



**PLASTICS**  
Technology

# INTRO ABOUT PRODUCT

## What is the product?

B2B services pull diverse business elucidations together in a distinctive spirit of innovation. They deliver the insightful solutions that help to get ahead of emerging trends both within and across channels. These services usher the best ideas, insights, practices, and rising developments. B2B services help to deliver truly transformative results to leverage the web presence of products/services. They help your clients understand and engage digital strategies by putting in place the technology and practices needed to drive loyalty.

## Services

Plastics Technology offers online advertising solutions combining leading digital and creative capabilities with the deep industry knowledge. Our services include events listing, banner advertising, email direct marketing, e-newsletters, profile listing, SEO/SMM and so on. We determine the biggest challenges of our clients and bring a new business vision to businesses.

***Characterize Your Brand with Plastics Technology!***



# INTRO ABOUT PRODUCT

## Benefit to Client

Plastics Technology assists our clients to leverage business growth and optimize marketing squander, wherever and however they need it.

Benefits of choosing our services include:

- We turn strategy into measurable results by offering full-spectrum services
- We drive growth and optimize marketing spend for our clients
- We offer end-to-end services on strategic, transformational digital journeys

***Collaborative spirit is the key to our success!***

## Behind the Product

Ochre Media, one of the leading online media platforms helps to accelerate brands by enhancing their visibility with award-winning business insights.

Ochre Media is the place where manufacturers, buyers and sellers are connected to develop their business connections and productivity. We help businesses to advertise their company details, market and publish their services. For the last 11 years, Ochre Media, the B2B specialist, has been in the business of creating brands through proficient advertising strategies.

In Web section, we serve various industries including **Automation, Automotive, Broadcast, Defence, Healthcare, Packaging, Pharmaceutical, Pulp and Paper, Sports, Steel, Plastics.**

In Print section, we serve two industries:  
**Pharma Focus Asia (PFA) and Asian HHM**

***Get the potential to revolutionize your brand with us!***



# ONLINE B2B MARKET TRENDS IN PLASTICS TECHNOLOGY

In this modern era, B2B marketplace requires a big scenario to succeed in the high competition. Moreover, innovative advertising solutions are drastically and rapidly impacting market demands besides creating a true paradigm shift for the company's visibility. They are becoming digital to the core.

Plastics Technology provides a plethora of advertising solutions to our clients to keep creating added value for their customers, while achieving cost-efficiency. We redefine potential of our customer's businesses integrating our services with technology solutions. We focus more on enhancing the web presence globally thereby leveraging implications for the company's business models.

Plastics Technology latest trends assist to gain optimum level outputs. Only 25% make a major purchase more than 11 times a month and 30% make a major purchase 2-4 times a month. Subsequently, 26% make a major purchase 5-11 times a month and 27% make a major purchase of more than \$15000 a month.



**Achieve Strong Foothold in the Market with Plastics Technology Market Trends!**

# VISITORS ATTRACTIONS

## News

Keep Up with the Latest Trends!

## Events

Rejuvenate your Business by Attending Our Long List of Events!

## Projects

Stay Updated with Latest Technologies with Plastics Technology Projects!

## Reports

Maximize your Knowledge on business's Insights through Our Reports!

## Interviews

Promote Your Business on a New Level!

## Articles

Acquire Knowledge in Business through Our Articles!

## Press Releases

Leverage Your Company's Potential through Press Releases!

## White Papers

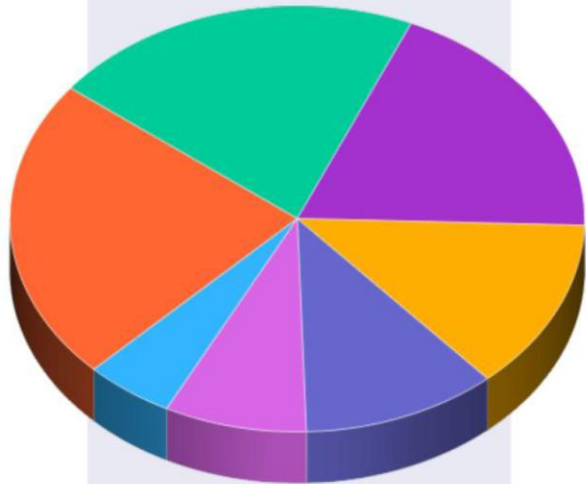
An Excellent Way to Dig Deeply about a Product/Service thoroughly!

