

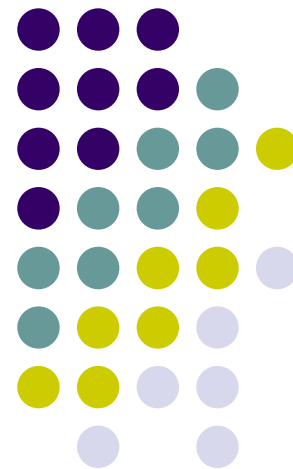
Marketing on a budget— efficient plans from Paperitalo Publications.

For budgets from zero to \$13,450*

(\$13,450 is the most you could possibly spend on Paperitalo Publications in one year at 2009 rates)

Pick your budget:

Zero	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$6,000
\$7,000	\$8,000	\$9,000	\$10,000	\$11,000	\$12,000	\$13,450



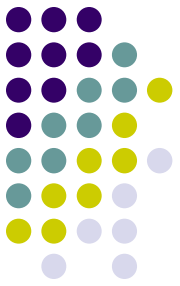
* Pricing based on pre-paid rates, and shown net to publisher. Prices subject to change without notice.

If your budget is zero...



- Have your employees join the Cellulose Community—it's free and links you to the pulp and paper industry worldwide.
- You join at two places—www.cellulosecommunity.org and on “LinkedIn”
- Conditions—we don't allow advertising thinly disguised as discussions, but you and your coworkers are free to discuss appropriate problems and opportunities with all the members there.

If your budget is \$1,000...



Purchase six months of advertising on Capital Arguments. You can alternate these every other month for a full year's coverage.

Price: \$950 (\$3.65/day)

OR

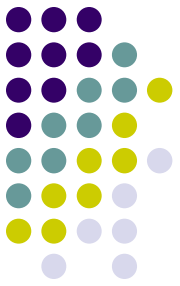
Buy one stand-alone Paperitalo Supplier Performance Webinar (which will help you understand the market's perception of your products/services compared to your competitors').

Price: \$995 (\$3.82/day)



Capital Arguments™ is sent to 11,000 project engineers around the world 12 times per year.

PLUS Join the Cellulose Community.



If your budget is \$2,000...

Purchase twelve months of advertising on Capital Arguments.

Price: \$1,600 (\$6.15/day)

OR

Purchase two stand-alone Paperitalo Supplier Performance Webinars (which will help you understand the market's perception of your products/services compared to your competitors').

Price: \$1,390 (\$5.35/day)

OR

Purchase a three month package on either PaperMoney or Nip Impressions

Price: \$1,788 (\$6.88/day)

OR

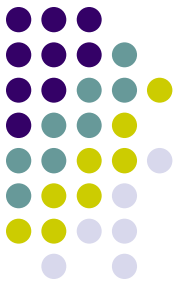


Nip Impressions® is delivered weekly to over 15,000 emails worldwide in 18 languages.

PaperMoney® is delivered 2 x month to over 18,000 emails worldwide in 18 languages.



PLUS Join the Cellulose Community.



If your budget is \$3,000...

Purchase a three month package on PaperMoney and Nip Impressions (total 18 issues).

Price: \$2,750 (\$10.58/day)

OR

Purchase twelve months of advertising on Capital Arguments and two stand-alone Paperitalo Supplier Performance Webinars

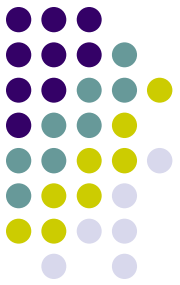
Price: \$2,990 (\$11.50/day)

OR

Purchase four stand-alone Paperitalo Supplier Performance Webinars (which will help you understand the market's perception of your products/services compared to your competitors').

Price: \$2,620 (\$10.08/day)

PLUS Join the Cellulose Community.



If your budget is \$4,000...

Purchase a three month package on PaperMoney and Nip Impressions (total 18 issues) and a six month package on Capital Arguments.

Price: \$3,550 (\$13.65/day)

OR

Purchase twelve months of advertising on Capital Arguments and three stand-alone Paperitalo Supplier Performance Webinars (which will help you understand the market's perception of your products/services compared to your competitors').

Price: \$3,625 (\$13.94/day)

OR

Purchase six stand-alone Paperitalo Supplier Performance Webinars.

Price: \$3,690 (\$14.19/day)

OR

PLUS

Join the Cellulose Community.



If your budget is \$5,000...

Purchase a six month package on PaperMoney and Nip Impressions (total 37 issues).

Price: \$4,675 (\$17.98/day)

OR

Purchase twelve months of advertising on Capital Arguments and four stand-alone Paperitalo Supplier Performance Webinars (which will help you understand the market's perception of your products/services compared to your competitors').

Price: \$4,320 (\$16.62/day)

OR

OR

Purchase nine stand-alone Paperitalo Supplier Performance Webinars.

