

- 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.
Duluth, Georgia, USA

Select Audience—the world wide pulp and paper industry

- 1,600,000 + Ad Views per month
- 91,000 + Emails sent per month
- 27,000 + Website visitors per month



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
- 50% North America
 - 20% Europe
 - 15% 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
- 1,000,000 Ad Views 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
- 1,000,000 Ad Views Guarantee

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™* 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

12 Months	6 Months
\$1,400	\$900 prepay
\$159	\$149 /month

Gold Package

12 Months
\$1,200 prepay
\$130 /month

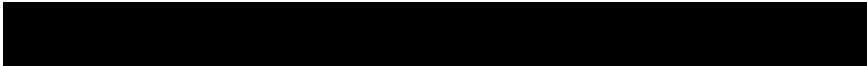
Silver Package

6 Months	3 Months
\$800	\$500 prepay
\$139	\$180 /month

Bronze Package

3 Months	1 Month
\$600	\$250 prepay
	only

Other Advertising Opportunities



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

Budget Pricing

For \$450/month (three month minimum) you can have a ½ size button ad (162 w x 81 h pixels) on PaperMoney and Nip Impressions. No long term commitment required (payment by credit card only).

Classifieds

Classified advertising is available. Text only, 10 words maximum, linked to a URL of your choice. \$49 for 4 weeks minimum.

Contact Information and Production Schedule

Contacts:

Jim Thompson
Executive Editor
Duluth, Georgia
678.206.6010
jthompson@taii.com

Publisher Address:

Paperitalo Publications
Talo Analytic International, Inc.
4018 Keeneland Court
Duluth, Georgia 30096 USA

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.