***Plastics Technology Visitor Attractions – Your Marketing Partner for Ubiquitous Online Presence!***



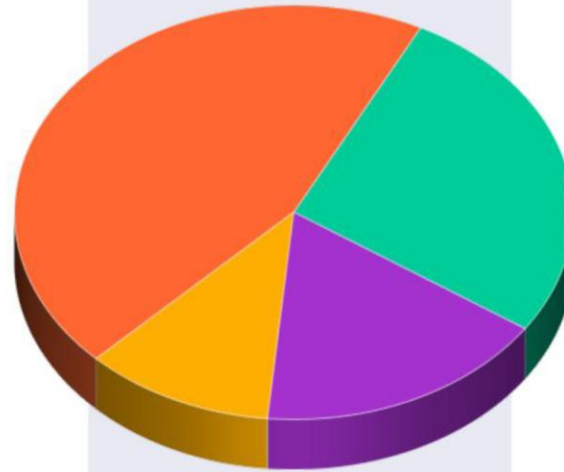
# VISITORS ATTRACTIONS

### Target Audience

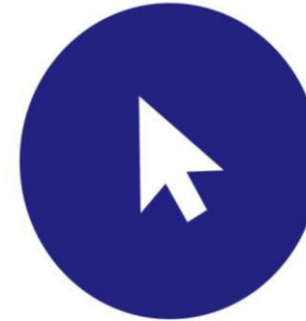


- Manufacturers..... 23%
- Corporate Management .....21%
- Engineering/Technical.....19%
- R&D.....13%
- Purchase .....11%
- Quality.....8%
- Others.....5%

### Target Market



- Geographical Reach
- Asia..... 45%
  - Europe .....27%
  - America.....17%
  - ROW .....11%



Average Page Visits  
**160,000+**

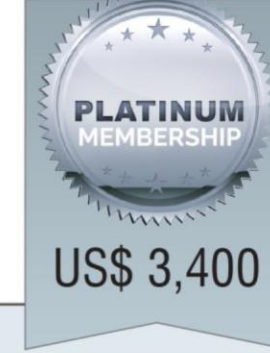


Unique Page Visits  
**13,000+**



Average Visitor Time  
**7+ mnts**

# ONLINE BUSINESS PROFILE



	Services	SILVER MEMBERSHIP US\$ 1,500	GOLD MEMBERSHIP US\$ 2,500	PLATINUM MEMBERSHIP US\$ 3,400
1	1000 Words Profile	✓	✓	✓
2	5 Expandable Images	✓	✓	✓
3	Product Gallery	✓	✓	✓
4	Product Video	✓	✓	✓
5	White Papers	✓	✓	✓
6	Profile Updates	✓	✓	✓
7	SEO	✓	✓	✓
8	Catalogue	✓	✓	✓
9	Product Specification	✓	✓	✓
10	Suppliers of the month Listing	✗	✗	✓
11	e-Newsletter Presence	✗	✓	✓
12	Home Page Banner	✗	✓	✓
13	Interview/Article	✗	✓	✓
14	Home Page Slider	✗	✗	✓
15	Product Launch	✗	✗	✓
16	Email Direct Marketing	✗	✗	✓
17	Banner in Product & Services	✗	✗	✓
18	e-Newsletter Banner	✗	✓	✓
19	e-Newsletter/Article/Interviews	✗	✓	✓
20	SMM	✗	✗	✓

## ADVERTISING

# EVENT MARKETING

## Branding & Promotion

We have the right vision, strategy, approach to understand and communicate with our customers. Our Branding & promotion strategies are now going beyond visualization into collaboration and networking. Our promotions empower our clients to continually enhance customer engagement and loyalty, through coordination between digital and offline strategies. We provide full-spectrum digital services to amplify your visibility across the globe. They help to reach customers, enhance relevance, resonate and deliver measurable results.

***We Aim to Deliver Pixel-Perfect Solutions that Leave Users Saying Wow!***

## Video Marketing

Plastics Technology video marketing strategies help to acquire, retain your audience engagement more efficiently. We complement existing business models while accelerating time-to-market. We deploy coherent campaigns to promote our client's videos on multi channels. We promote our client's videos on YouTube, Facebook, and other social networking platforms and our marketing strategies are strengthened by our deep industry experience and understanding of consumer multi-screen behaviour to achieve good results from our clients, industry associations, and C-Level executives.

***We Simplify your Sales Process & Maximize your Investment!***

## News Release

We deliver value-added services, better retention to our clients globally through our news releases. Our clients have a chance to enhance the operational efficiency as our news releases help to structure our client's business processes and provide enhanced productivity. They help you acquire the scalability that is required to achieve your business's ambitious growth plans.

