

Effective Marketing to the Pulp & Paper Industry Worldwide



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Nip Impressions[®]

Speaking frankly about the worldwide pulp and paper industry since 2001

Over 70,000 deliveries per month!

- With your advertisement directly linked to your website
- At a price comparable to small classified ads buried in the back of print publications



Nip Impressions®

Speaking frankly about the worldwide pulp and paper industry since 2001



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Nip Impressions®

Speaking frankly about the worldwide pulp and paper industry since 2001

Readers are...

- In over fifty countries
- Range from CEO's to superintendents to engineers to operators

Of note--

- Technical and environmental staff read avidly
- CFO's are frequent readers
- Financial Analysts and the Legal Profession

A very broad audience gives you maximum exposure....



Familiarizes the executive suite and middle management with your products and services

while



Brings your products and services to purchasing, first line management and the operating floor

Nip Impressions®

Speaking frankly about the worldwide pulp and paper industry since 2001



Once per week...
emailed to over 8,500
readers

Twice per month...
emailed to over
10,000 readers



Nip Impressions®

Speaking frankly about the worldwide pulp and paper industry since 2001

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Paper & Packaging
WEEKLY

PaperMoney is featured on *Paper & Packaging Weekly* 2x per month (7,000 readers per issue)

Additionally,



is a website, www.globalpapermoney.org. Many regular readers return to it between newsletter issues to see updates in the reference library. They save time and browser clutter by using the PaperMoney® website as a favorite gateway to other websites of value to them. Each time they look, they see our advertisers.

And now,



Nip Impressions®

Speaking frankly about the worldwide pulp and paper industry since 2001

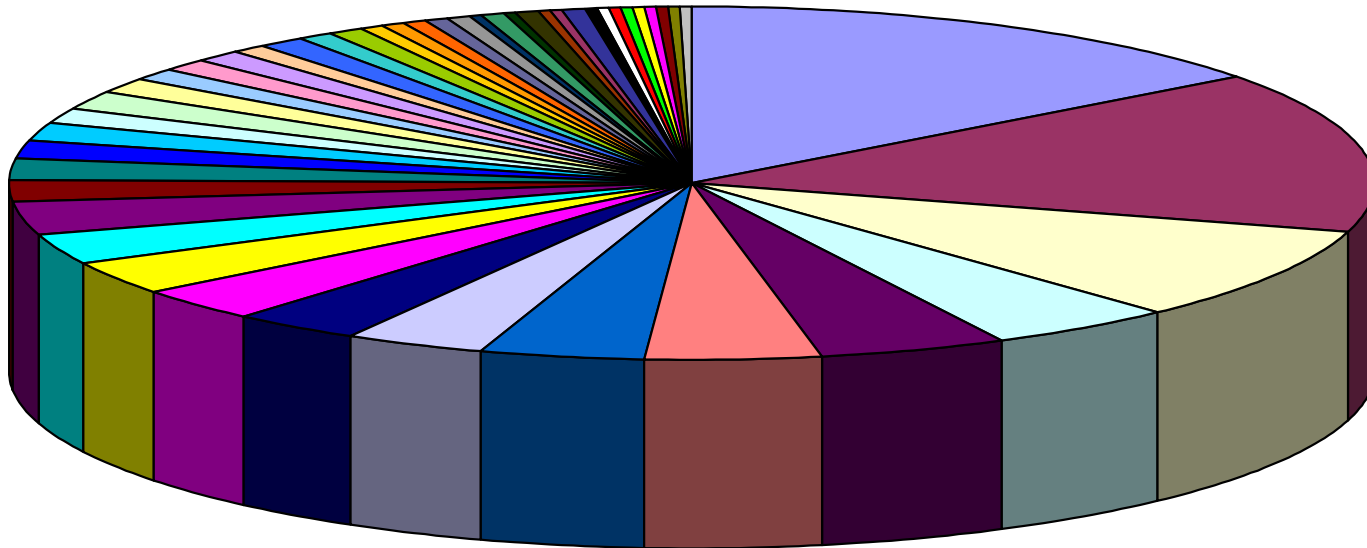
is a website, www.nipimpressions.org.
Readers can see it any time they want and
review archives of favorite columns as the
archive is built. Each time they look, they
see your advertising.



These readers are...

- Absolutely loyal
- Open these online publications on average within 12 hours of receipt
- Come back to each issue again and again
- Forward issues to colleagues and friends

Who are our readers? A profile of domain suffixes (does not include “.com” which is 66.52% of total)

