

TRADEQUIP REIMAGINED: UNLEASHING THE POWER OF DIGITAL

2020 Media Kit

It's a new day for Tradequip. And it's all about innovation with our digital marketplace for oil and gas, and our full range of business marketing services.





Dear Valued Customer,

The reimagined Tradequip sets the pace.

In 1937, when our parent company was founded, innovation was the cornerstone of our business. Our products were new, exciting, cutting-edge, comprehensive and, most of all, effective. For over 80 years, we've worked hard to stay out front and in sync with our customers and the "buy/sell" markets that we serve. That's why we're excited about transitioning from our singular print platform to our expanded, digital platforms.

Why the drive toward digital?

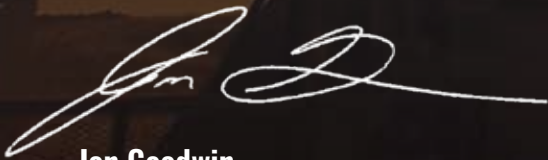
Recent studies show that 89% of established organizations have adopted or have plans to adopt a digital-first business strategy. Among IT decision-makers, 32% say that digital business has already helped their organization achieve revenue growth.¹ In 2019, there are more than 5 billion unique mobile users and nearly 4.4 billion Internet users worldwide. Nearly 3.5 billion use social media, and over 3 billion use social media on mobile devices.²

With digital, you're the real winner.

Of course, our move toward digital benefits you, our loyal customer, with a more diversified marketing strategy. It spreads your advertising budget into more channels and increases buyer access to your products and brand. We know your most important goal is to connect with buyers, fast and first. In a 365/24/7 digital world, we can help you do that faster and in more ways than ever before.

Whether with our website, social media, marketing services, email marketing or direct mail, the opportunities are endless. And yes, that's direct postal mail. Although digital is now in the driver's seat, print is still an important component of how we help you succeed. Our direct mail campaigns, exclusive for your business, reach the loyal audience that we've built and targeted for decades.

As we continue to grow and innovate, we're excited about the future. It's a new world that we live in, a digital world. We're excited to offer you better products and services that help you succeed. And we're excited about the ever-evolving technology that helps us connect you with buyers more efficiently. Let us help you!



Jon Goodwin
Director

¹2018 State of Digital Business Transformation, IDG

²2019 Global Digital Reports, Hootsuite and We Are Social

Tradequip[®]
International

Put your inventory where it matters most—
In front of industry pros ready to buy!

Tradequip®

Traffic Report

1,141,839 PAGEVIEWS

(JAN. 1, 2018 - JAN. 1, 2019)

Average Time

3:07

Sessions

233,655

Unique Visitors

163,082

Pages/Session

4.89

Age Range

1. 25-34
2. 35-44
3. 45-54
4. 55-64
5. 65+

47.2%

Mobile Users

52.8%

Desktop Users

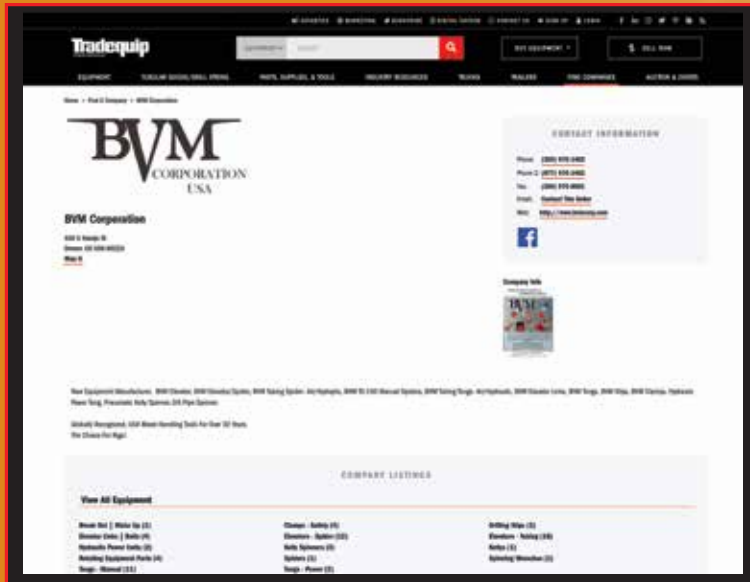
New **Returning**

17.8%

82.2%

Go digital and extend your reach

Company Profile



- Direct link to your website
- Comprehensive inventory
- Links to social media
- Contact info
- Branding w/your company logo
- Company bio

Inventory List



- Buyers find your inventory when searching.
- Buyers have quick access to call or email you directly.
- Premium Placement upgrade available for just \$20.