***Plastics Technology News Releases – An Insight to Actions!***



## Articles

Plastics Technology Articles continually identify, invest and grow capabilities to address the latest needs of this emerging market.

***Stay in-the Know and Ahead of the Curve with Our Insightful Articles!***

## Interviews

Our Interview/Experts section covers the experts talk or interviews that enhance the effectiveness of your sales, marketing, offering, policies and operations. Publishing interviews on our portal helps your company manage its footprint in the marketplace.

***Interviews – Driving Businesses to Become Digital to Stay Relevant!***



## ADVERTISING

# E-MAIL MARKETING

## Client E-Mail Blast

Plastics Technology provides client email blast services that cover the full support to enhance business productivity. Our solid business experience in the advertising industry enables our practice to provide a highly seasoned mix of business and technical prowess. Our “client-first” culture results in more than 90% of annual revenue derived from our existing client base.

Our approach brings together insightful digital strategy, elegant experience strategy and design, deep industry knowledge, and foundational technology expertise to help our clients reimagine, design, build and run new customer experiences and business processes. Our client email blast helps to build stronger, more agile and innovative businesses.

***We Strive to Generate Better Results for Our Clients!***

## Pricing Structure

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is (US\$0.25).

### Booking Example:

10,000 Direct Marketing messages cost:

10,000 x US\$0.25 = US \$2,500

***Generate New Business Models on Diverse Digital Channels with our Emails Blast!***



## ADVERTISING

# E-NEWS LETTER

We will help our clients across the globe deliver measurable results and create lasting change by combining deep vertical knowledge with a broad horizontal perspective and cross disciplinary expertise. We promote your business and brand through cutting edge, creatively drafted e-newsletters. Our newsletters assist our clientele to redefine their marketing strategy. You can target your customers and connect with them with the help of our advertising services.

## Through Our e-newsletters, you Can:

- Elevate your business profile
- Accelerate your online presence
- Amplify a broad horizontal digital perspective
- Make your clients engage with your brand

Our dedicated professionals help you erect an enduring brand reputation. Your global visibility can be accelerated and produce high returns for your online advertising campaigns.



BannerType	Dimensions (px)	Max File Size	File Format	Rate (US\$)
Leader Board Banner	728x90	40kb	GIF & JPEG	1,200*
Top/Full Banner	468x60	30kb	GIF & JPEG	800*
Article / Interview	800 words	--	--	700*
Product launch	--	--	--	500*
Press releases	--	--	--	300*