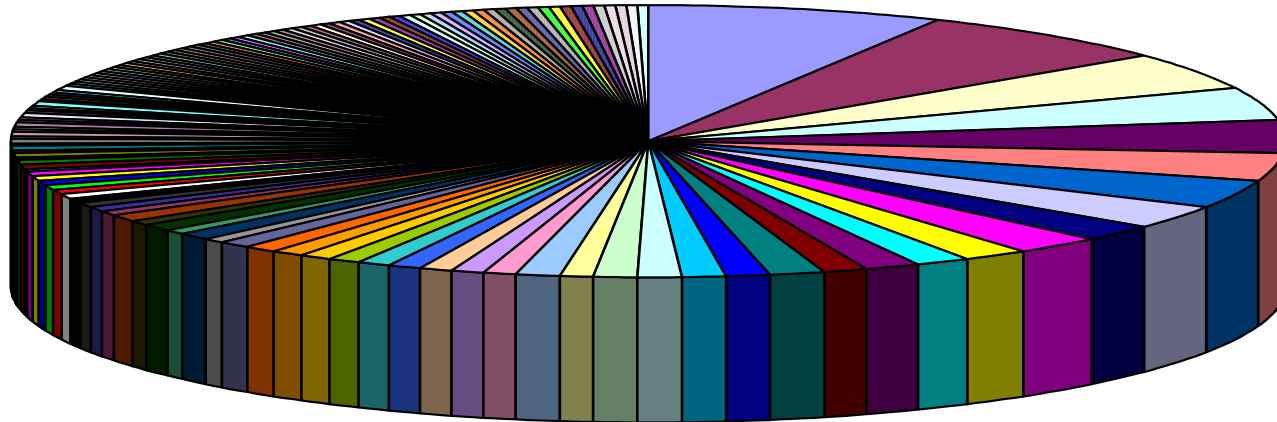


Suffixes generally indicate country of origin, such a br = Brazil, mx = Mexico and so forth:

br	net	de	es	mx	ca	it	cl	fr	au	uk	se	ar	jp	edu	za	pt	nz	cz	fi
ru	org	no	ch	co	in	nl	il	gr	hu	cn	ro	pl	kr	tw	at	be	dk	th	ie
my	hr	id	gov	pk	ve	ag	ph	tr	biz	sg	uy	bg	ae	hk	vsnl	ba	bh		

Who are our readers?

Selected Domain Names by % of Total
Email Addresses in order from largest % to smallest



smurfit	storaenso	kcc	sca	ipaper
upm-kymmene	m-real	gapac	sappi	norskeskog
weyerhaeuser	copamex	meadwestvaco	corpdgo	ahlstrom filtration
burgo	klabin	metsatissue	mondi	sonoco
cascades	kappapackaging	bowater	m m-karton	m unskjo
stregis	holmenpaper	torraspapel	arjowiggins	arauco
matussiere-forest	metsabotnia	tembec	vcp	m dlang
sodra	visy	chh	portucel	am cor
klippan-paper	pg	cham-group	papierfabrik	articpaper
domtar	felix-schoeller	grupogondi	renodemedici	carrascal
celulosa	caraustar	iggesundpaperboard	papeteries	bkitech
frpaper	appleton	boisepaper	consumerbrands	grupoorsa



You have total flexibility...

Even in our base package, you can:

1. Provide a different ad and different links for PaperMoney[®] and Nip Impressions[®]
2. Change your ad and/or your links for each issue with two weeks notice.

Unsolicited comments....

Jim:
Just read excerpts of my first issue of PaperMoney online.
Good to hear from you again.
Excerpts that I chose to read were interesting.
Found online format to be user friendly.
I will be looking for future editions.
Best regards,

Jerry W. Garner

Senior Process Specialist
BE&K Engineering Company
E-mail: garnerj@bek.com
Tel: (205)972-6432
Fax: (205)972-6300

"By the way, I love your articles."

#1 PM C-Crew Team Leader,
Weyerhaeuser

*"I am enjoying your
writings"*

-John Hiller, Carotell

*"I find PaperMoney® invaluable. I often send individual
pages to specific people in our organization. It has unique
content and is much more efficient than sifting through a
magazine"*

-John Brown, Corporate Procurement Manager, Capital,
Smurfit Stone Container Corporation, St. Louis, Missouri.

These are sought after publications...

...note this real exchange with an avid reader

Vxxxx, Mark
<Mark_Vxxxx@yyyy.com>

[[add to contacts](#)]

To: 'jthompson@cellulosecommunity.net' <jthompson@cellulosecommunity.net>
Cc:
Date: Friday, October 06, 2006 10:52 am
Subject: Spam

The subject line on your email causes it to be stopped by our spam detecting software. It is the strange characters you are using. Is it possible for you to change this?

Mark

Mark E. xxxx
Maintenance Manager
Pyyyy
Ph: (250)9zz-zzzz
Fax: (250)9zz-zzzz

We have very low numbers of our emails stopped by spam filters. This dialog is an indication of one reason why.

The email conversation continued through several iterations, resulting in this:

Vxxx, Mark <Mark_Vxxxx@yyyyl.com>

[\[add to contacts \]](#)

To: 'jthompson@cellulosecommunity.net' <jthompson@cellulosecommunity.net>
Cc:
Date: Wednesday, October 11, 2006 12:48 pm
Subject: RE: [PMX:####] Nip Impressions®/wk of 9 Oct 06: Fear

It got through no problem today. I asked them to add you to the "white list". Hopefully the problem is solved.

Mark Vxxxx

This is the dedication of our readership in action!