Price: \$4,995 (\$19.21/day)

OR

Purchase a three month package on PaperMoney and Nip Impressions (total 18 issues) and a six month package on Capital Arguments and one stand-alone Paperitalo Supplier Performance Webinar.

Price: \$4,545 (\$17.48/day)

PLUS Join the Cellulose Community.

If your budget is \$6,000...



Purchase a six month package on PaperMoney and Nip Impressions (total 37 issues) and a six month package on Capital Arguments. Alternate every other month for full year coverage.

Price: \$5,475 (\$21.06/day)

OR

Purchase twelve months of advertising on Capital Arguments and seven stand-alone Paperitalo Supplier Performance Webinars (which will help you understand the market's perception of your products/services compared to your competitors').

Price: \$5,765 (\$22.17/day)

OR

Purchase a three month package on PaperMoney and Nip Impressions (total 18 issues) and five stand-alone Paperitalo Supplier Performance Webinars.

Price: \$5,925 (\$22.79/day)

OR

Purchase ten stand-alone Paperitalo Supplier Performance Webinars.

Price: \$5,350 (\$20.58/day)

OR

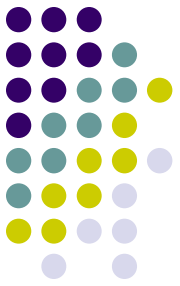
OR

Purchase a three month package on PaperMoney and Nip Impressions (total 18 issues) and a six month package on Capital Arguments and three stand-alone Paperitalo Supplier Performance Webinars.

Price: \$5,600 (\$21.54/day)

PLUS Join the Cellulose Community.

If your budget is \$7,000...



Purchase a twelve month package on PaperMoney and Nip Impressions and get our click-thru guarantee.

Price: \$6,600 (\$25.38/day)

OR

Purchase a six month package on PaperMoney and Nip Impressions (total 37 issues) and a six month package on Capital Arguments and one stand-alone Paperitalo Supplier Performance Webinar which will help you understand the market's perception of your products/services compared to your competitors'.

Price: \$6,470 (\$24.88/day)

OR

Purchase ten stand-alone Paperitalo Supplier Performance Webinars and a twelve month package on Capital Arguments.

Price: \$6,950 (\$26.73/day)

OR

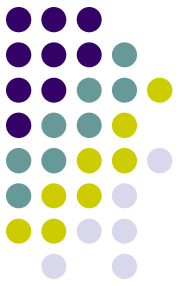
OR

Purchase a six month "skyscraper" package on PaperMoney and Nip Impressions.

Price: \$7,000 (\$26.92/day)

OR

PLUS Join the Cellulose Community.



If your budget is \$8,000...

Purchase a twelve month package on PaperMoney and Nip Impressions and a twelve month package on Capital Arguments and receive our click-thru guarantee.

Price: \$7,800 (\$30/day)

OR

Purchase a six month package on PaperMoney and Nip Impressions (total 37 issues) and a six month package on Capital Arguments and three stand-alone Paperitalo Supplier Performance Webinars which will help you understand the market's perception of your products/services compared to your competitors'.

Price: \$7,500 (\$28.85/day)

OR

Purchase a three month package on PaperMoney and Nip Impressions (total 18 issues) and five stand-alone Paperitalo Supplier Performance Webinars and twelve months of advertising on Capital Arguments.

Price: \$7,525 (\$28.94/day)

OR

Purchase a six month "skyscraper" package on PaperMoney and Nip Impressions and one stand-alone Paperitalo Supplier Performance Webinar.

Price: \$7,995 (\$30.75/day)

OR

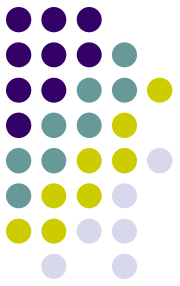
OR

OR

Purchase a six month "skyscraper" package on PaperMoney and Nip Impressions and a six month package on Capital Arguments.

Price: \$7,800 (\$30/day)

PLUS Join the Cellulose Community.



If your budget is \$9,000...

Purchase a twelve month “skyscraper” package on PaperMoney and Nip Impressions and receive our click-thru guarantee.

Price: \$9,000 (\$34.62/day)

OR

Purchase a six month package on PaperMoney and Nip Impressions (total 37 issues) and a six month package on Capital Arguments and five stand-alone Paperitalo Supplier Performance Webinars which will help you understand the market’s perception of your products/services compared to your competitors’.

Price: \$8,600 (\$33.08/day)

OR

Purchase a six month package on PaperMoney and Nip Impressions (total 37 issues) and seven stand-alone Paperitalo Supplier Performance Webinars.

Price: \$8,840 (\$34.00/day)

OR

Purchase a six month “skyscraper” package on PaperMoney and Nip Impressions and a twelve month package on Capital Arguments.