Feature your brand and products with web banners

Your messaging

Your CTA

Your Business



Leaders in Oil & Gas

400 x 330 pixels

\$800 per month



Auction & Events Page Banners

336 x 280 pixels

\$500 per month

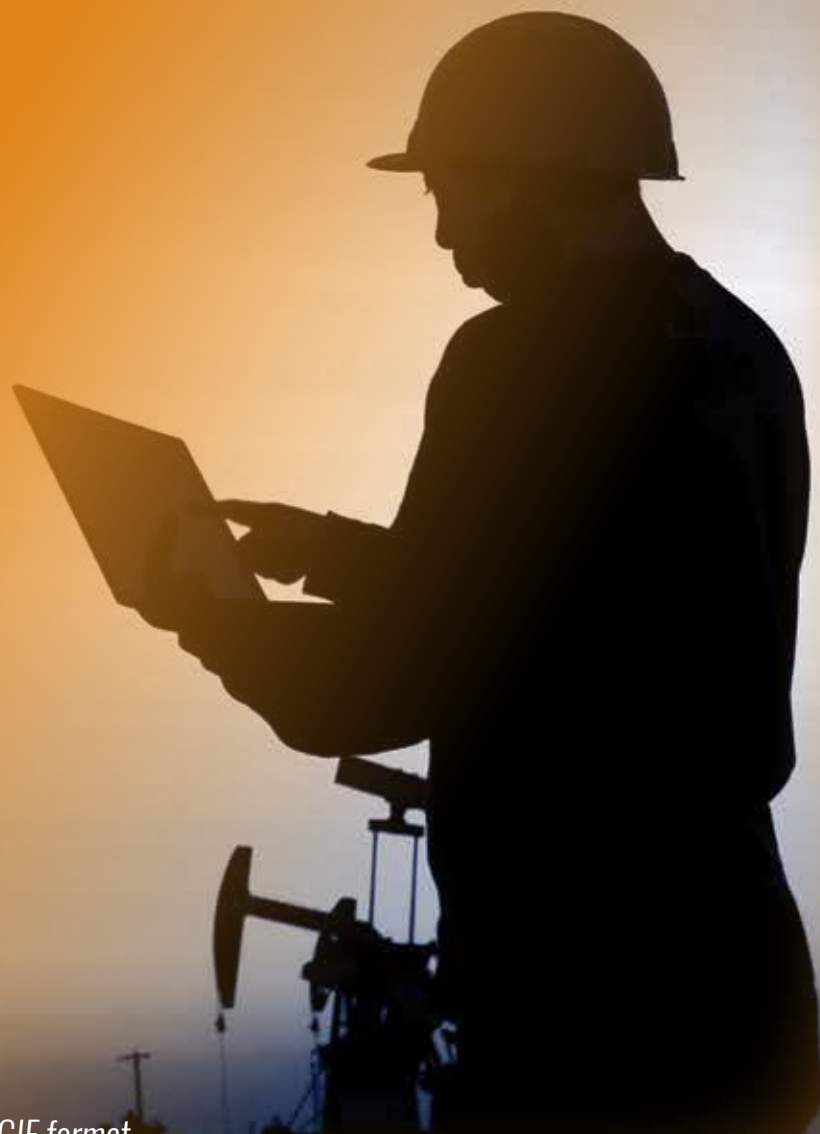
Large Leaderboard

1400 x 156 pixels

(Mobile Responsive Size

396 x 250 pixels)

\$500 per month



*Banners must be RGB files at 72 dpi in JPG, PNG or GIF format.
There is a 6 second time limit on all animated GIFs.*

Engage your customers with fully customized, branded email

- Brand and promote your inventory and sales message
- Targeted to Tradequip's audience of 15,000+/-
- Promote calls to action with links to specific pages on your company website
- Measure email campaign performance (opens, clicks, and click-through rates)

Average Email Campaign Stats

- Audience Size: 15,000+/-
- Opens: 12%
- Clicks: 12%

Email Campaign Rates

- \$1,725 includes up to 3 hours of design time

6

- \$1,500 with provided html email



Increase marketing exposure with social media boosted posts

Messaging and inventory to a prime audience.

- Boosted exposure to Tradequip's targeted oilfield audience
- Choose a video or up to 25 pictures to promote and increase your exposure
- Link to your company's Facebook page and website to drive awareness and build your audience and traffic
- Geotargeting available
- Post is also shared on Twitter, LinkedIn, and Instagram.



Average Boosted Facebook Post Stats

Impressions: 73,000+
People Reach: 38,000+
Facebook Likes: 92,086+

RATES: Starting at \$500/post

Twitter Followers: 1,495+
Instagram Followers: 1,116+
LinkedIn Followers: 1,106+



Engage your customers with direct mail

We've got you covered nationwide so you can reach our loyal, petroleum industry database.

