



PAPERITALO PUBLICATIONS

Latest Competitive Information
October 26, 2011

PAPERITALO FIRSTS

- Offered in multiple languages
- 2nd Tuesday Surveys & Weekly Surveys
- Supplier Rankings
- PM40 Index
- Insider Trading Monitoring

PAPERITALO FIRSTS CONT'D.

- Cellulose Community—2,400 worldwide members
- Engineering Manager of the Year Award
- Light Green Machine Institute
- Text number for casual problem solving
– 1.202.681.3412
- Apps for iPhone and Androids



PAPERITALO FIRSTS (COMPETITION)

- 2nd Tuesday Surveys & Weekly Surveys (RISI has small attempt at surveys)
- Cellulose Community—2,400 worldwide members-no charge. (TAPPI has 6,000+ members, charges ~ \$175 per year)
- Paperitalo has no competition in the other 8 categories on the previous two pages

alexa.com Worldwide Rankings

Lower numbers mean higher ranked

Current (26 Oct 11)

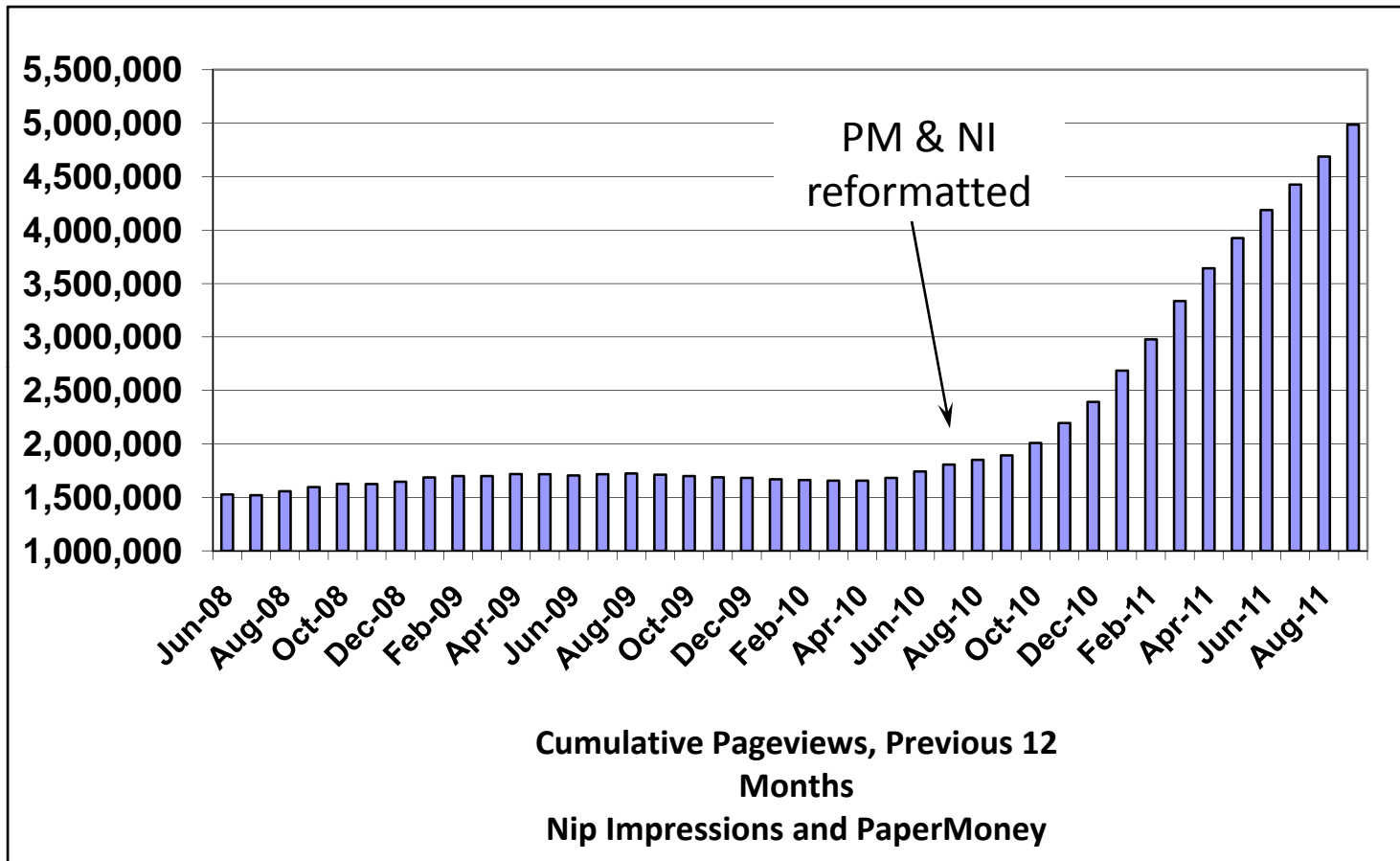
- **globalpapermoney.com** **199,952**
- **nipimpressions.com** **239,323**
- risiinfo.com 257,598
- tappi.org 378,903
- paperage.com 539,876
- cellulosecommunity.org 694,379

