

infotile.com

est 1995

Infotile.com ranks high on Google

The new infotile.com homepage (below) features half a dozen visual tags which lead directly to key areas of the site. A Google search of Australian pages conducted on November 17, 2011 revealed the following results:

Search	Results	Rank
Articles on tile and stone	2,160,000	#2, 3 & 4
Ecolabelled tiles	316,000	#2 & #4
Tile and stone product profiles	1,490,000	#1, 2, 3 & 4
Tile and stone expo's	199,000	#3
Tile and stone directories	2,190,000	#1, 2 & 3
Tile and stone forums	1,810,000	#1
A broader search revealed;		
Ceramic tile info	134 million results	#1

Infotile was established in 1995. New members join every day. Some of the pages located under the Archived Articles/Advice tag also rate highly.

Search	Results	Rank
Purchasing tiles	6,630,000	#1
Installing tiles	9,280,000	#7



One of the main reasons for Infotiles continued popularity is its broad focus on a multitude of topics. While Australian companies are the prime participants the site contains an enormous amount of information including more than 200 archived articles on all aspects of the tile and stone industries.

Tens of thousands of visitors have downloaded various elements of our guide to installing tile.

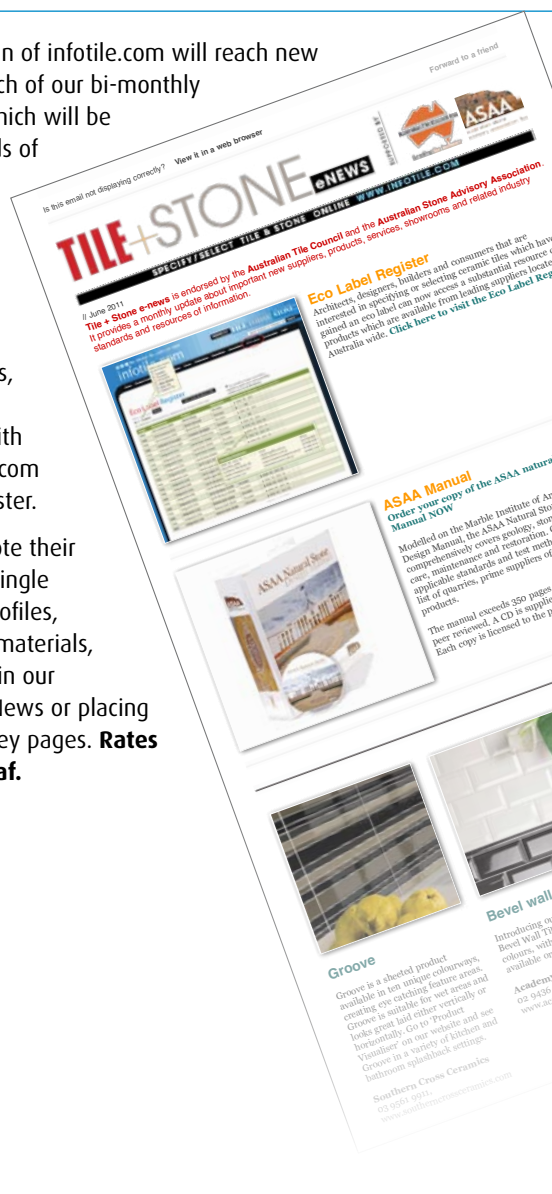
The featured **Product Profiles** provide images and important information about a variety of products available from leading wholesalers and retailers.

Our new **Ecolabel Register** of Tile, Stone and Allied products which are available from local manufacturers and suppliers is expanding steadily

Promotion

During 2012 promotion of infotile.com will reach new heights with the launch of our bi-monthly **Tile+Stone eNews** which will be circulated to thousands of architects, designers, builders and members of industry. Each e-News will contain information about new products, services, showrooms and completed projects with direct links to infotile.com and our Ecolabel Register.

