

Yarns *and* Fibers.com

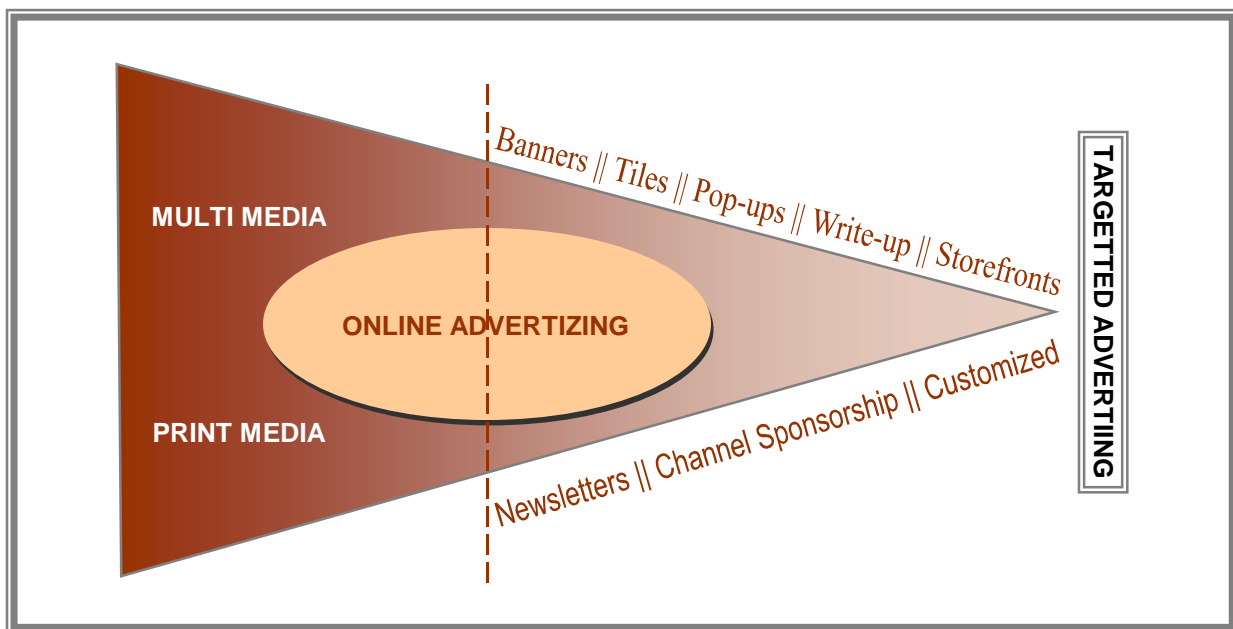
– Promotions on YnFx –



Online Promotion Statistics

Online promotions are now an established part of the on-line landscape. It is an attractive proposition because an idea can:

- ☐ Reach 2/5th of the Web population!
- ☐ There are 23 million regular adult Web users, of which 40% is adult population
- ☐ High-traffic web sites such as YarnsandFibers can reach similar category of users



Target specific consumers

Online promos can be dynamically delivered based on users' behavior - presented only when relevant and in context. Users have shifted much of their behavior online, e.g.:

- ☐ They spend on average more than 12 hours a month online.
- ☐ Nearly two thirds have bought via the Internet.
- ☐ Almost three quarters regularly use email to communicate.
- ☐ Advertisers can connect with consumers in the most receptive state of mind.

Meet promotion objectives

Promoters can use the online space for a variety of purposes. Some major benefits that can be derived are as under:

- ☐ Immediate response → Perhaps a visit to your site, leading potential users to registration or transaction
- ☐ Digital Branding → Building awareness, brand appeal and purchase intent
- ☐ Measure marketing performance

YarnsandFibers User Profile

YarnsandFibers members are fiber and yarn producers, fabric producers, traders, engineering and technology companies, Trade Associations and Chambers of Commerce from over 130 countries.

YnFx members are primarily senior management, functional heads, and decision makers. They are your target audience for all promotional activities.

Benefits of promotions through YnFx

It is all about LOCATION. Visitors to YnFx are businessmen who are in the decision mode and visit the Marketplace to make important buying and selling decisions. A vast majority of our members are repeat users and do so on a regular basis.

Moreover, YarnsandFibers continues to grow at an impressive rate. Some of the benefits of promoting your business through YnFx are:

- ☐ YarnsandFibers is a Global Marketplace. Your company is made visible and reachable globally
- ☐ Increase brand awareness of your products
- ☐ Enhance brand perception and value
- ☐ Drives brand consideration → Buyers show higher levels of business intent for the advertised brand
- ☐ While surfing, the users have high attention and concentration level which is essential for your company to get noticed, remembered and ultimately acted upon
- ☐ Interactive platform leading to business potential → In other words, it creates an entirely new paradigm for marketing and communications

SUBSCRIPTION FORM

--- A variety of schemes to fit a variety of budgets ---

YarnsandFibers.com

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Dear Sir,

| Request for | Particulars | Size | Rate (US\$) | Deliverables |
|--|--------------------------|--|--|---|
| <input type="checkbox"/> 3 months <input type="checkbox"/> 6 months <input type="checkbox"/> 12 months | Banner & Tile | <ul style="list-style-type: none">Banner → 300 X 45 pix (Max 10K)Tile → 175 pix X 50 pix (Max 5k) | <input type="checkbox"/> 300 <input type="checkbox"/> 500 <input type="checkbox"/> 800 | <ul style="list-style-type: none">Display of advt. on YnFx Homepage & Trading Zone.Statistics & Visitation analysisMin. one display every 3 clicks. |
| <input type="checkbox"/> 1 circulation <input type="checkbox"/> 4 circulation <input type="checkbox"/> 8 circulation | Newsletter | Tile → 175 X 50 pix (Max 5k) | <input type="checkbox"/> 300 <input type="checkbox"/> 1,000 <input type="checkbox"/> 1,400 | <ul style="list-style-type: none">Display on Right Banner of NewsletterWrite-up of up to 150 – 200 wordsEmailed to over 130 countries |
| <input type="checkbox"/> 12 months | Storefront | Online web pages of A4 Size (4 pages) | 500 per Storefront | <ul style="list-style-type: none">Your own URL. For e.g. www.abc.ynfx.com4 pages content provided by you |

Note: Please ☒ the box to choose

I am interested in the YarnsandFibers Promotions Plan for the above selected option. Kindly give me a call to expedite the facilitation of my promotion plan at the earliest. Please find below my company details for your reference and facilitation of processing my request.

Company Name: _____ **eMail:** _____
Contact Person: _____ **Telephone:** () () _____
Address: _____
Website: _____ **Any other content attached:** _____

Kind regards,

Authorized Signatory

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