\*NOTE: Above mentioned prices are for 1 time presence

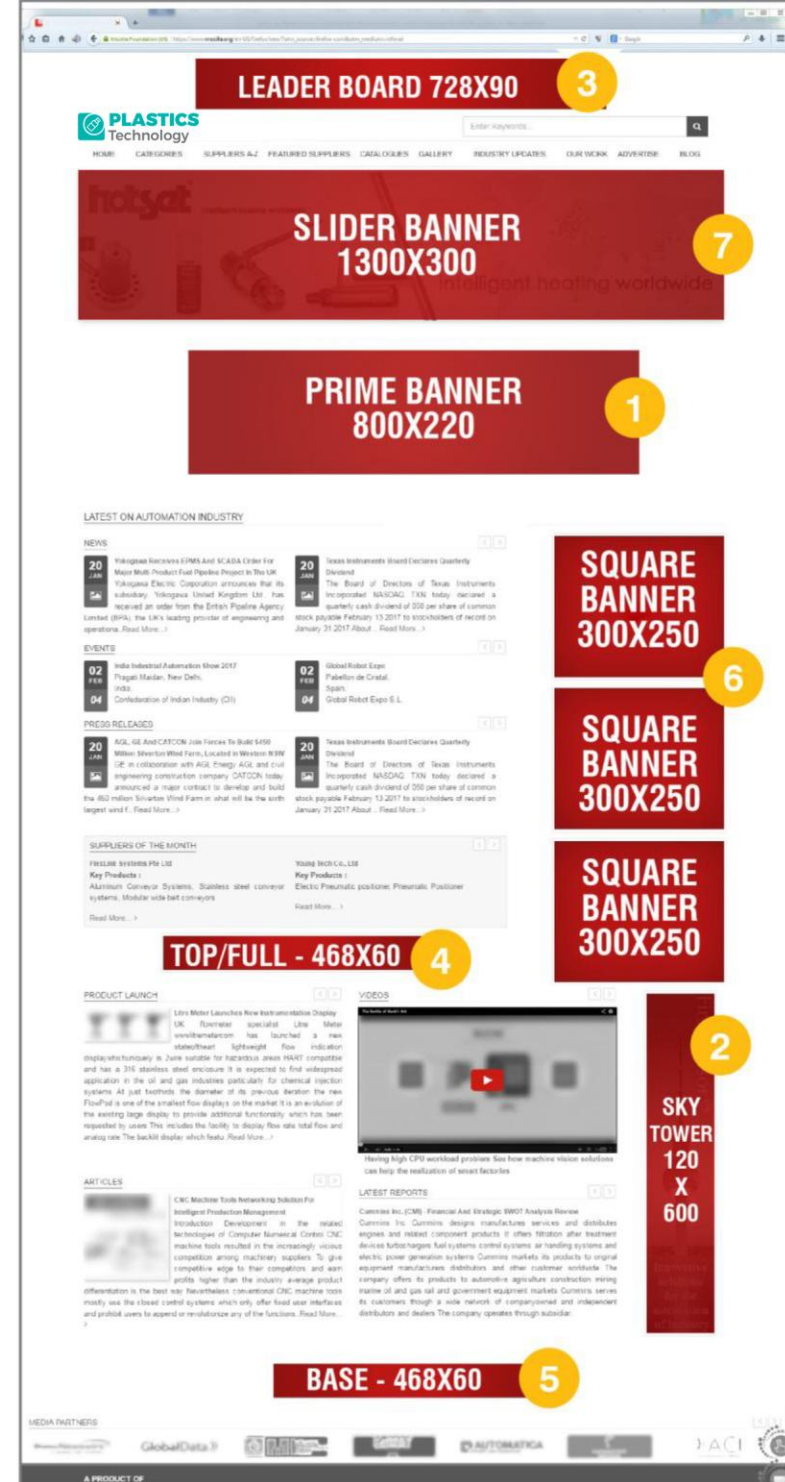
# ADVERTISING BANNER

Leverage Your Business Potential with Our Banner Ads!

Banner Type	Dimensions (pixels)	Max File Size	Rates (USD)
1 Prime Banner	800x220	50kb	2,500
2 Sky Tower Banner	120x600	50kb	2,200
3 Leader Board Banner	728x90	40kb	2,500
4 Top/Full Banner	468x60	30kb	1,500
5 Base Banner	468x60	30kb	1,000
6 Square Banner	300x250	25kb	1,200
7 Slider Banner	1300x300	50kb	1,000

NOTE: Above mentioned prices are for 30 days

File Formats: GIF & JPEG



BANNERS ON WEBPAGE

RATE CARD

# CONTENT MARKETING

## Product Launch (US\$ 500)

We launch your product with perfect planning, engaging content and scope. We make your product to reach more people through our engaging and interactive tag lines and high quality content. We believe that your product has the true potential to change the marketplace and hence come up with creative ideas!

***True Potential to Change the Marketplace!***

## Press Releases (US\$ 300)

We will publish high quality press releases on our website and let the world know about your latest announcement, developments and so on. Press releases help you build trust on different fronts, by stimulating journalists to cover your story and also give your prospects a new reason to visit your website!

***Let the World Know About your Latest Developments!***

## Interviews (US\$ 500)

Our editorial team helps to publish your interview on our website to enhance your online reputation and business production. We provide highly professional content of your interviews ensuring high quality.

***Let the world know about your company through interviews!***

## White Papers (US\$ 300)

Collaborating with industry experts, we provide an extensive library of whitepapers that converses about the latest issues, updates, innovations in the Plastics Technology industry.

***A great medium for sharing company's innovations!***

## Case Studies (US\$ 300)

Plastics Technology Case Studies are the perfect way to spread the good news about your successful projects. Our case studies are focused on particular issues and help industry experts to gain knowledge.

***Perfect Channel to Help Industry Experts to Gain Knowledge!***

# SOCIAL MEDIA MARKETING

## Be the Leader in the Digital World!

You can sustain your brand image and gain optimum level of exposure in your targeted niche through our social media tactics. Companies can generate business and enhance exposure on the web. You can be the leader in the digital world by choosing our social media marketing services.

We deploy a global solution for managing your business collateral and support rapid sales growth and content demand. Plastics Technology social media solutions transform your business operations into a successful platform.

***Maximize your brand presence across the globe!***



## MAJOR CLIENTS



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## EVENT PARTNERS

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## KNOWLEDGE PARTNERS

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