



PAPERITALO PUBLICATIONS LATEST COMPETITIVE INFORMATION

November 28, 2012

Want to “cut to the chase?”

Pricing is on pages 25 and 26



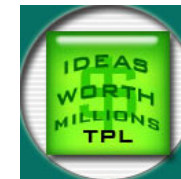
Paperitalo Publications

- Subsidiary of Talo Analytic International, Inc
- Sister of the Light Green Machine Institute
- Offered in multiple languages
- We exploit electronic and social media like no other media company in pulp and paper industry and have been doing so for over a decade
- Apps for iPhone and Android



Paperitalo Publications

- Nip Impressions
- PaperMoney
- 2nd Tuesday Surveys
- Capital Arguments
- Thompson Private Letter
- Cellulose Community



Nip Impressions



- Over 11 years old
- Started as a column in a TAPPI Publication
- Published every Thursday afternoon
- Centers on Jim Thompson's editorial
- Other features on environment and world pulp and paper news
- Audience: mill management and some headquarters management



PaperMoney

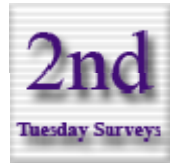


- Over eight years old
- Published 1st and 3rd Tuesdays of every month
- Financial, legal, and environmental activities in the pulp and paper industry worldwide
- PM40 is a widely followed index of publicly traded paper company stocks
- Audience: senior management, analysts, and supplier senior management



2nd Tuesday Surveys

- Opened the 2nd Tuesday of each month
- Listening to pulp and paper industry
- Three years information and growing



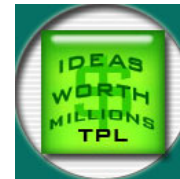
Capital Arguments

- Published 15th of each month
- Annually awards “Engineering Manager of the Year”



Thompson Private Letter

- Published 1st of each month
- Annual subscription



Cellulose Community

- Cellulose Community management on LinkedIn
- Cellulose Community technical is at www.cellulosecommunity.org
- Nearly 2,700 members worldwide
- Attracts members who are then signed up for Paperitalo newsletters, depending on their fields of interest



Alexa Rankings

- Independent ranking service owned by Amazon
- Transparent—go to alexa.com and compare any site
- Paperitalo Publications publishes weekly results at <http://www.nipimpressions.com/news.php?NewsSectionId=53>

Alexa.com Worldwide Rankings

(lower number = higher ranked)

- nipimpressions.com- 43,175
 - Average time on site: 5:26
- globalpapermoney.com- 44,560
 - Average time on site: 4:43
- risiinfo.com- 368,919
- tappi.org- 455,207
- paperage.com- 962,235



Dedicated Email List

Readership Composition

(nearly 30,000 email addresses)

- Interaction with suppliers, products, and services:
 - 26% purchasing, 66% recommending, 53% specifying, 39% using
- Job Function:
 - 31% make paper, 15% make paperboard, 7% make pulp, 12% engineering consultants, 8% in house engineering and technical, 3% headquarters, 4% academic
- Management:
 - 17% are president, vice president, or managing director; 22% are general or mill manager; 33% hold engineering or technical titles
- Education:
 - 8% Ph.D., 44% MS, 39% BS



LinkedIn

- Paperitalo Publications posts Nip Impressions and PaperMoney articles on a weekly basis in the following groups on LinkedIn:
 - Paper Industry Professionals- 10,402 members
 - Paperboard Packaging Group- 7,760 members
 - Pulp and Paper Industry- 1,430 members
 - The World of Paper- 2,210 members
 - Pulp and Paper Process Engineering- 2,628 members
 - Global Pulp and Paper Executives- 1,679 members
 - Global Pulp and Paper Professionals- 915 members
 - Pulp and Paper Group- 29 members
 - Global Association of Pulp and Paper Manufacturers- 393 members
 - Global Tissue Paper- 570 members
 - Paper Companies/Mills/Suppliers- 1,286 members
 - Paperboard Packaging- 7,760 members
 - Pulp and Paper Entrepreneurs- 584 members
 - Cellulose Community Management- 1,962 members



