



## Fact Sheet



# Supplier Advertising

### Your Product Entries

When you add your products to Sourcing City they appear in all of our following services to distributors:  
Sourcing City | Sourcing Planet | Distributor Skin Sites | ECO-Skin Sites & Top Client Skin Sites.

### Enhanced Item Types (These show automatically in Sourcing City, Sourcing Planet & on all Skin Sites.)

- Your selected Enhanced Item Types are forced to the top section in all related search results pages.
- Enhanced Entries statistically achieve: 'Five times more CT Enquires than Standard Entries'.
- Your Enhanced Item Types are online for a full calendar year.

#### How enhanced entries work:

- Your Supplier Area in Sourcing City can show you how each of your products are performing against your competitors. You can then decide which products you would like to 'enhance'.
- The price for each enhanced entry is based on the statistical popularity of each item type.
- All item types are limited to only 9 enhanced products per item type. *This is to ensure maximum exposure for your enhanced entries.*
- A supplier may have a maximum of 3 enhanced products within any individual item type.  
*NB: Enhanced Entries occasionally appear after 'special offers' if applicable.*

### Special Offer Advertisement (Also shows in Sourcing Planet & on 'distributor' Skin Sites.)

- Advertise your latest Special Offers.
- They automatically go to the top of all related search result pages.
- They also appear in a 'Special Offer' section on the home page.
- Limited time offers.
- Simply tell us about your special offer & we upload it same day.

### New Product Advertisement (Also shows in Sourcing Planet & on 'distributor' Skin Sites.)

- Advertise your latest New Products.
- They automatically go to the top of all related search result pages.
- They also appear in a 'New Products' section on the home page.
- Limited time offers.
- Simply tell us about your new product & we upload it same day.





## Fact Sheet

# Supplier Advertising

### Banner Ads on Sourcing City or Sourcing Planet (Sourcing Planet Ads only for 'exclusively trade' suppliers)

- Get our users & online visitors to visit your own website.
- Banner Ad Performance (*SC Analysis Sep 08*)
  - ◆ Average Click Through's Per Month: 115
  - ◆ Average Cost Per Click through: £3.43
  - ◆ Average Page Impressions Per Month: 117,144

### Supplier of the Month

- You can sponsor the 3 Product Picture Windows on the Sourcing City Home Page.
- The windows contain an image of your choice, & also have a hyperlink to your own pages in Sourcing City. Alternatively, they can link to your own website.
- As with all websites, items featured on the home page draw the greatest attention & results.
- Using our 'Supplier of the Month' windows, you can get maximum exposure for your product, offer or event.

### Advertising Bundles

- To get the most from your marketing budget Sourcing City offer Advertising Bundles, where you can mix & match your annual advertising to a fixed budget.
- Your bundle can consist of your own mixed choice from Enhanced Entries, Banners, Special Offer/New Product Ads or Dynamic Mailing.
- Alternatively, we can recommend a bundle to fit your budget & to give you the best results.
- We then agree an annual programme with you, which we then manage on your behalf. This ensures that your products are in front of customers at the right time of the year.
- Most importantly, significant discounts apply to make your money go further.





## Fact Sheet

# Supplier Advertising



### Sourcing Directory

Sourcing Directory is a low cost entry level version of Sourcing City. Trade distributor companies can subscribe for access to Sourcing Directory, where they can then source suppliers by Product Groups.

Each UK supplier has a free basic entry in Sourcing Directory.

To maximise results, suppliers can ensure that their entries appear at the top of the search pages, by using the enhanced sponsored listings that are available for selected Product Groups.

Banner Ad Advertising is also available which would be read by visiting distributors.

---

**If you would like any more information please just give Liz or Alistair a call on: 0844 504 5000**

---



[www.sourcingcity.co.uk](http://www.sourcingcity.co.uk) | [www.sourcingplanet.co.uk](http://www.sourcingplanet.co.uk) | [www.promotionaldirectory.co.uk](http://www.promotionaldirectory.co.uk) | [www.sourcingdirectory.co.uk](http://www.sourcingdirectory.co.uk) | [www.creditcity.co.uk](http://www.creditcity.co.uk) | [www.scwebcreations.co.uk](http://www.scwebcreations.co.uk) | [www.dynamicimage.co.uk](http://www.dynamicimage.co.uk)

sourcing city - sourcing planet - promotional directory - sourcing directory - credit city - sourcing city web creations - dynamic office lite - dynamic office software - dynamic mailing: are trading names of dynamic image ltd. | company registration no. 4595360

---



## Fact Sheet



# Supplier Advertising



## Dynamic Mailing

Dynamic Mailing is the UK's market leader in trade e-shot services. Dynamic mailing offers access to the UK's highest quality, & fully qualified, 'Trade Promotional Merchandise Buyer' database. The Dynamic Mailing E-Shot service enables suppliers to inform key industry trade buyers about their latest products & offers.