Companies can promote their products by booking single or multiple Product Profiles, listing ecolabelled materials, participating in our Tile+Stone eNews or placing a banner on key pages. **Rates appear overleaf.**



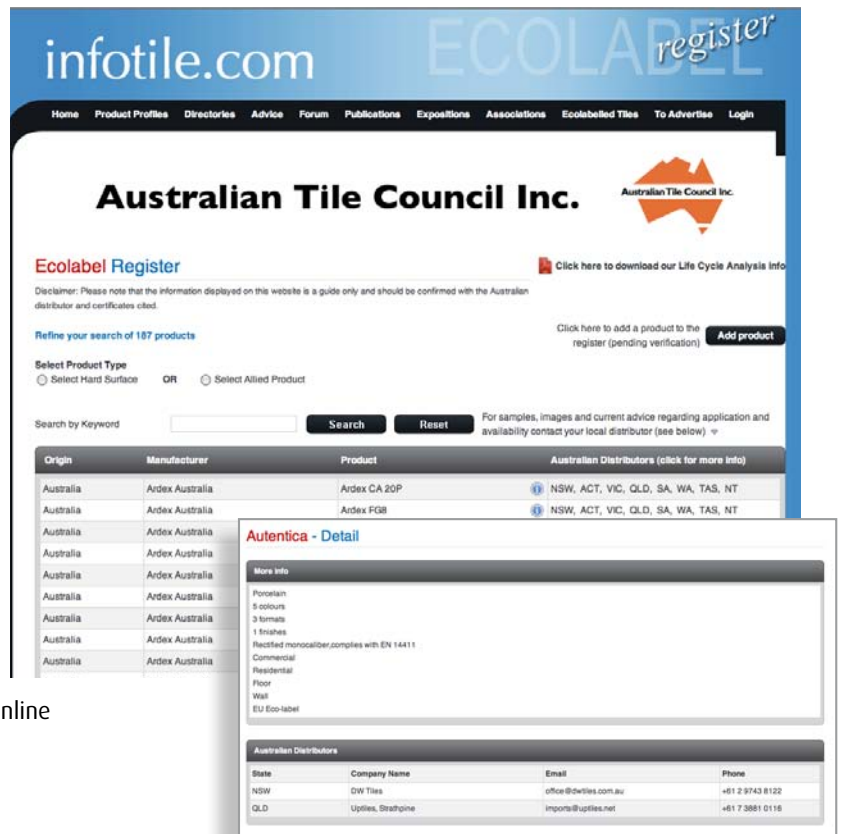
eco label register

Infotile contains a register of ceramic tiles, natural stone and allied products which have achieved an Ecolabel. Wherever possible, product entries are linked to local distributors. Visitors are encouraged to contact the distributor for project specific advice, samples, literature and general availability.

Participation rates appear below.

product profiles

Visitors can access tile, stone and ancillary material **Product Profiles** which feature images and advice about use of these materials in commercial and residential environments. Slip resistance, abrasion and porosity values are included wherever possible. Samples and further info can be requested online. Product Profile pages can be emailed to interested parties or saved to an online specification page.



Tile+Stone eNews

Our eNews is fully endorsed by the Australian Tile Council and the Australian Stone Advisory Association. It is delivered bi-monthly to more than 7000 specifiers and members of industry. Participants can promote ceramic tile, natural stone, allied products, showrooms, exhibitions and other related activities.

rates

PRODUCT PROFILE PAGES

	Number per year	Cost per annum
Product Profiles	1	\$375.00
Product Profiles	5	\$750.00
Product Profiles	10	\$1500.00

(Note that participants are provided with access to change content at their discretion)

LEADER BOARD BANNERS

Period	Leader Board (900 x 100 pix)	Medium Rectangle (165 x 223 pix)
1 months	\$250	\$175
3 months	\$600	\$350
12 months	\$1800	\$1200

TILE+STONE ENEWS (image and text)

Period	Provide image and text
Single	\$500 each
Multiple months	\$300 each

ECOLABEL REGISTER

Annual Management Fee:

\$300 for more than 10 product ranges/series
\$400 for under 10 product ranges/series

Link your company as a distributor/supplier ...

by range/series: \$40 per series

or by product: \$15 each, or over 50 products, \$10 each

Special opportunities are available to advertisers in our **Tile+Stone Annual**.

Prominent links to the **Infotile** website and the Eco Label Register will appear in each **Tile+Stone eNews** sent to thousands of specifiers. Regular advertisements for the site will appear in **Tile Today**, **Discovering Stone** and **Tile+Stone Annual**.

NOTE: Please add 10% GST to all rates.

infotile.com

TELEPHONE +61 3 9888 3399 FACSIMILE +61 3 9888 2256 E-MAIL design@infotile.com.au

5 Essex Rd, Mt Waverley 3149, Victoria Australia ALL MAIL TO P.O. Box 905 Mt Waverley 3149, Victoria Australia

CONTACTS SALES & ADMINISTRATION: Victoria Philbert and Anthony Stock

Infotile Pty Ltd ABN 29 070 223 639