LinkedIn: Cellulose Community Management Composition

- Seniority:
 - 26% Manager, 21% Senior, 18% Entry, 9% Director, 6% VP, 6% Owner
- Function:
 - 11% Operations, 10% Sales, 8% Engineering, 6% Research, 5% Program and Project Management, 5% Consulting
- Location:
 - 7% Sao Paulo Area, Brazil, 6% Finland, 3% Greater Atlanta Area, 3% China, 2% Brazil, 2% Curitiba Area, Brazil
- Industry:
 - 53% Paper and Forest Products, 7% Chemicals, Remaining Percentage made up of Mechanical or Industrial Engineering, Research, Staffing and Recruiting, Management Consulting



Website Placement Opportunities: Front Page

Banner

White
Papers

Supplier
Showcase

Button

The screenshot shows the front page of the Nip Impressions website. At the top is a banner for "BRIGHT TECHNOLOGIES" with the text "Discover who everyone turns to for waste dewatering equipment" and an image of a red machine. Below the banner is the Nip Impressions logo and tagline "Speaking frankly about worldwide pulp and paper industry since 2001". A navigation bar includes links for Home, To Subscribe, Archives, White Papers/Downloads, Search, Member Options, and Cellulose Community. The main content area is divided into several sections: "PAPERITALO'S BOUTIQUE" on the left, "JIM'S ARTICLES" in the center, and "PERSPECTIVES FROM PAPERMONEY" on the right. The "JIM'S ARTICLES" section features a "Week of 29 Nov 10: Generational Gems" article with a photo of a man. The "PERSPECTIVES FROM PAPERMONEY" section features a "Managed Investment Forestry -- Scheme or Scam" article with a photo of a man. The "CONSULTANT CONNECTION" section features a "Help with tough problems..." article. The "SUPPLIER SHOWCASE" section features an advertisement for ASD Inc. with the text "What is the most commonly used form of public transportation?". The "PAPERITALO'S BOUTIQUE" section features a "Supplier Showcase" with a list of items including "The PaperItalo Store", "CONTENTS", "Supplier Showcase", "Consultant Connection", "Jim's Articles", "Letters", "White Paper & Video Library", "Current US Patent Activity", "Jim's Travels", "Advertising Opportunities", "Energy & the Environment", "Creative Considerations", "Jim's Book Club", "Academic News", "Supplier Rankings", and "Support". The "PAPERITALO'S RESOURCES" section features a "PaperMoney" link, "PM40 (THE Paper Stocks Index)", "Capital Arguments", "Cellulose Community (Tech)", and "Cellulose Community (Mgmt)". The right sidebar contains several advertisements including "5th Year ADVERTISER", "WE KNOW ROTARY KILNS & RECAUSTICIZING", "WORLD WIDE SERVICE", "Process Laboratories", "TDC", "MATERIAL HANDLING", "Sonisys", "TAKE OUR TEST!", and "The Home of Your Prospects".

Discover who everyone turns to for waste dewatering equipment

Nip Impressions®
Speaking frankly about worldwide pulp and paper industry since 2001

Select Language
Powered by Google Translate
Tue, Nov 30, 2010 09:11
admin | Admin

Home To Subscribe Archives White Papers/Downloads Search Member Options Cellulose Community

PAPERITALO'S BOUTIQUE
The PaperItalo Store
CONTENTS
Supplier Showcase
Consultant Connection
Jim's Articles
Letters
White Paper & Video Library
Current US Patent Activity
Jim's Travels
Advertising Opportunities
Energy & the Environment
Creative Considerations
Jim's Book Club
Academic News
Supplier Rankings
Support

PAPERITALO'S RESOURCES
PaperMoney
PM40 (THE Paper Stocks Index)
Capital Arguments
Cellulose Community (Tech)
Cellulose Community (Mgmt)

JIM'S ARTICLES
Get a widget for Jim's Articles here...
More...
Week of 29 Nov 10: Generational Gems
We may be missing out on the value of generational diversity
More...
Week of 22 Nov 10: Scary Manufacturing
Week of 15 Nov 10: Watch the Capital Costs
Week of 8 Nov 10: Another view of the environmental advocacy industry
WHAT DO YOU THINK?
Generational Gems
PaperItalo Surveys
How did you do math when

