

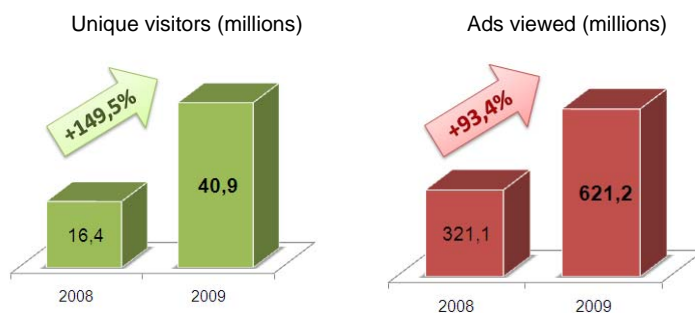
EUROPAGES, a showcase for your business on the Web

With an ever-increasing level of traffic on its site, EUROPAGES guarantees your business and products a high level of visibility on the Internet.

Traffic constantly on the increase

Benefiting from an ever-increasing level of traffic on its site, EUROPAGES gives your business high-level visibility on the Internet.

Since 2008, the number of visits to our site has more than doubled. EUROPAGES is increasingly recognised as a facilitator of contacts for companies in Europe.



Quality visits

- ✓ **A targeted audience of professionals:** you are seen by a public of 3.4 million unique visitors a month, more than 50% of which are company managers (source: OpinionWay).
- ✓ **An ad optimised in real time on Google:** our team seeks to constantly improve the structure and content of its site to obtain optimal search engine positioning. The EUROPAGES.COM site currently has a Google page rank of 8/10, which is higher than most of its competitors.
- ✓ **European coverage:** you widen your visibility since, by publishing your ad in 15 languages, you are seen by visitors from Europe's leading economies, not to mention those of Russia, China, the USA and Brazil.
- ✓ **An ad that is self-managed and reactive:** update your ad 24/7; the information on your business is refreshed in real time.
- ✓ **Daily control over statistics:** check the main indicators (visits, ads viewed, clicks) and the geographic origin of your visitors in real time, 24/7 to gauge your ad's profitability. Your MyEUROPAGES account means that this information is always available to you.
- ✓ **Reactive pre- and post-sales support:** our team of advisers is at hand to help you perfect your ad's text and advise you on the most pertinent keywords or strategies to optimise your listing.

Key figures:

- Google page rank of 8/10.
- 26 languages.
- 2 million companies listed.
- 18,000 client companies.
- An average 3.4 million unique visitors per month.
- 70% of visits from Europe.
- More than 8 million searches run each month.
- Average visit duration: 7 mins.

EUROPAGES - facts:

- 30 years of experience in establishing relations with businesses.
- 100 employees (based in France).
- Some 20 business partners throughout the world.
- A sales network of more than 2000 sellers.
- A network of 120 professional translators.
- Key shareholders (SEAT-Pagine Gialle, Yell Publicidad, Deutsche Telekom Medien).

Choose the formula best suited to your strategy and budget

We understand that your communication needs and goals in terms of budget and results are highly specific. That is why we deliver a wide range of advertising products and packs to satisfy your needs and preferences.

To obtain more information, [contact one of our advisers](#) to explain your requirements. They are at hand to go through the EUROPAGES offer with you, and provide you with a made-to-measure response.

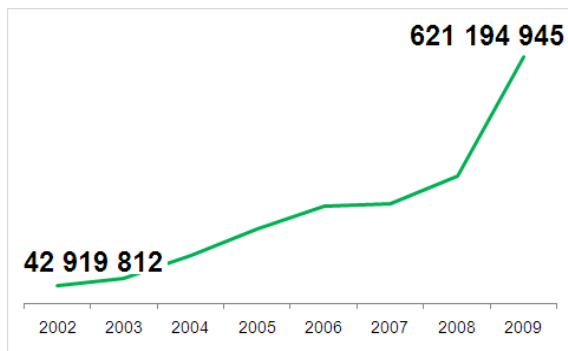
The EUROPAGES offer

All EUROPAGES ads provide the following:

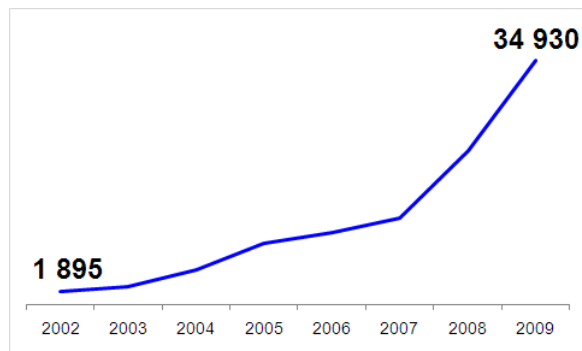
- Standard information (company name, country, town, address)
- Contact details (telephone, email, fax)
- The address(es) of one or more websites
- A description in 1, 13 or 15 languages, depending on whether you choose the monolingual or multilingual option
- Keywords
- 24/7 access to your ad's statistics
- 24/7 access to myEUROPAGES to modify and enhance your ad
- 24/7 access to the EUROPAGES Buy & Sell marketplace (unlimited repository of sale and purchase requests)
- Further options (additional keywords, products catalogue (containing up to 1000 products), video, banner ads)

Our clients benefit from a level of exposure that is constantly on the increase, thus ensuring that their company and products are seen by the professional users that visit EUROPAGES.