### Dynamic Mailing Service – E-Shots

- You can use our database to e-mail over 3500+ quality & qualified trade promotional merchandise buyer e-mail contacts, in around 2000 distributor companies.
- We are certain we can introduce you to trade distributors & contacts you do not know.
- Simply create an html e-mailer as you would like to send yourself, then send to us & we do the rest.
- Our service saves major costs associated with paper communication & postage.

### Dynamic Mailing Service – Land Post

- You can use our database to contact by post over 2000 UK Distributor companies with over 4000 individual buying contacts. (This includes contacts that do not wish to receive e-mailers)
- We can send from a one page flyer to a full catalogue.
- Full packing, collation, insertion & flow wrapping service available.
- Simply send your mailing piece to our mailing house & we do the rest.

### Sourcing City Database Questions

- Question: How do we know that it is quality information?
  - ♦ Answer: Because databases are our business. We have 3 members of team dedicated to our databases & this involves constant research of distributors & their individual team members.
- Question: Can we buy the database?
  - ♦ Answer: Afraid not. We are registered data controllers & the data protection act does not allow the sale of the data. Also, we want you to come back & use our services again & again!

**If you would like any more information please just give Liz or Alistair a call on: 0844 504 5000**



[www.sourcingcity.co.uk](http://www.sourcingcity.co.uk) | [www.sourcingplanet.co.uk](http://www.sourcingplanet.co.uk) | [www.promotionaldirectory.co.uk](http://www.promotionaldirectory.co.uk) | [www.sourcingdirectory.co.uk](http://www.sourcingdirectory.co.uk) | [www.creditcity.co.uk](http://www.creditcity.co.uk) | [www.scwebcreations.co.uk](http://www.scwebcreations.co.uk) | [www.dynamicimage.co.uk](http://www.dynamicimage.co.uk)

sourcing city - sourcing planet - promotional directory - sourcing directory - credit city - sourcing city web creations - dynamic office lite - dynamic office software - dynamic mailing: are trading names of dynamic image ltd. | company registration no. 4595360



## Fact Sheet

# Supplier Advertising



### Your Supplier Area in Sourcing City:

See what Sourcing City has generated for you - online!

- See how you are performing against your competitors
- See which of your products our customers have been selecting, who has looked & when!
- See the Enquiries Sourcing Planet is Generating for You
- See Your Own Most Popular Products • See List of Our 350+ Distributor Customers
- View Our Market Analysis, Most Popular Item Types, Product Groups, Themed Uses & more

Go to the 'Supplier Area' Tab on [www.sourcingcity.co.uk](http://www.sourcingcity.co.uk), simply login & see what is happening for you.

### Some Interesting Facts

**Did you know:** Our subscribed Distributors send over 125,000 CT Enquiries to Suppliers Every Month

**Did you know:** You can use Dynamic Mailing to E-Shot our 4000+ Buyer Contact Database

**Did you know:** 55% of the Total Market Spend is through Sourcing City Distributors

**Did you know:** Over 85% of All Distributors with a 'Turnover of £1m+' use Sourcing City Daily

**Did you know:** Over 350 Quality Distributor Companies use Sourcing City to Source Products

**Did you know:** Sourcing Planet is the UK's only 'Product Database Driven' Sales Lead Generator

**Did you know:** Sourcing City manages over 70 Skin Sites for UK Distributor Companies



Create Free Virtual Samples  
in Sourcing City

ask us how you can:  
Add to Your Own Website



vCat Virtual Catalogue  
create you own!  
Technologo.com  
YOUR BRANDING LABORATORY

Also ask us about Dynamic Office Software to manage your Quotations & Orders

Sourcing City | The Hub | Fowler Avenue | Farnborough | GU14 7JF  
Tel: 0844 504 5000

[www.sourcingcity.co.uk](http://www.sourcingcity.co.uk) | [www.sourcingplanet.co.uk](http://www.sourcingplanet.co.uk) | [www.promotionaldirectory.co.uk](http://www.promotionaldirectory.co.uk) | [www.sourcingdirectory.co.uk](http://www.sourcingdirectory.co.uk) | [www.creditcity.co.uk](http://www.creditcity.co.uk) | [www.scwebcreations.co.uk](http://www.scwebcreations.co.uk) | [www.dynamicimage.co.uk](http://www.dynamicimage.co.uk)

sourcing city - sourcing planet - promotional directory - sourcing directory - credit city - sourcing city web creations - dynamic office lite - dynamic office software - dynamic mailing: are trading names of dynamic image ltd. | company registration no. 4595360