PERSPECTIVES FROM PAPERMONEY
Managed Investment Forestry -- Scheme or Scam
In the mid-1990s on ambitious strategy was developed to effectively triple Australia's plantation resource about 1 million hectares) by 2020.
More...
[Adv.] ASD Inc.
What is the most commonly used form of public transportation?
More...
[Adv.] Bright Technologies
[Adv.] Process Laboratories

CONSULTANT CONNECTION
Help with tough problems...
Check out a Consultant Connection Member today...
More...
CLASSIFIEDS
New Products and more
More...
EMPLOYEES WANTED
Your new career...
Job postings and salary information.
More...
CREATIVE CONSIDERATIONS...
Zombie economics...

5th Year ADVERTISER
WE KNOW ROTARY KILNS & RECAUSTICIZING
+1.740.775.5520

WORLD WIDE SERVICE
Process Laboratories
TDC
We Know Your Kraft!
Your Primary Source For
Sodium Hydroxide (NaOH)
Sulfuric Acid
Caustic Soda
24/7 Customer Service: 1.800.422.6274
www.sdi-home.com
MATERIAL HANDLING
Sonisys
TAKE OUR TEST!
The Home of Your Prospects™
PAPERITALO

Website Placement Opportunities: Front Page

White
Papers

Banner

The screenshot shows the front page of the PaperMoney website. At the top, there is a banner area with a small image of a cow and a quote: "If you are looking for a lightweight cow, do not come to the Light Green Machine Institute's 2011 Conference. But...". Below the banner is a navigation bar with links: Home, To Subscribe, Archives, Search, White Papers/Downloads, Member Options, PM 40 Companies, and Cellulose Community. The main content area is divided into several sections: "PaperMoney's Boutique" (The PaperMoney Store, Inside PaperMoney), "Departments" (Marketing Paper, PM40, RearView, Disconnected Comparisons, Insider Trading), "Consultant Connection" (Help with tough problems...), "Our Sponsors" (TDC, Kappa number and brightness measurements in 4 MINUTES), and "Current News" (Amusing & Interesting, Supplier News). The website is powered by 4D Translate and has a language selector.

White Papers

Banner

Button

Button

The Home
of Your
Prospects™
PAPERITALO

Website Placement Opportunities: Single Page

White
Papers

Banner

The screenshot shows the Nip Impressions website. At the top is a banner for 'BRIGHT TECHNOLOGIES' with the text 'Unsurpassed in Quality, Performance & Service'. Below the banner is the Nip Impressions logo and tagline 'Speaking frankly about worldwide pulp and paper industry since 2001'. A navigation bar includes links for Home, To Subscribe, Archives, White Papers/Downloads, Search, Member Options, and Cellulose Community. On the left is a sidebar with 'PAPERITALD'S BOUTIQUE' and 'PAPERITALD RESOURCES'. The main content area features an article titled 'Week of 29 Nov 10: Generational Gems' by Jim Thompson, with a photo of him. To the right of the article are several advertisements: a '5TH YR ADVERTISER' for rotary kilns, a 'WORLD WIDE SERVICE' for Process Laboratories, a 'TDC' advertisement, a 'Save \$ CASH \$' advertisement for dewatering trash, and a 'BRUKS' advertisement. A 'Banner' label points to the top banner, and a 'Button' label points to a button in the TDC advertisement.

BRIGHT TECHNOLOGIES
Unsurpassed in Quality,
Performance & Service

Nip Impressions®
Speaking frankly about worldwide pulp and paper industry since 2001

Select Language
Powered by Google Translate
Tue, Nov 30, 2010 09:26
admin | Admin

Home | To Subscribe | Archives | White Papers/Downloads | Search | Member Options | Cellulose Community

PAPERITALD'S BOUTIQUE
The Paperitald Store
CONTENTS
Supplier Showcase
Consultant Connection
Jim's Articles
Letters
White Paper & Video Library
Current US Patent Activity
Jim's Travels
Advertising Opportunities
Energy & the Environment
Creative Considerations
Jim's Book Club
Academic News
Supplier Rankings
Support

PAPERITALD RESOURCES
PaperMoney
PM40 (THE Paper Stocks Index)
Capital Arguments
Cellulose Community (Tech)
Cellulose Community (Mgmt)

Week of 29 Nov 10: Generational Gems
By: Jim Thompson (jthompson@tai.com)

Quick--who was the first US president born in a hospital? Jimmy Carter, president from 1977 to 1981.

