

Choose the subscription best suited to your strategy and your budget

Insofar as the marketing of your activity and your products is concerned, your needs and your targets (budget, results) are no doubt specific. We have thus established a wide range of subscriptions to comply with your requirements and your preferences.

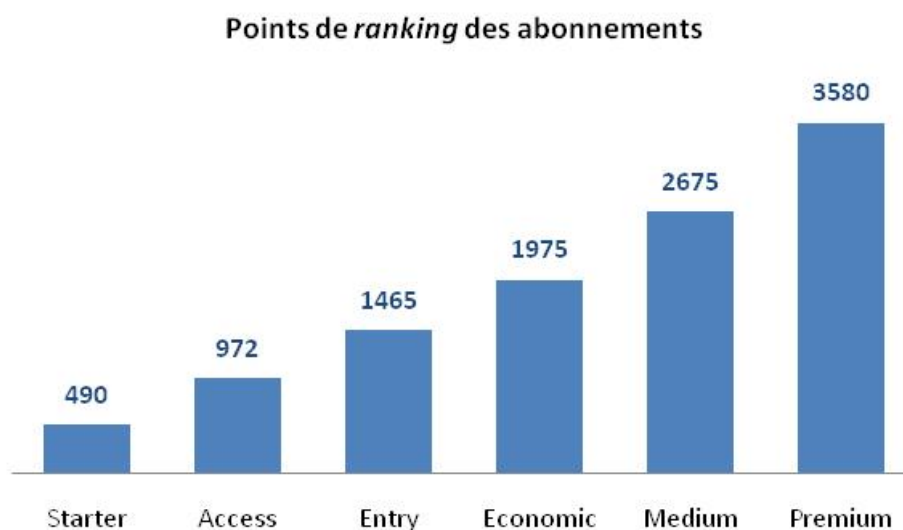
Should you require any further information, by all means contact our advisors to express your needs. They are at hand to go through the EUROPAGES offering with you and prepare a tailor-made response.

All EUROPAGES subscriptions have the same basic content.

- Standard information (company name, country, town/city, address).
- Contact details (landline, mobile, e-mail, fax).
- One or more web addresses.
- A descriptive text in 1 or 15 languages, depending on whether you opt for the single- or multi-language option.
- Keywords (the number of keywords available varies).
- 24/7 access to your myEUROPAGES account and to your ad's statistics.
- The possibility of incorporating additional options, either free (videos, photos, documents, business information, website addresses) or paid (additional keywords, priority keywords, product catalogues, advertising banners, etc.).

However, not all subscriptions have the same ranking.

The E*Card's ranking is its position in the EUROPAGES results page. This ranking is calculated in points. It increases with the price of the subscription. The ranking applies to E*Cards that appear in the results page when a search is run. These cards are ordered according to the respective rankings.



(Subscription ranking points)

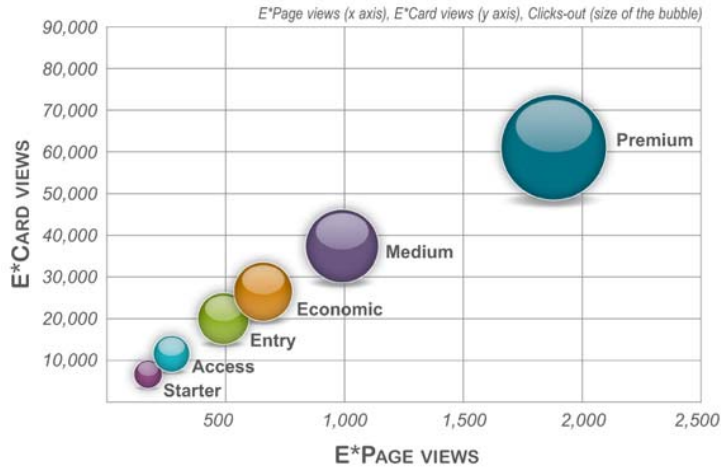
The ranking increases along with the breadth of the subscription's content.

The quality of the content provided in the various subscriptions varies. The greater the number of keywords, the higher the ranking. When you find a single-language E*Card alongside a multi-language E*Card in the same language, their ranking will be the same. However, multilingual subscriptions mean that the E*Card will be displayed on a larger number of EUROPAGES sites, thereby ensuring greater visibility and better overall performance for the multilingual E*Card.

<i>Subscriptions:</i>	Starter	Access	Entry	Economic	Medium	Premium
Keywords	8	10	14	19	24	33
Original text (characters)	1000	1000	1000	1000	1000	1000
Translated text (characters)	320	320	320	320	320	320
Languages (translations) *	15	15	15	15	15	15
Links to website	1	1	2	2	3	3
Telecom (e-mail, phone, mobile, fax)	3	4	8	12	16	20
Videos	10	10	10	10	10	10
Showroom (photos, brochures, links)	10	10	10	10	10	10
myEUROPAGES	Yes	Yes	Yes	Yes	Yes	Yes
Postal address	Yes	Yes	Yes	Yes	Yes	Yes
Company name	Yes	Yes	Yes	Yes	Yes	Yes
Logo	Yes	Yes	Yes	Yes	Yes	Yes

Price €490 - €3580. Prices vary depending on the country and on the options incorporated in the subscription. For more details, [ask for a quote](#) or [call our advisors](#).