Ads viewed

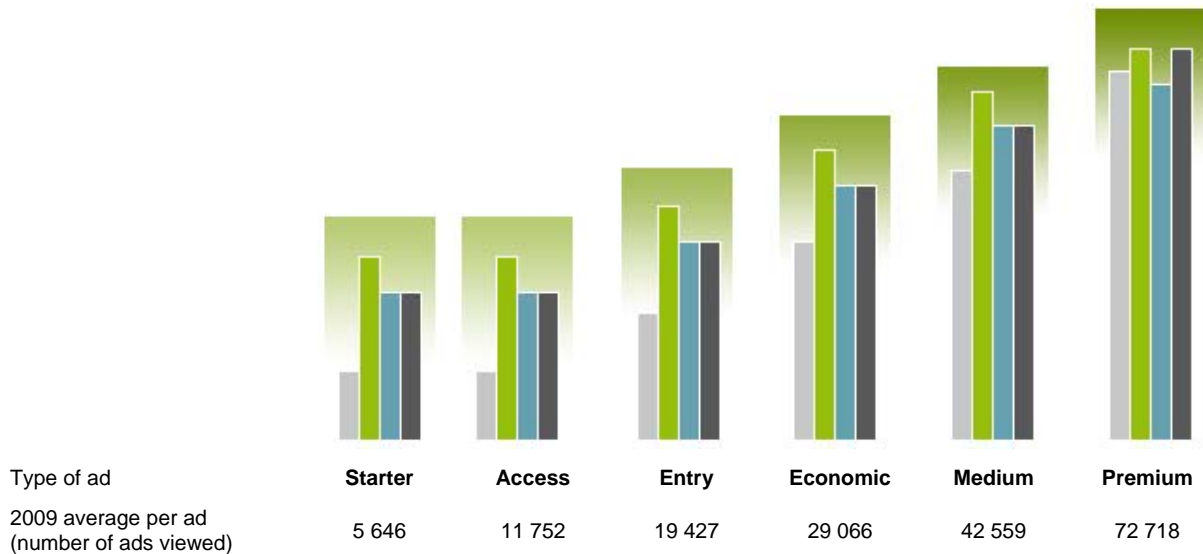


Ads viewed per client



How do I choose among the offers available?

Your choice depends on your needs and budget.



MAIN AD		Monolingual or multilingual – published for 12 months					
Business Description							
• Original Text (characters.)	1000	1000	1000	1000	1000	1000	1000
• Translated text (characters) *	200	200	200	200	320	320	320
• Translation (languages) *	13	13	13	15	15	15	15
Activity categories / keywords	8	10	14	19	24	33	33
Web links	1	1	2	1	1	3	3
Telecom items (email, tel, mobile, fax)	3	4	8	12	16	20	20
Showroom (images, leaflets, web links)	5	5	5	5	5	5	5
Market Place	Unlimited access, use and placing of offers for sale or purchase requests.						
myEUROPAGES	Secure, unlimited access to a personal account with functions for tracking statistics, updating your data and modifying your ad.						
Address	1						
Company name	1 (100 characters max.)						
Logo	1 (100 x 100 pixels, 30 KB max)						
Catalogue	Only with the corresponding option (€300.00)						
Price Range	€320.00 - €3400.00 (prices may vary by country and depending on the options added).						

AD OPTIONS		Monolingual or multilingual – published for 12 months					
Additional keyword	Added to the keywords included in the main ad						
Priority keyword	Added to the keywords included in the main ad; confers priority points to the main ad.						
Videospot	Creation of a video presentation of your business and its products.						
Banner / Skyscraper	Additional banner ad displayed contextually on the results page (invoiced per month published).						

** only for multilingual ads. Languages: English, French, Italian, Spanish, German, Dutch, Danish, Swedish, Finnish, Portuguese, Greek, Russian, Simplified Chinese. Polish and Turkish are added for the Economic, Medium and Premium formulas.*

How do I give my products greater exposure?

Obtain a catalogue to give the products published on your site even greater visibility and an additional popularity index. The catalogue enables you to show all your products on your Business Card.

This makes it easier for EUROPAGES users to ask you for a quote on the products they are interested in.

EUROPAGES extracts and publishes catalogues automatically by retrieving the information directly from your website, and updating it every week.

How can I check my return on investment?

You can connect to your myEUROPAGES account to check your results whenever you like. Check how many times your ad has been seen, how many users have clicked to discover your Business Card, how many clicks or emails your ad has generated on your website, and the countries corresponding to these clicks. The myEUROPAGES service also enables you to modify your ad, change your keywords or publish ads on the Buy & Sell marketplace.

Once I'm convinced, how do I subscribe?

Nothing could be easier: simply visit our site at www.europages.fr and click on the Advertise on EUROPAGES button, or go directly to our online sales interface: <http://promote-your-business.europages.com/FR>.

Once you have filled in the form, our sales team will quickly contact you to better understand your needs and decide on the most appropriate offer with you. In addition, they will help you perfect your ad to make it more reactive to search engine queries.