A friend and I were talking the other day about experiences in our lifetime. The start of this conversation was, I must confess, a stupid accident I had on the evening of November 13th. That evening, I attempted to cut off my left thumb in my table saw (stupid, stupid). While I am laying in the emergency room getting it sewed up, I am texting my wife with my phone in my right hand. This might not be considered exceptional, save the fact she was in a van, riding from Guatemala City, Guatemala, to a town in the interior highlands, Panajachel, on a mission trip. Astounding technology to me.

My friend remarked that when his family had moved to rural southern Ohio in the late 1940's, their living conditions were closer to the Romans of old than to today--they had no electricity, no running water, no phone, and heated with a fireplace. I had had a similar experience in the late 1950s, early 1960s (we did have electricity and "modern" wood stoves for heat).

The point is this. If you line up all the employees in your company, they will probably range in age from about 20 to, perhaps, well into their 60s. This means they were born somewhere between 1945 and 1990. They started primary school sometime between 1950 and 1995. They completed high (secondary) school sometime between 1963 and 2008. Their early experiences are diverse in the extreme.

In 1963, the Village Voice featured an article that said: "Those who fear the coming of automation can take comfort...Human beings are still necessary as key punch operators and programmers..." This article was talking of the fear of computers taking over the world. When the high school class of 2008 graduated, it was estimated there were one billion operating computers in the world, and I can safely say, a member of the class of 2008 had

5TH YR ADVERTISER
WE KNOW ROTARY KILNS & RECAUSTICIZING
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WORLD WIDE SERVICE
Process Laboratories

TDC
We Know Your Kraft!
Your Primary Source For
Sodium Hydroxide (NaOH)
Sulfuric Acid
Caustic Soda
24/7 Customer Service, 1.800.422.6274
www.tdc-forest.com

Save \$ CASH \$
Dewater your trash

BRUKS
Rockwood

The Home of Your Prospects™
PAPERITALD

Website Placement Opportunities: Supplier Rankings

Banner

White
Papers

The screenshot shows the Paperitalo website interface. At the top is a banner for "BRIGHT TECHNOLOGIES" with the text "Discover who everyone turns to for waste dewatering equipment". Below the banner is the "Nip Impressions" logo and the tagline "Speaking frankly about worldwide pulp and paper industry since 2001". A navigation bar includes links for Home, To Subscribe, Archives, White Papers/Downloads, Search, Member Options, and Cellulose Community. The main content area features a section titled "Woodyard Equipment Evaluated" with a "2nd Tuesday Surveys" graphic. To the left is a sidebar with "PAPERITALO'S BOUTIQUE" and "PAPERITALO RESOURCES". At the bottom, there is a form for "Do you know someone else who would like to see this?" with fields for "Their Email:" and "Comment:", and a "Send to a friend" button. On the right side, there are additional banners for "Serving YOU since 1990 BRIGHT TECHNOLOGIES", "Greenfield Linerboard", and "Ultrasound Technology in the 21st Century".

Button

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of Your
Prospects™
PAPERITALO

Newsletter Placement Opportunities

A new edition of [Nip Impressions](#) is ready. The column for this week is only two clicks away!
Click Here for [Mobile Version](#) (best viewed on iPhone or Android)

Space for
Animated gifs



**NOW YOU CAN
CARRY THE MOST
IMPORTANT MACHINE
IN YOUR POCKET!
CLICK FOR DETAILS**





Nip Impressions

Speaking frankly about the worldwide pulp and paper industry since 2001.

"Generational Gems"

We may be missing out on a real diversity advantage...