About Alexa.com

Founded in April 1996, Alexa Internet grew out of a vision of Web navigation that is intelligent and constantly improving with the participation of its users...

Alexa Site Information - Alexa has built an unparalleled database of information about sites that includes statistics, related links and more. All of this information can be found on Alexa's Site Overview pages, Traffic Detail pages and Related Links pages. To access these pages, simply type the URL of any site into the Alexa Search box.





New Reader Feeders

The screenshot displays a LinkedIn group page for "The Cellulose Community". The main page features a forum post titled "Light Green Machine" with the subtitle "Reducing papermachine weight by 1/2 by 2025". The post includes a description: "For those interested in freely providing and discussing ideas to reduce the weight of installed papermachines (any grade) by 50% by 2025." and a "FORUM" section with posts like "Light Green Machine Available Now!", "Applying principles of...", and "New Name and Image...". The page also shows a "LATEST ACTIVITY" section with updates from Joyce Potter, W Hamilton Jones, and Edward A. Turner. A "New Members: Last 7 Days" section lists Cleriston Ribeiro Eugenio, Jorge Rezende, and others.

The sub-page, "The Pulp and Paper Industry: Cellulose Community-Technical", is described as "A safe haven for those with ideas outside the norm...". It features a "Featured Members" section with profiles of Charles Green, Nick, Jon Kerr, Chuck Klass, Mike Ryan, and Jim Thompson. Below this is an "All Members (547)" section with a search bar and a list of members including Dan Smith, Rick Gilbert, Henry Alexander Hamilton, Conny Brunsell, Mitesh Kumar Tiwari, Patrick Sypher, W Satyanaravana, Terie Kvan, and Lévi Duvillainc.