Performance levels reflect the ranking



The higher the E*Card's ranking, the higher the number of E*Card Views and E*Page Views. The number of clicks on the member's link increases proportionately to this increased visibility (as shown in the size of the circles on the diagram).

Options can be added to the subscription to increase its ranking and performance

- Products catalogue:** With the paid subscription, you can publish a digital catalogue of your products on the E*Page. This is done by retrieving your products from your site either using crawlers or via file transfer (xml), and then publishing them on your E*Page. This simple, highly effective process gives your products enhanced visibility for a targeted audience. This option is available on request by contacting our advisors.
- Additional keywords:** Additional keywords complement the keywords already included in the subscription. They bring greater reactivity to the search, and confer additional ranking points on the E*Card.
- Priority keywords:** You can add a *Priority* option to your keywords. This adds additional ranking points, thereby improving the E*Card's positioning in the results page. With Priority keywords, there is no longer any need for additional keywords to increase your E*Card's ranking.

* The E*Pages of multilingual subscriptions are published in 15 languages: English, French, German, Spanish, Italian, Dutch, Portuguese, Danish, Swedish, Finnish, Greek, Polish, Russian, Turkish and simplified Chinese

The subscription is published in English on the 11 additional EUROPAGES sites (Czech, Hungarian, Romanian, Bulgarian, Slovenian, Lithuanian, Latvian, Estonian, Norwegian, Arabic and Traditional Chinese).

EUROPAGES, 15 years dedicated to making you visible on the Web

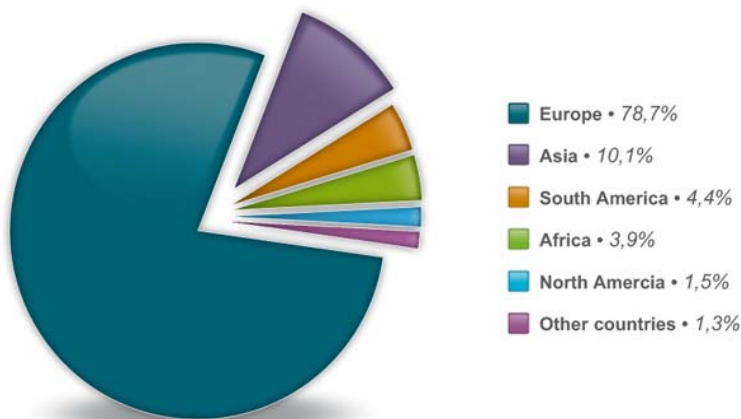
Founded back in 1982, EUROPAGES first went online in 1995. Since then, the site has grown continually, with a constant objective of providing greater visibility to its members, their activity and their products & services.

- **A sizable audience**

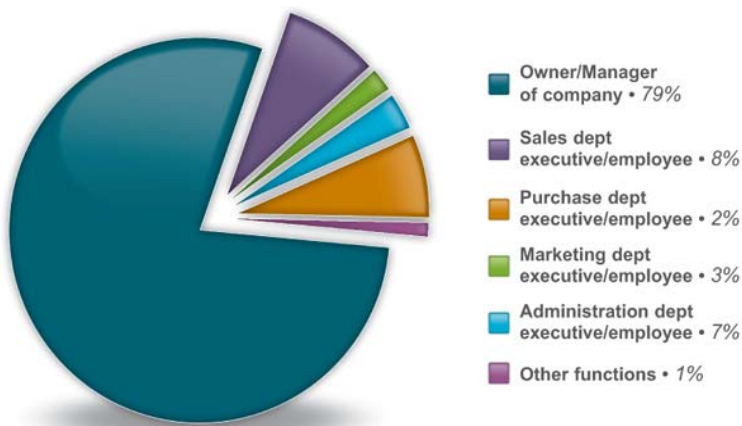
Every month, millions of professionals (3.1 million unique visitors a month) visit the europages.com site. This notoriety places EUROPAGES among the most visited B2B sites in Europe.

- **A mainly European audience**

EUROPAGES visitors are mainly European, even if the Asian share of its audience is growing considerably. Nearly all its visitors are looking for products, suppliers or partners from the European Union.



- **An audience of decision-makers**



The latest survey conducted by OpinionWay (www.opinion-way.com) revealed that EUROPAGES visitors are mainly professionals. Most have a decision-making role in the purchasing process.

- **You ad is managed independently and reactively:** you can update your ad 24/7, and refresh your company information in real time.
- **Daily monitoring of stats:** you can check your key indicators 24/7 (visits, ads viewed, clicks), and find out where your visitors clicked from to evaluate your ad's profitability. This information is always available via your MyEUROPAGES account.
- **Reactive pre- and post-sales support:** our team of advisors is at hand to help you perfect your publicity text and make sure you choose the most effective keywords or strategies to optimise your ad.
- **Key figures:** a Google PageRank™ of 8/10, site available in 26 languages, 2 million companies referenced, 100,000 members, 20,000 paid members, 30 years' experience promoting business relations in Europe, 80 employees, 25 business partners, a network of 120 professional translators, and some top-notch shareholders (Seat Pagine Gialle, Yell Publicidad, Deutsche Telecom Medien).