[Continue to Nip Impressions...](#)



Direct to your favorite department or resource:

[Paperitalo Store](#)

On Nip Impressions

- >[Jim's Articles](#)
- >[Perspectives from PaperMoney](#)
- >[Consultant Connection](#)
- >[What do you think?](#)
- >[Letters](#)
- >[Classifieds](#)
- >[Employees Wanted](#)
- >[Creative Considerations](#)
- >[White Papers & Video Library](#)
- >[Jim's Book Club](#)
- >[Supplier Showcase](#)
- >[Supplier Rankings](#)
- >[Jim's Hiccup](#)

Upcoming Paperitalo Events

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Newsletter Placement Opportunities

From: Paperitalo Publications <jthompson@tail.com>
Subject: Stop everything! A new issue of PaperMoney is here!
Reply: jthompson@tail.com
Having trouble viewing this email? <http://www.globalpapermoney.com>



A new edition of [PaperMoney](#) is ready.
Click Here for [Mobile Version](#) (best viewed on iPhone or Android)



**NOW YOU CAN
CARRY THE MOST
IMPORTANT MACHINE
IN YOUR POCKET!
CLICK FOR DETAILS**

PaperMoney
Delivering the business news about the worldwide pulp and paper industry since 2004.

A new issue of PaperMoney is available now.
[Continue to PaperMoney...](#)

Upcoming Paperitalo Events

PM
PaperMoney®

The Home
of Your
Prospects™

**Direct to your favorite
department or
resource:**

[Paperitalo Store](#)

On PaperMoney

- >Departments
- >Contracts-Capital
and Labor
- >Earnings and
Dividends
- >Finance-Debt
Offerings
- >Finance-Equities
- >Finance-General

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OF YOUR
PROSPECTS™
PAPERITALO



Space for
animated
gifs

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of Your
Prospects™
PAPERITALO

Bonus Placement Opportunities

From: Paperitalo Publications <jthompson@tail.com>
Subject: 15 November 2010: Capital Arguments
Reply: jthompson@tail.com



Capital Argument\$

A trademark of Paperitalo Publications

Published on the 15th of every month

November 2010



Why do we focus on the Engineering Manager of the Year Award?

Work Safely,

Jim Thompson
Executive Editor



Millwright Labor
Total Millwright Labor
Pipers Labor
Pipers Fringe
Pipers Overtime
Pipers Labor - Other
Total Pipers Labor
Maintenance Labor - O
Maintenance Labor

Executing this year's budget

This one is just about in the history books. Be careful and safe for your last shutdowns of the year. We'll talk about closing out the books financially a bit next month, but you should already be on your way.

Planning next year's budget

We have been crying the inflation alarm for some time, and it looks like it may finally be coming to pass. If you are in a country that is taking deliberate steps to deflate your currency, foreign purchased equipment

STAY
ADVERTISER
WE KNOW
ROTARY KILNS
& RECAUSTICIZING.
+1.740.775.5520

WORLD
WIDE
SERVICE

Process
Laboratories

Kappa number
and brightness
measurements in
4 MINUTES
LEARN MORE

TDC
We Know Your Kraft!
Your Primary Source For
Sodium Hydroxide (NaOH)

Space for
animated gifs

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Performance

- One long term advertiser claims they have gotten new business that could have only come from advertising on Paperitalo Publications
- Another advertiser claims regular leads from their Paperitalo Publications advertising
- Yet another advertiser achieved 4,000 click thrus in 12 months on Paperitalo Publications



Testimonial

Jim-

You restore my faith in the fact that leaders with common sense who possess the ability to utilize everything within the box as well as explore outside the box, continue to exist. I could only hope that if for some reason I should have to repeat life on earth, that I would have the opportunity to work under your leadership. The pulp & paper industry has afforded me the honor of working with a truly great leader, Mr. Mike Cline, now retired, and I only wished that I discovered this industry sooner. Throughout all of your articles I detect so many of the same qualities and thought processes, but what I truly admire is your bluntness, to the point, but not demeaning or ego driven; plain old fashioned common sense logic. Maybe my personality is a touch tweaked, but I think we need more leaders with these qualities.

If you ever have absolutely nothing to do, and your mind needs an entertaining challenge, I think many people would truly enjoy seeing you put together a "paper mill dream team", identified from the Mill Manager to the lowest paid position; not by name, but by character traits and personality types. Something to dwell on in your spare time. Do I detect a chuckle?