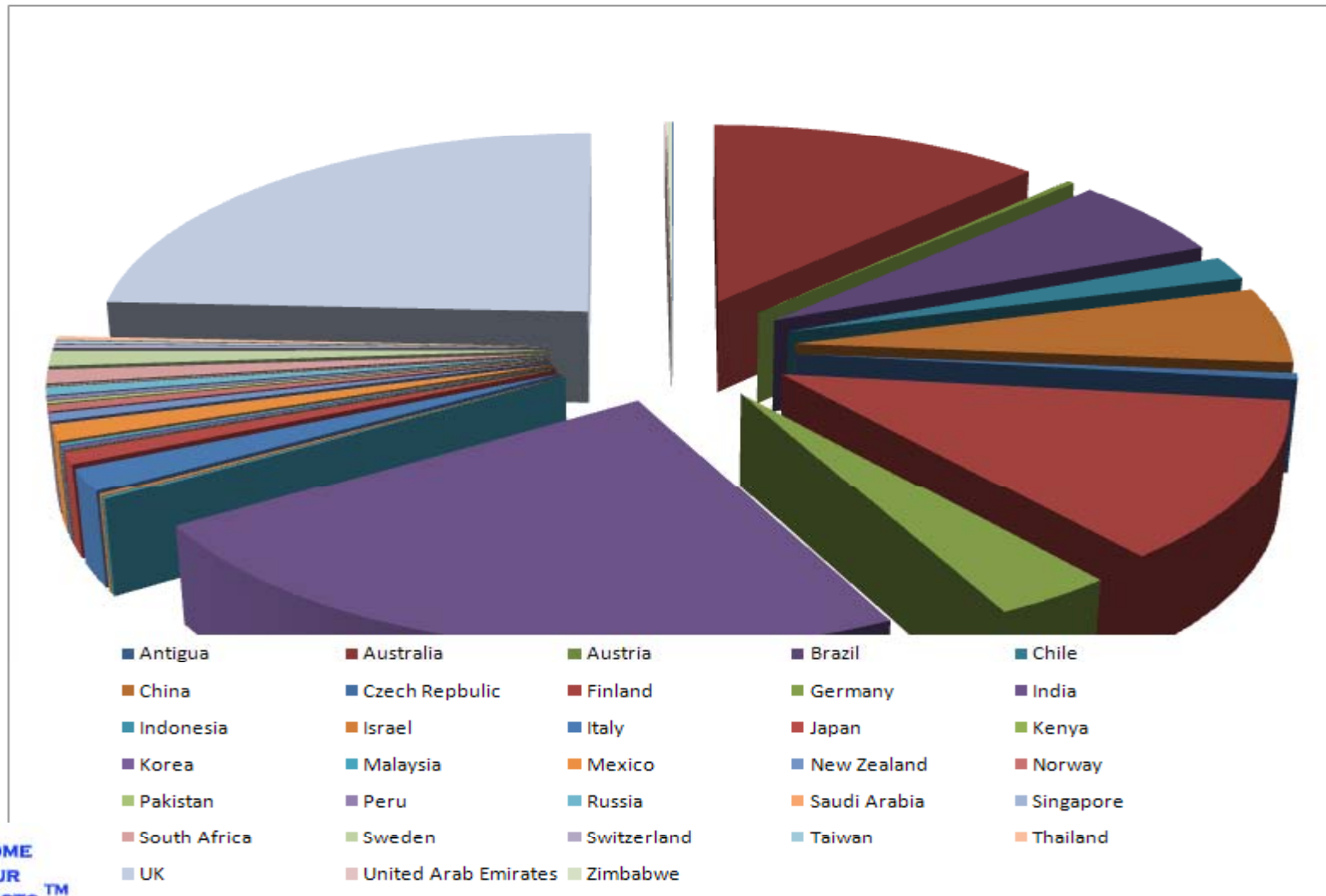
At the bottom left, there is a logo for "THE HOME OF YOUR PROSPECTS™ PAPERITALO". At the bottom right, there is a QR code and a "CURRENT PATENTS" section.

These three sites attract members who are then signed up for Paperitalo newsletters, depending on their fields of interest.

Performance

- One long term advertiser claims they have gotten new business that could have only come from advertising on Paperitalo Publications
- Another advertiser claims regular leads from their Paperitalo Publications advertising
- Yet another advertiser achieved 4,000 click-thrus in 12 months on Paperitalo Publications

Audience is about 65% US, balance...