Operations < Levels within the company > Executive

Are you spending your marketing dollars efficiently?

**Internet Advertising
PaperMoney[®]
24 x per year**

White Papers

Trade Magazine Advertising--Covers

Personal Visits
(one week's cost is about the same as one year's cost on both PaperMoney and Nip Impressions)

Mailers

Trade Magazine Articles

Trade Magazine Advertising--Inside

Presentations at conferences

Phone calls

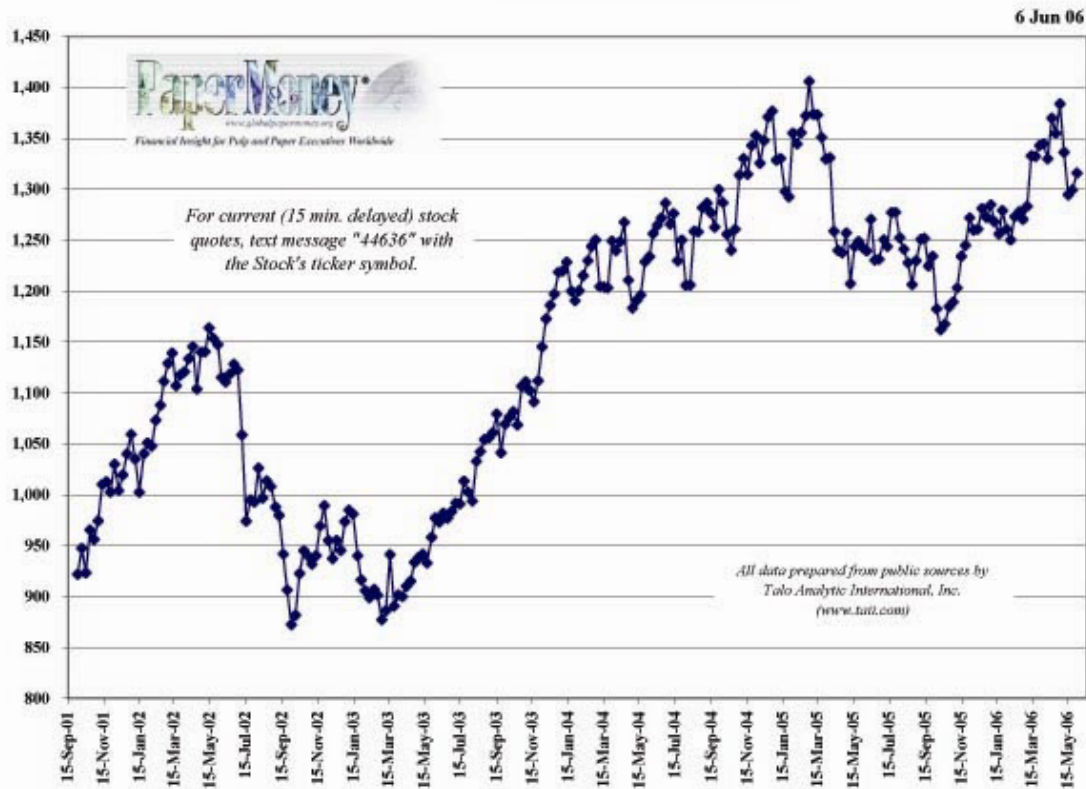
Trade Shows
(4 day's cost is about 2 times one year's cost on both PaperMoney and Nip Impressions)

**Internet Advertising
Nip Impressions[®]
52 x per year**

Getting through the noise

PaperMoney® Additional Opportunities

PM40 Index © 2006 PaperMoney



PM40 Index
brought to
you by:



www.optest.com

Example of an exclusive ad on this page which is delivered as a PDF in each issue of PaperMoney®.

Nip Impressions® Additional Opportunities

~20Jun06 Meeting
Environmental
Requirements with
help from the Process
I

~11Jul06 Meeting
Environmental
Requirements with
help from the Process
II

Our Underwriters—please
mention you saw them
on Nip Impressions



DICKENGINEERING

Second page....

[advertisement] STAMM Showers

Folks, my comments this week are directed towards our USA readers. Did you know that STAMM showers and parts are available from the fine folks at Lechler? If you have been looking for a solid source for STAMM showers, look no further than my friends at Lechler.

I suggest you check them out today--just click on the STAMM Showers link below. And when you talk to Lechler, please say hello for me.

Thanks,

Jim

[STAMM Showers](#)

Please visit our premium underwriter:

Hyperlink to the advertiser's web page.

Example of an exclusive ad on Nip Impressions®. Note the link to the advertiser's web page.

Custom Avatars are available.

These are a proven way to add traffic to your site. Pricing is based on each custom project.



Additional, no charge benefits

An Icon similar to one of these may be added to your home page if you so choose. These add an assurance to your prospects and customers that you are among excellent company.





Interested?

Contact:

Mark Yerbury

Y2C Communications

+1-514-636-9913 Ext 227 for Canada, Latin America, Europe, Africa,
Asia and Oceana

or

Bob Bergstrom 678-201-9575 US

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operated by:

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Duluth, Georgia, USA

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