Best regards,

C. Davis
Memphis, Tennessee USA



Value

- For \$6,600 per year, an advertiser can have a button ad on both Nip Impressions and PaperMoney
- With this annual contract, your ad will also be featured on the Supplier Showcase on Nip Impressions at least five times throughout the year as well as on the Nip Impressions and PaperMoney emails
- A banner ad on either Nip Impressions or PaperMoney can be added to the annual button ad contract above for only \$1,500, and also includes free white paper publication
- Advertising is also offered on a price per click basis: 162 x 162 button at \$0.62 per click (as measured by Bondware, our software platform)
- Advertising contracts can be customized to suit any need



Detailed Price List

Subject to change without notice

Packages can be customized

- **Button Ads**
 - Annual contract on both NI and PM: \$6,300
 - Includes TPL subscription, White Papers, Supplier Showcase
 - Add a banner ad on either NI or PM to this contract for an additional \$1,500
 - Annual contract on either NI or PM: \$3,300
 - Includes TPL subscription, White Papers, Supplier Showcase
 - Monthly contract on both NI and PM: \$660 per month
 - Includes White Papers, Supplier Showcase
 - Monthly contract on either NI or PM: \$330 per month
 - Includes White Papers, Supplier Showcase
- **Banner Ads**
 - Annual contract on both NI and PM: \$7,500
 - Includes TPL subscription, White Papers, Supplier Showcase
- Annual contract on either NI or PM: \$3,750
 - Includes TPL subscription, White Papers, Supplier Showcase
- Monthly contract on both NI and PM: \$750 per month
 - Includes White Papers, Supplier Showcase
- Monthly contract on either NI and PM: \$375 per month
 - Includes White Papers, Supplier Showcase
- **Price per Click Ads**
 - Annual contract price per click \$0.63
- **White Papers (Each)**
 - 12 months with monthly data \$300
 - \$30 per month with monthly data
- **Premium Directory Listing**
 - 12 months \$400
 - \$40 per month
 - Includes company name and logo, address, email, phone number, fax, and link to website

Ask about Pulp & Paper Radio International (P&PRI)

Packages

FOCUS ON EXPOSURE

Price	Package Description
\$0	Directory Listing
\$300	White Papers (each)
\$400	Premium Directory Listing
\$500	Specific Survey Questions on 2nd Tuesday Surveys (price for one survey)
\$2,000	Pulp & Paper Radio International -- minimum of 50 shows (a mix of regular and specials)
\$3,300	Banner on Nip Impressions OR PaperMoney (More Visibility than a button ad, room to make an argument on the ad)
\$3,750	Button ad on Nip Impressions AND PaperMoney
\$4,500	Silver Package--Button Ad on PM OR NI plus 30 ads on Pulp & Paper Radio International
\$5,250	Gold Package--Banner Ad on PM or NI plus 30 ads on Pulp & Paper Radio International
\$6,300	Platinum Package--One Banner Ad and One Button Ad plus 30 ads on Pulp & Paper Radio International
\$6,500	Platinum Package--One Banner Ad and One Button Ad plus 30 ads on Pulp & Paper Radio International
\$7,500	Banner on Nip Impressions AND PaperMoney (More Visibility than a button ad, room to make an argument on the ad)

FOCUS ON CONTACT ACTIVITY

Notes

Any combination above \$3,500 per year includes Supplier Showcase
Any combination above \$3,500 per year includes Capital Arguments for only \$400 more
Advertiser can supply own ads and copy and change any time, Paperitalo Publications will produce for \$250 per item
P & PRI Commercials are 30 seconds
Other combinations are possible--just ask
Prices are net
Valid as of 9 Oct 12--Subject to change without notice



Today's Reality

- When asked what is the preferred choice for obtaining news about pulp and paper,
 - 68% choose websites
 - 56% choose e-newsletters
 - 55% choose printed magazines
 - 20% choose conferences
 - 6% choose telephone
- Online is clearly dominating



Contact us Today!

Paperitalo Publications

678.206.6010

4018 Keeneland Court

Duluth, GA 30096 USA



Wayne Bucher (wayne.bucher@taii.com)

Jim Thompson (jthompson@taii.com)

