



Ataltus News Media Listing, Recruitment, Training & Advertising Packages

AT THE CUTTING EDGE OF DIGITAL MARKETING AND ON-LINE BRAND AWARENESS

Ataltus.com is an online publishing industry leader able to provide you with the latest in on-line media, communication, marketing, recruitment, and advertising services. It is the most cost effective means of promoting your company to the UK and Global community in your industry.

Regardless of your company's size and capabilities ataltus.com tailor a marketing solution designed to meet your needs - engaging your prospects and promoting your company, brand, products, jobs & services.

Account options over a 12 month period

- Free Account
- Platinum - £595
- Platinum plus - £995
- Partner - Contact sales

Free Account

The ataltus.com free account allows you to register your company no cost. You will receive a free company profile and free listings in the industry directories your company operates within. You can also place free job ad listings in specific industry sections enabling your company to save thousands in recruitment agency fees.

Platinum Account

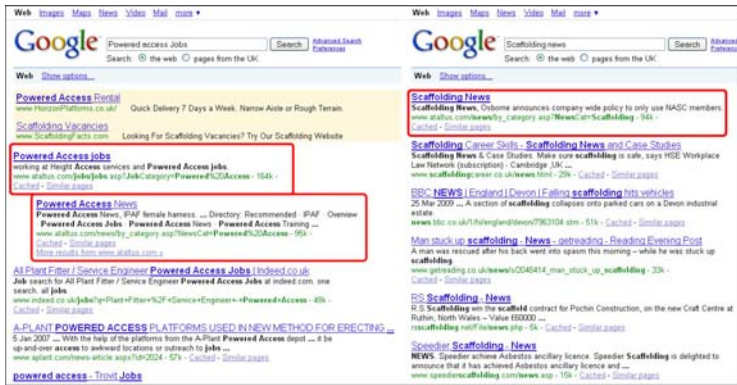
The ataltus.com Platinum account is designed to provide your company with the complete on-line marketing programme geared to fully showcase your company's profile, products, services and news releases, and be seen as a leader in your industry for a full 12 month period.

Following is a *summery of some* of the main powerful features it includes:

News Item/Press Release Uploads: Brand Awareness & Quality by Association

The ataltus.com Platinum account package allows you to drastically improve brand awareness without incurring the enormous risks and costs associated with traditional advertising. Releasing your news and advertising your company alongside the leading companies in ataltus.com increases your brand by association.

It is not enough to promote a web-site. When you send press through ataltus.com, the whole article is spidered and indexed by the search engines, as oppose to sponsored links which end when the money runs out, with ataltus.com organic links stay online for years increasing exposure across the internet and driving traffic to your web-site. All news items can also be downloaded as a document in one click of a button. On page stats showing views and downloads are present on all news items.



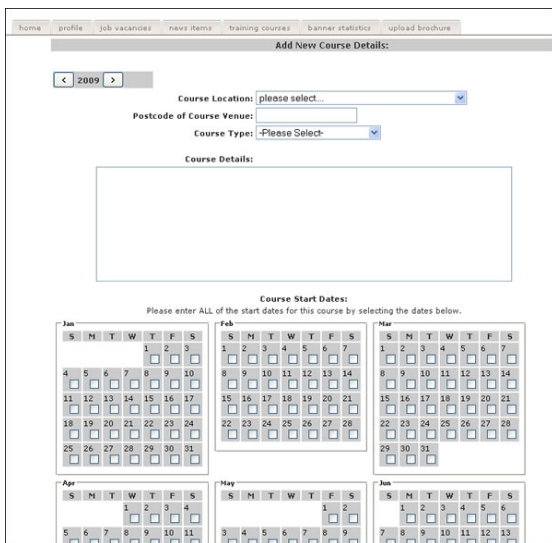
Above shows:

[left] "Powered Access Jobs" & "Powered access News" 1st & 2nd Organic Positions in Google
 [right] "Scaffolding News" 1st Organic Position in Google

* Title your News Items using search terms used within your industry.

Unlimited Training Course Uploads

Ataltus.com Platinum account package allows you to significantly increase the numbers attending the training courses your company provides. Every form of height access course is catered for and can be uploaded using an intuitive easy to use control panel. The process is quick and allows courses starting on multiple dates throughout the year to be uploaded at the click of a button. As with news items, all information uploaded to ataltus.com will be spidered by the search engines, increase you online presence and drive more traffic to your company. All courses can also be downloaded as a document in one click of a button and be emailed between colleagues or friends virally.



Inclusive Banner Design & Positions

See Category Specific banners below.

Comprehensive Company Profiling

Your company description and contact details are available in a large number of locations within ataltus.com, these include: your company profile, your industry company directory listings, recommended company directory listings, training course listings, job ad listings, V-card, company brochure, contact forms and news items. These are all spidered and indexed by the search engines.

Brochure Hosting

Ataltus.com can host a PDF of your company brochure available to download from several locations by our UK and international visitors. Again this enables your company to benefit from peer to peer viral marketing as your brochure is emailed from between colleagues or friends in key market sectors.

Recommended Company Directory Listings

When procurement personnel and specifiers are seeking reliable services or equipment, our statistical data shows a large percentage of page views happen within the recommended company listings. Your company profile is viewable, a V-Card can be downloaded, and your website link is clickable; as is your contact email address.

Platinum Plus Account

The ataltus.com Platinum Plus account is offers the same powerful features as the Platinum account, *plus* 3 x extra, discounted Category Specific banner positioning in preferred areas of business.