76%

of consumers trust direct mail when they want to make a purchase decision.
(Source: MarketingSherpa)

54%

of consumers surveyed said they want to receive mail from brands of interest. (Source: Small Business Trends)

We can promote your business exclusively with custom postcards mailed to our loyal oil and gas industry database. Sell your oilfield equipment and parts, or feature your business in general.

Whatever you're promoting, get your sales message directly into the hands of decision-makers in the petroleum industry that are actively in the market to buy.

Get the same features as Direct Mail
Postcards plus:

- **Multiple sizes available**
- **Multiple pages, few or many**

Deliver Your Products with Catalogs, Booklets & Brochures

Target buyers in your market & promote more of what you sell!

Have a lot of products and services or an entire inventory to sell? We can promote all of your items in custom catalogs, booklets or brochures that are mailed to our loyal Tradequip client database.

No matter what you're selling, you can feature more of it in a professional, direct mail piece sent to petroleum industry professionals that are ready to buy now.

- Various sizes available
- Design, printing, mailing included
- Targeted, geo-selects available
- Multiple pages, few or many
- Nationwide oil & gas audience
- Postal presorts for maximum discounts



Ask your marketing consultant for more information and pricing!

Digital advertising doesn't have to be complicated

Introducing
Smart Campaigns with



Google Ads

Managed by
Tradequip

Google smart campaigns involve campaign ad creation, audience targeting and ad delivery optimization across Google channels, based on the product or service being advertised and the advertiser's goal. Campaign goals can include phone calls, website visits, requests for directions, etc.

Smart Campaigns were specifically designed for small and local businesses, without a dedicated marketing or advertising staff.

Let us take care of the heavy lifting so you can focus your attention on other aspects of your business.

The Power of Search By The Numbers.

- 72% of consumers who did a local search visited a store within five miles. (Wordstream)
- 82% of smartphone shoppers conduct 'near me' searches. (Search Engine Land)
- 28% of searches for something nearby result in a purchase. (Google)
- 50% of mobile users to visit stores within one day. (Google)
- Google drives 96% of mobile search traffic. (Jody Nimetz Co.)
- 86% of people look up the location of a business on Google Maps. (Junto)

Your complete portfolio of expert marketing products & services

CONSULTING

Establish a marketing strategy that maximizes your business objectives.



- Competitive Research & Analysis – Do re-con on the competition. Then beat them.
- Marketing Performance Assessment
- Strategy Development
- Planning & Budgeting
- Network Planning
- Performance Measurement Strategies

SEARCH

Become more accessible and relevant to your customers.



- Keyword & Phrase Research
- Competitive Assessments
- Lead Capture Strategies
- Prospect Targeting
- Paid & Organic Search

INTERACTIVE

Let your customers experience your brand. Exceptionally.



- Projection Mapping
- Augmented Reality
- Virtual Reality
- User Reactive Displays
- Geo Location
- Interactive Games
- Gamification Systems

SHOWS & EVENTS

Create experiences that keep your business front-of-mind.



- Consultation & Planning
- Booth Configuration & Environment Development
- Graphics Design
- Multimedia Content
- Specialty Items & Giveaways
- Vendor Sourcing & Coordinating
- Venue Coordinating

CONTENT

Cut through the clutter with thoughtful & engaging copy and messaging.



- Website Content
- Social Media Content
- Search Engine Related Content
- Press Releases
- Infographics
- Promotional & Campaign Related Content
- Case Studies
- White Papers
- Multilingual Translations

WEBSITE/UX

Provide customers with a compelling and informative online user experience (UX).



- Website Assessments
- Site Refresh
- Custom Web Design
- Responsive Websites
- E-Commerce
- API Integration
- Content Management
- Website Maintenance
- Technical Support

PRINT

Tangible is still effective.



- Business Cards & Stationary
- Brochures
- Wall Graphics
- Vehicle Wraps
- Exterior & Interior Signage
- Posters & Banners
- Newsletters
- Direct Mail
- Magazines

EMAIL

Stay front-of-mind with your customer.



- Campaign Planning
- Content Development
- User Experience Focused Layout
- Social Media Integrations
- Campaign Launching
- Campaign Performance Measuring

BRANDING

Great brands attract and it all starts with how you are perceived.



- Logo Design
- Logo Refresh
- Corporate Identity
- Tagline Development
- Core Messaging
- Signage
- Business Cards & Stationary
- Digital Presence Updates
- Campaign Development

SOCIAL MEDIA

Engage customers in the voice of the platforms they use daily.



- Social Media Strategy
- Social Account Setup
- Paid Social Media Ads
- Organic Post Content
- Posting
- Monitoring
- Precision Audience Targeting
- Geo Targeting
- Analytics Insights

MULTIMEDIA

Tell the story of your business.