Readership Composition

PURCHASING 26%
 RECOMMENDING 66%
 WHAT AREAS ARE YOU INVOLVED IN?
 USING 39% NEGATIVE RECOMMENDATIONS 17%
 SPECIFYING 53%
 (MULTIPLE ANSWERS ALLOWED)

From our June 2010
 Readership Survey

31% MAKE PAPER
 15% MAKE PAPERBOARD
 3% HEADQUARTERS STAFF
 7% MAKE PULP
 3% MAKE TISSUE
 8% IN-HOUSE TECHNICAL & ENGINEERING
 12% ENG CONSULTANTS
 4% ACADEMIC

17% ARE PRESIDENT, VICE PRESIDENT OR MANAGING DIRECTOR
 22% ARE GENERAL MANAGER OR MILL MANAGER
 32% HOLD ENGINEERING OR TECHNICAL MANAGEMENT TITLES

8% PH.D.
 39% B.S.
 44% M.S.
 8% SOME COLLEGE

68% WEBSITES
 56% NEWSLETTERS
 6% TELEPHONE
 WHAT IS YOUR PREFERRED CHOICE FOR OBTAINING NEWS ABOUT PULP & PAPER?
 55% PRINTED MAGAZINES
 20% CONFERENCES



Have you seen readers of any other publication say things like this?

Jim-

You restore my faith in the fact that leaders with common sense who possess the ability to utilize everything within the box as well as explore outside the box, continue to exist. I could only hope that if for some reason I should have to repeat life on earth, that I would have the opportunity to work under your leadership. The pulp & paper industry has afforded me the honor of working with a truly great leader, Mr. Mike Cline, now retired, and I only wished that I discovered this industry sooner. Throughout all of your articles I detect so many of the same qualities and thought processes, but what I truly admire is your bluntness, to the point, but not demeaning or ego driven; plain old fashioned common sense logic. Maybe my personality is a touch tweaked, but I think we need more leaders with these qualities.

If you ever have absolutely nothing to do, and your mind needs an entertaining challenge, I think many people would truly enjoy seeing you put together a "paper mill dream team", identified from the Mill Manager to the lowest paid position; not by name, but by character traits and personality types. Something to dwell on in your spare time. Do I detect a chuckle?

Best regards,

C. Davis
Memphis, Tennessee USA

And—this person is a purchasing agent!

Website Placement Opportunities

Front Page

Banner

White Papers



Supplier Showcase



Button

| | | | | |
|---|---|--|--|---|
| <p>PAPERITALO'S BOUTIQUE</p> <p>The Paperitalo Store</p> | <p>JIM'S ARTICLES</p> <p>Get a widget for Jim's Articles here... More...</p> | <p>PERSPECTIVES FROM PAPERMONEY</p> <p>Managed Investment Forestry -- Scheme or Scam</p> <p>In the mid-1990s an ambitious strategy was developed to effectively triple Australia's plantation resource (then about 1 million hectares) by 2020.</p> <p>More...</p> | <p>CONSULTANT CONNECTION</p> <p>Help with tough problems...</p> <p>Check out a Consultant Connection Member today... More...</p> | <p>5th YR ADVERTISER</p> <p>WE KNOW ROTARY KILNS & RECAUCITIZING. +1.740.775.5520</p> |
| <p>CONTENTS</p> <p>Supplier Showcase</p> <p>Consultant Connection</p> <p>Jim's Articles</p> <p>Letters</p> <p>White Paper & Video Library</p> <p>Current US Patent Activity</p> <p>Jim's Travels</p> <p>Advertising Opportunities</p> <p>Energy & the Environment</p> <p>Creative Considerations</p> <p>Jim's Book Club</p> | <p>Week of 29 Nov 10: Generational Gems</p> <p>We may be missing out on the value of generational diversity</p> <p>More...</p> | <p>Week of 22 Nov 10: Scary Manufacturing</p> <p>More...</p> | <p>CLASSIFIEDS</p> <p>New Products and more</p> <p>More...</p> | <p>Process Laboratories</p> <p>WORLD WIDE SERVICE</p> |
| <p>Supplier Rankings</p> <p>Support</p> | <p>Week of 15 Nov 10: Watch the Capital Costs</p> <p>More...</p> | <p>SUPPLIER SHOWCASE</p> <p>[Adv.] ASD Inc.</p> <p>What is the most commonly used form of public transportation?</p> <p>More...</p> | <p>EMPLOYEES WANTED</p> <p>Your new career...</p> <p>Job postings and salary information.</p> <p>More...</p> | <p>TDC</p> <p>We Know Your Kraft!</p> <p>Your Primary Source For Sodium Hydroxide(NaOH) Sulfidic Caustic Caustic Soda</p> <p>24/7 Customer Service: 1.800.422.6274 www.tdc-home.com</p> |
| <p>PAPERITALO RESOURCES</p> <p>PaperMoney</p> <p>M40 (THE Paper Stocks Index)</p> <p>Capital Arguments</p> <p>Cellulose Community Tech)</p> <p>Cellulose Community (More)</p> | <p>Week of 8 Nov 10: Another view of the environmental advocacy industry</p> <p>WHAT DO YOU THINK?</p> <p>Generational Gems</p> <p>Paperitalo Surveys</p> <p>We care what you think!</p> <p>How did you do math when...</p> | <p>[Adv.] Bright Technologies</p> <p>[Adv.] Process Laboratories</p> | <p>CREATIVE CONSIDERATIONS...</p> <p>Zombie economics...</p> | <p>MATERIAL HANDLING</p> |