Partner Account

The ataltus.com Partner account is custom built to provide an unparalleled level of exposure across the whole of ataltus.com. As well as all the benefits and features of the Platinum account <http://www.ataltus.com/advertise.asp> we offer advanced exposure as account holders and visitors interact with ataltus.com. The account includes:

A home page navigational element & Satellite Site

On the left hand side in permanent view on ataltus.com, this will direct viewers to a page on each site solely dedicated to your company and the services it can supply.

We term this a "Satellite Site." Satellite Sites give the browser a taste of what they can find on the "Mother site" and are designed to significantly increase traffic, they are spidered and indexed by the search engines to improve your website's organic listings.

Also within your Satellite Site we can place distinct buttons linking to areas within the mother site that deal with various services, products or operational capabilities. These can be presented and titled any way you wish. We can also create dynamic information request forms linked to specific teams, personnel or divisions within your company.

5 x Category Specific Banners placed in key market sectors.

2 x Dynamic Advertorial Profiles placed in key market sectors.

Editorial Content - You will have the opportunity to supply **objective** static credited editorial content for your section of industry. This is intended as an informative article for the use of the broader access community. A brief will be provided to include up to 1000 words and illustrative images which may contain the company logo when in situ. The author will be credited and a link to the your company will be published.

Inclusion in Mass email deployment - We email all companies and personnel in the database every month with an update on their statistics, how many times their profile has been viewed, latest Jobs and confirmation emails of site interaction etc. We will include your company logo accompanied by a text advert in every email. This will reinforce your brand across many industry sectors requiring access for maintenance purposes.

Traditional publishing is restricted by content dating, poor distribution, limited availability and lack of user interaction. Ataltus.com updates by the second and is accessible online 24-7-365 globally. Our cutting edge approach provides user friendly information that engages the browser to a greater degree on a regular basis.

Advertising options over a 12 month period

- Sitewide banner - £595
- Category specific banner - £995
- Dynamic Advertorial Profiling - £1,995

Banners

Sitewide banner ads allow you to reach a highly targeted audience in your sector of industry. Placed at the top of all web pages they allow you to advertise to your audience effectively and affordably for a full 12 month period.

Category Specific banner positions provide an especially targeted form of display advertising in specific key areas of operation and service provision; they are seated within exclusive editorial content adding to the overall exposure of your company in its target markets. **The Platinum account includes 1x Sitewide position and 1x Category Specific Position for a 12 month period.** Banner stats can be checked by logging into your control panel as seen above.

The screenshot shows a website banner for 'Work Positioning'. At the top, there is a 'Sitewide Position' banner for 'HELP for HEROES' with a 'Click here to donate' link. Below this is a blue banner with the text 'World's Busiest Access Website' and 'Your dynamic portal to global access industries'. A central image shows a person in a white safety harness and helmet. Below the blue banner is a green bar with the text 'Work Positioning'. The main content area contains text about work restraint and work positioning. At the bottom, there is a 'Category Specific Position' banner for 'heightec' with the text 'Specialist equipment for all work at height & rescue' and the website 'www.heightec.com'. The banner also includes the tagline 'with respect to gravity...™' and an image of a person working at height.

Sitewide Position

HELP for HEROES
Support for our Wounded

[Click here to donate](#)

World's Busiest Access Website

Your dynamic portal to global access industries

Work Positioning

company log in | register new company | personnel log in | register new personnel

out the tasks using work restraint. In these cases whether it be due to the nature of the work area or the task actually being carried out we can look . Work position, allows the operator to enter the hazard and maintain a certain level of safety. This can be achieved in the following manner. The can work hands free when the equipment is used correctly and in a safe manner.

heightec
with respect to gravity...™

Specialist equipment for all work at height & rescue
www.heightec.com

Category Specific Position

een Work restraint and work position is this: Work restraint allows the operator to gain access to the work area without the facility to enter it. Work nter the hazard and work hands free but relies on the PPPE to suspend/ support the operator while working. On other great difference is that the em should have two systems. Due to the fact that they are actually in the hazard in the unlikely event of a primary system failure they must have a

Images:

Dynamic Advertorial Profiling

Ataltus.com will improve the overall visibility of your company's products and services through Google, organically increasing the exposure of your company across the search engine, increasing your potential customers and bottom line sales.

For a large majority of web-sites, only the home page and few other key pages are found through Google. Ataltus.com Dynamic Advertorial Profiles index the information on other pages and specific URLs, ensuring all the content on your web-site will be found. This will increase your website's overall organic ranking in Google, moving these pages up in the search engine. Your Profile will be placed in an industry specific editorial and can contain:

- Up to 800 words providing dozens of links to your own website. These are spidered by the search engines and indexed to improve your website's organic ranking.
- Your company logo, viewable at all times on the page.
- 4 x images of your choice.
- A dynamically linked information request form.
- A downloadable company PDF brochure or catalogue

Advertise with us

With Ataltus.com you will have complete control over your account with the ability to login into your own intuitive control panel and input any information that will help your on-line business strategy. Companies currently using our services have an account where all their company press, products and services are indexed daily; and are benefiting from the results.

The above introductions describe a number of key facilities included with the ataltus.com accounts, though there are many more advantages to be gained; a complete breakdown of all accounts, advertising options and facilities can be viewed at our pricing matrix.

Click here: <http://www.ataltus.com/advertise.asp>