



- Target your select audience
- Premium message environment
- Strong, quality brand association
- Popular, focused, honest, frank and fair content

Paperitalo Publications is a subsidiary of Talo Analytic International, Inc.

Select Audience—the world wide pulp and paper industry

- 128,000 + Page visits per month
- 91,000 + Emails delivered per month
- 9,100 + Unique website visitors per month
- 2,500 + Daily site visits

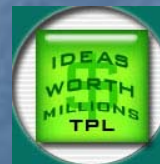


deliver:

- An engaged audience of professionals active in the world-wide pulp and paper industry from every aspect.
- Multiple platforms which focus on the audience's interests in specific aspects of the industry

Prime Message Environment

- PaperMoney® is widely read by industry executives, attorneys, the financial community and government agencies. It reaches the top levels of management at the mill level.
- Nip Impressions® is widely read by all levels of professionals at the mill level as well as interested executives at headquarters.
- Capital Arguments™ is focused on engineers, purchasing and management personnel responsible for budgeting and implementing capital projects.
- The Thompson Private Letter™ is a subscription only, non-advertising premium e-newsletter focused on innovation. It enhances the overall brand image.

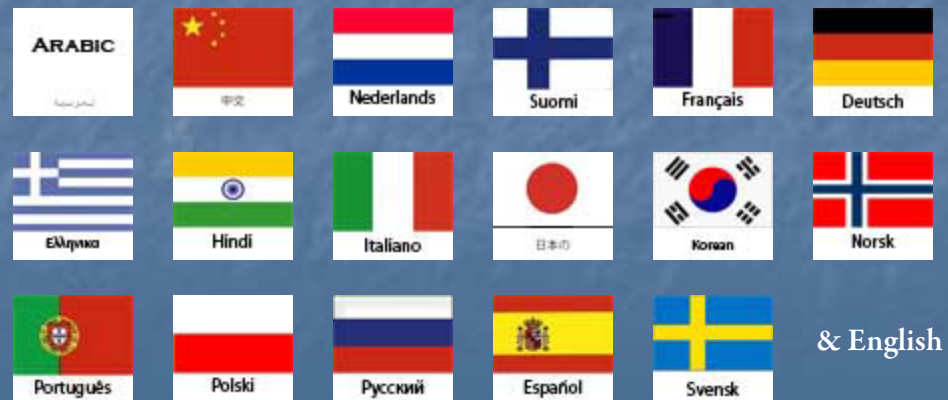


Who reads

- 99% hold a BS or higher degree in engineering, science, management or law.
- Over 9,000 have operations management responsibility
- Nearly 6,000 are strategic decision makers
- 5,000 Front-line supervisors
- Nearly 4,500 technical & environmental professionals
- 4,000 Operations executives (corporate & local)
- 2,500 with Purchasing responsibility

- 55% North America
- 20% Europe
- 10% South America
- 5% China
- 3% Australia/New Zealand
- 7% Other

PaperMoney®, Nip Impressions® and Capital Arguments™ and your advertising website are instantly translated into 18 languages:



Advertising Opportunities

Note: your website text automatically translated into the reader's choice of 18 languages at no extra charge.

Platinum Package

- Skyscraper ad [162 x 324] right hand column
- 74 times in PaperMoney & Nip Impressions (12 mo.)
- "2nd page" guaranteed 4 x
- 4,000 Click-thru guarantee (on 12 month package only)

12 Months	6 Months	
\$9,000	\$7,000	prepay
\$775	\$1,192	/month

Gold Package

- Button ad [162 x 162]
- 74 times in PaperMoney & Nip Impressions (12 mo.)
- "2nd page" guaranteed 2 x
- 4,000 Click-thru guarantee (on 12 month package only)

12 Months	
\$6,600	prepay
\$575	/month

Silver Package

- Button ad [162 x 162]
- 37 times in PaperMoney & Nip Impressions (6 mo.)

6 Months	3 Months	
\$4,675	\$2,750	prepay
\$804	\$942	/month

Bronze Package

- Button ad [162 x 162]
- PaperMoney or Nip Impressions

3 Months	1 Month	
\$1,788	\$1,200	prepay only

Note: all ads are prepaid; we offer credit card billing



Additional guaranteed 2nd Page exposure on *Nip Impressions* only available with above packages, \$300 per issue.

White Paper Library Advertisers \$200/month [3 month minimum] Non-Advertisers \$400/month [3 month minimum]

Video Library [a link to your video] \$300/month [3 month minimum] Non-Advertisers \$500/month [3 month minimum]

Ask about advertising on *Capital Arguments*TM in conjunction with the above.

Advertising Opportunities

Capital Arguments Supplement

Note: your website text automatically translated into the reader's choice of 18 languages at no extra charge.

Note—these prices only good with the purchase of a corresponding package on the previous page. Call for information on stand-alone purchases of Capital Arguments only.

Platinum Package		Gold Package		Silver Package		Bronze Package	
12 Months	6 Months	12 Months		6 Months	3 Months	3 Months	1 Month
\$1,400	\$900 prepay	\$1,200 prepay		\$800	\$500 prepay	\$600	\$250 prepay
\$159	\$149 /month	\$130 /month		\$139	\$180 /month		only

Contact Information and Production Schedule

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Production Schedule:

Easy—one week before any issue is published.

- PaperMoney is published on the first and third Tuesdays of each month.
- Nip Impressions is published every Thursday.
- Capital Arguments is published on the 15th of each month.