Price: \$8,600 (\$33.08/day)

OR

PLUS

Join the Cellulose Community.



If your budget is \$10,000...

Purchase a twelve month “skyscraper” package on PaperMoney and Nip Impressions and a six month package on Capital Arguments and receive our click-thru guarantee.

Price: \$9,800 (\$37.69/day)

OR

Purchase a six month package on PaperMoney and Nip Impressions (total 37 issues) and a twelve month package on Capital Arguments and six stand-alone Paperitalo Supplier Performance Webinars which will help you understand the market’s perception of your products/services compared to your competitors’.

Price: \$9,565 (\$36.79/day)

OR

Purchase a twelve month package on PaperMoney and Nip Impressions and ten stand-alone Paperitalo Supplier Performance Webinars and receive our click-thru guarantee.

Price: \$9,650 (\$37.12/day)

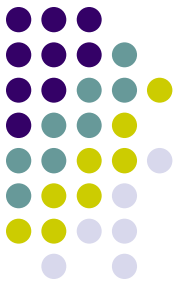
OR

OR

Purchase a six month “skyscraper” package on PaperMoney and Nip Impressions and a twelve month package on Capital Arguments and two stand-alone Paperitalo Supplier Performance Webinars.

Price: \$9,990 (\$38.42/day)

PLUS Join the Cellulose Community.



If your budget is \$11,000...

Purchase a twelve month “skyscraper” package on PaperMoney and Nip Impressions and a twelve month package on Capital Arguments and receive our click-thru guarantee.

Price: \$10,400 (\$40.00/day)

OR

Purchase a twelve month package on PaperMoney and Nip Impressions (total 74 issues) and a twelve month package on Capital Arguments and ten stand-alone Paperitalo Supplier Performance Webinars which will help you understand the market’s perception of your products/services compared to your competitors’ and receive our click-thru guarantee.

Price: \$10,850 (\$41.73/day)

OR

OR

Purchase a twelve month package on PaperMoney and Nip Impressions and a six month package on Capital Arguments and a ten stand-alone Paperitalo Supplier Performance Webinars and receive our click-thru guarantee.

Price: \$10,450 (\$40.19/day)

OR

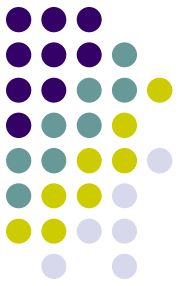
Purchase a six month “skyscraper” package on PaperMoney and Nip Impressions and a twelve month package on Capital Arguments and three stand-alone Paperitalo Supplier Performance Webinars.

Price: \$10,425 (\$40.10/day)

PLUS

Join the Cellulose Community.

If your budget is \$12,000...

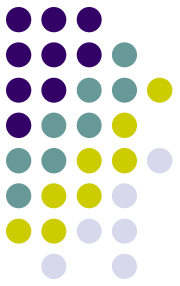


Purchase a twelve month “skyscraper” package on PaperMoney and Nip Impressions and a twelve month package on Capital Arguments and four stand-alone Paperitalo Supplier Performance Webinars (which will help you understand the market’s perception of your products/services compared to your competitors’ and receive our click-thru guarantee).

Price: \$11,860 (\$45.62/day)

PLUS Join the Cellulose Community.

If your budget is \$13,450...



Purchase a twelve month “skyscraper” package on PaperMoney and Nip Impressions and a twelve month package on Capital Arguments and ten stand-alone Paperitalo Supplier Performance Webinars (which will help you understand the market’s perception of your products/services compared to your competitors’ and receive our click-thru guarantee).

Price: \$13,450 (\$51.73/day)

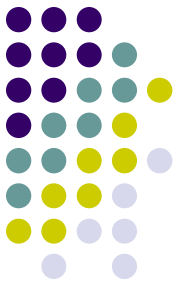
And...

Your message has been in 88 emails sent around the world in 18 languages (an average of 1.69 emails per week); you have had 10 competitive analysis Webinars with up to 12 participants in each.

PLUS

Join the Cellulose Community.

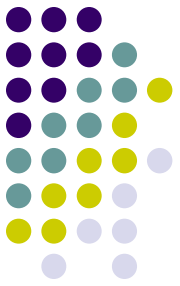
If your budget is over \$13,450...



We must recommend any competitor's print magazine, because you can't spend more than \$13,450 in a year with Paperitalo Publications' 2009 prices.

Unfortunately, you probably won't be sending your message worldwide 88 times and we know you will not benefit from our 18 language translations.

Contact Information and Production Schedule



Contacts:

Jim Craven

Associate Publisher

Pasadena, California

626.799.0036

jcraven1@charter.net

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.



- 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

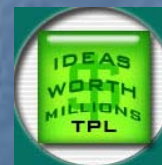


deliver:

- 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

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