exhibit your company and showcase your products everyday, all year round. Our website receives more visitors in one month than most trade shows attract in an entire show. For a fraction of the cost, make use of buyers' guide to attract targeted buyers of your products.



## FREE Detailed Company Listing with Logo

**Free** listing includes:

- Company Name
- Description
- Logo **NEW!**
- Contact Details
- Complete Product Details
- Profile Page **NEW!**

**Go online to review or update your listing today!**

## Upgrade your Listing in our Buyer's Guide

Benefits include:

- Prioritized Product Listings
- Prioritized Profile Listings
- Additional Product Postings
- Main Site Banner / Link
- Buyers' Guide Banner / Link

Premium+: **\$1100**

Premium: **\$180**

# Advertising Rates

		Advertiser Rates (per month) 2011
<b>Homepage</b>	Main Banner 622px x 92px	\$1,216
	Side Banner 354px x 215px	\$855
<b>Section Fixed Positions</b>	Main Banner 622px x 92px	\$600
	Side Banner 354px x 215px	\$300
	Footer Banner 622px x 92px	\$350
<b>Site-Wide*</b>	Main Banner 622px x 92px	\$2,650
	Side Banner 354px x 215px	\$1,600
<b>Buyers' Guide</b>	Premium Annual Membership	\$1100
	Premium+ Annual Membership	\$180

# Contact Us



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**Bioenergy for... Heat - Electricity - Fuel**

[www.BioenergyPro.com](http://www.BioenergyPro.com)

**Take your Marketing to the Next Level...**

Meat & Livestock Media is an internationally recognized business-to-business media company with a diverse portfolio of products reaching more than millions of professionals annually within the animal husbandry market. Meat & Livestock Media, which includes print, interactive and custom-marketing services, also provide comprehensive, integrated advertising and marketing programs for our valued customers and clients. The company's leading business publications, trade shows, conferences, websites, electronic and online products, and custom marketing capabilities enhance brand identity, generate sales leads, build product awareness, and generate sales, as they strengthen customer/client relationships. For more information on how Meat & Livestock Media can help you achieve your advertising and marketing objectives, visit [www.meatandlivestock.com](http://www.meatandlivestock.com).