- Corporate Videos
- Product Demonstrations
- Training & Instructional Videos
- Trade Show Support Content
- Photography
- 3D Modeling & Animation
- CGI Effects
- Commercials

ANALYTICS

Use the tools. Gain valuable insights. Make informed next steps.



- Independent Analytics Toolsets
- Competitive & Performance Benchmarking
- Tactics Measuring & Testing
- Data Driven Recommendations
- Executive Dashboards with Drilldown.

Stay in front of your audience with social media

- More than 3.4 billion users are on social media
- Consumers spend over 2.5 hours a day on social media
- More than 40% of digital consumers utilize social media for research
- One of the most cost-effective forms of marketing



SOCIAL PACKAGE OPTIONS

TIER 1:

- 1 Social media platform
- 4 Posts per month
- 1 Original graphic per month
- Up to 3 image edits (client provided images)
- 1 Targeted ad
- Monthly tracking & reporting

\$1,500/Month
includes media spend

TIER 2:

- 2 Social media platforms
- 8 Posts per month
- 2 Original graphics per month
- Up to 6 image edits (client provided images)
- 1 Social media story program
- 2 Targeted ads
- Monthly tracking & reporting

\$2,500/Month
includes media spend

TIER 3:

- 3 Social media platforms
- Content calendar
- 12 Posts per month
- 3 Original graphics per month
- 1 Vertical Boosted Post per qtr.
- 3 Targeted ads
- Platform monitoring
- Quarterly competitor tracking
- Monthly tracking & reporting

\$3,500/Month
includes media spend

Tap into the potential of search



- If your business is not visible in Google search, it can cost you money
- Search is your first line of defense to compete and win business
- Winning at search requires month-over-month marketing
- Be there when customers search by location, product, part or service

SEARCH PACKAGE OPTIONS

TIER 1:

- Google Ads campaigns
- Click to Call feature
- Detailed competitive keyword research to create your business's unique campaign
- Customized ad copy
- Analysis and 1 recommended website change per month to support search campaign
- 1 Call to Action landing page created per quarter
- Quarterly competitive analysis
- Monthly optimization and budget management
- Monthly lead tracking

\$1,200/Month
includes media spend

TIER 2:

- Google Ads campaigns & organic search optimization
- Click to Call feature
- Detail competitive keyword research
- SEO copywriting
- Analysis and 2 recommended website changes per month to support search campaign
- 2 Call to Action landing pages created per quarter
- Bi-monthly search engine optimization
- Quarterly competitive analysis
- Monthly optimization and budget management
- Monthly lead tracking

\$1,800/Month
includes media spend

TIER 3:

- Google Ads campaigns & organic search optimization
- Click to Call feature
- Detail competitive keyword research
- SEO copywriting
- Analysis and 4 recommended website changes per month to support search campaign
- 3 Call to Action landing pages created per quarter
- Ongoing search engine optimization
- Monthly competitive analysis
- Monthly client review
- Monthly optimization and budget management
- Monthly lead tracking

\$2,400/Month
includes media spend

Give your business the website it deserves

- Winning business online starts with a great website
- Your online presence is crucial to business success
- Give prospective customers the information they need to choose you
- Great websites generate interest, inquiries and sales



WEBSITE PACKAGE OPTIONS

TIER 1:

- Up to 5 Pages
- Mobile responsive
- Up to 10 images
- Contact form
- Google Maps integration
- Social links
- Quarterly dashboard
- Up to 1 hour monthly support and updates
- Website hosting
- Website back-up
- Monthly lead tracking

\$900/Month

12-month term

TIER 2:

- 5-9 Pages
- Mobile responsive
- Custom homepage design w/rotating banner
- Up to 3 hours of content creation
- Up to 20 images
- Image gallery
- Contact form
- Social links
- Google Maps integration
- Monthly dashboard
- Up to 2 hours monthly support and updates
- Website hosting
- Website back-up
- Monthly lead tracking

\$1,400/Month

12-month term

TIER 3:

- 10-15 Pages
- Mobile responsive
- Custom homepage design w/rotating banner
- Up to 5 hours of content creation
- Up to 30 images
- Image gallery
- Contact form
- Social links
- Google Maps integration
- Monthly dashboard
- Up to 3 hours monthly support and updates
- Website hosting
- Website back-up
- Monthly lead tracking

\$1,900/Month

12-month term

Put your business in front of our global digital audience

Phone

(800) 251-6776 (U.S./Canada)

(931) 484-5137 (International)

Fax

(800) 423-9030 (U.S./Canada)

(931) 484-2532 (International)

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Web site issues: webmaster@tradequip.com

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Crossville, TN USA 38557

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