

**The most comprehensive electronic Buyer's Guide for the chemical, analytical and laboratory industries**

If you wish to present your company and your spectrum of products and services, a company presentation in our Buyer's Guide ([www.Chemie.DE/firmen](http://www.Chemie.DE/firmen)) is the ideal solution. The Chemie.DE Buyer's Guide contains more than **11,400** company presentations and **9,000** product groups for chemistry, analytics, pharma and chemical engineering, laboratory equipment, environmental technology, services and many more. That makes it the most comprehensive, freely accessible company data system for its industries.

A Buyer's Guide entry reaches your professional target groups directly at their work desks. Thanks to convenient search functions, your entry is easily found. Our readers are able to send enquiries which are forwarded to you via e-mail without delay.

- With your entry in the Chemie.DE Buyer's Guide you reach up to **245.000** users per month.
- You gain visitors for your own website since we guide our users to you.
- Information enquiries of potential customers are forwarded to you without delay.
- Thanks to convenient search functions your company is found easily and quickly.



The screenshot shows the Chemie.DE Buyer's Guide website. At the top, there is a navigation bar with the Chemie.DE logo and the text 'INFORMATION SERVICE'. Below this, there is a search bar with the text '...gefahrlos informiert werden...'. The main content area is titled 'Buyer's Guide' and features a search bar with 'Keyword:' and 'Area: All' dropdown menus. Below the search bar, there is a table of company listings with columns for 'Companies', 'Products', 'Countries', 'ZIP Code (Germany)', and 'New Companies'. The table lists several companies, including BÜCHI, T&P, Alfa Laval, and AKO. Each company entry includes a logo, the company name, address, and a brief description. To the right of the main content area, there is an 'Advertisement' section with the text 'NEU! Alle News jetzt als PDF zum herunterladen und ausdrucken' and an image of a printer. At the bottom of the advertisement, there are buttons for 'ausdrucken', 'offline nutzen', and 'archivieren', along with a 'mehr Infos' link.

**INFO**

**BUYER'S GUIDE**

as per December 1<sup>st</sup>, 2008

**For the presentation of your company in the Chemie.DE Buyer's Guide we offer two options:**

**1. Standard company presentation**

A standard company presentation is ideally suited to generate contacts from among your potential customers. You can determine up to ten keywords for your products and services that easily and quickly lead our users to your entry. Their information requests are forwarded to you via e-mail without delay.

240.- EUR per year

**2. Premium company presentation**

Compared with a standard presentation, a premium company presentation further increases the visibility of your company on our portals, because your presentation (plus logo) is placed nearer the top of the search results, distinguishing it from that of your competitors. You can determine up to 40 keywords for your products and services that help lead our users to your entry.

620.- EUR per year

**Die Leistungen im Überblick:**

	<b>Standard Presentation</b>	<b>Premium Presentation</b>
Company name and contact details (postal address, telephone and fax numbers)	✓	✓
Link to your company homepage, plus homepage search feature	✓	✓
Brief company description (English and German)	✓	✓
Online contact system for users' information requests	✓	✓
Links from company presentation to additional information about your company (news, products, events etc.) at ChemEurope.COM	✓	✓
Keyword characterisation of your product and service range	10 keywords	40 keywords
Company logo in the list of search results and in the detailed view of presentation		✓
Preferred display in the search results at ChemEurope.COM		✓
References to your company presentation in the weekly newsletter of ChemEurope.COM (approx. 10,000 subscribers) several times a year		✓
Click report at the end of the running time, if desired		✓



Detailed view of a company presentation

### How Do You Register Your Company?

Please call up the following website to register your company in the Chemie.DE buyer's guide:

[www.Chemie.DE/buyersguide](http://www.Chemie.DE/buyersguide)

This will take you to our electronic customer care division, where you can enter all your company information via the internet. You can also select your desired entry type here. As a new customer of Chemie.DE, you can print out an order form with your entries when you have finished. Please sign this form and fax it to us. This tells us that the order really has come from your company, and you have a written document for your files

### How Is the Order Processed?

When you have finished making your company entry, please print out the order form and fax it to us. Your order fax is actually your binding order to present your company in Chemie.DE. Without this fax your entry will not be published and you will not receive an invoice.

### Can My Data Be Seen Immediately?

If you have made any changes to your existing Chemie.DE entry or your company is new to our buyer's guide, then your entries will not immediately be visible on the internet. This will not happen until our editorial department release your data for publication. When your data has been published, we will notify you by e-mail.



Online contact system for information requests

### How Do I Pay?

After receiving your signed order form we will send an invoice to the invoice address given in your order form.

### How Do You Change Data?

Once your company's entry in the Chemie.DE buyer's guide has been accepted, you can update your company data yourself at any time free of charge. We will issue you with a user name and a password which you can use for this purpose. If you forget your access data, just send an e-mail to [support@Chemie.DE](mailto:support@Chemie.DE)

### Contact

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