Float Overs



Front Page

Website Placement Opportunities

Banner

White Papers

Button

Float Overs

The screenshot shows the front page of the PaperMoney website. At the top, there is a banner with a cow image and the text: "If you are looking for a lightweight cow, do not come to the Light Green Machine Institute's 2011 Conference. But...". Below the banner is the PaperMoney logo and navigation menu. The main content area is divided into several columns: "Departments" with a "Marketing Paper" article, "Consultant Connection" with an advertisement, "World Perspectives" with a "Managed Investment Forestry I Scheme or Scam" article, and "Our Sponsors" with various ads. A "Float Overs" box highlights the "Sponsors" section, showing a "THE POWERHOUSE" ad. A "Button" annotation points to a "Read More" link in the "Marketing Paper" section.



Single Page Website Placement Opportunities

Banner

White Papers

The screenshot shows the Nip Impressions website. At the top is a banner for 'BRIGHT TECHNOLOGIES' with the text 'Unsurpassed in Quality, Performance & Service'. Below the banner is the Nip Impressions logo and a navigation menu with links: Home, To Subscribe, Archives, White Papers/Downloads, Search, Member Options, and Cellulose Community. The main content area features a white paper titled 'Week of 29 Nov 10: Generational Gems' by Jim Thompson. The article text discusses a conversation about experiences in the pulp and paper industry, mentioning a friend's family history and the author's own experiences. On the right side of the page, there are several advertisements, including one for 'Process Laboratories' and another for 'TDC' (The Home of Your Prospects).

Button



Supplier Ranking Website Placement Opportunities

Supplier Ranking

Banner

White Papers

The screenshot shows the Nip Impressions website. At the top, there is a banner for Bright Technologies with the text "Discover who everyone turns to for waste dewatering equipment". Below the banner is the Nip Impressions logo and tagline "Speaking frankly about worldwide pulp and paper industry since 2001". A navigation menu includes links for Home, To Subscribe, Archives, White Papers/Downloads, Search, Member Options, and Cellulose Community. The main content area features an article titled "Woodyard Equipment Evaluated" with a "2nd Tuesday Surveys" graphic. The article text discusses the results of a survey for September 2010. Below the article is a social media sharing section with icons for Digg, Del.icio.us, Facebook, MySpace, Technorati, Newsvine, and StumbleUpon. A "Printer-friendly format" link is also present. At the bottom of the article, there is a "Do you know someone else who would like to see this?" section with a "Their Email:" field, a "Comment:" field, and a "Send to a friend" button. On the right side of the page, there is a sidebar with a "Banner" for Bright Technologies and a "Button" for "ORDER OUR NEW SPINNIN' THE INVOICE PRINTER CHALLENGE COIN TODAY!".

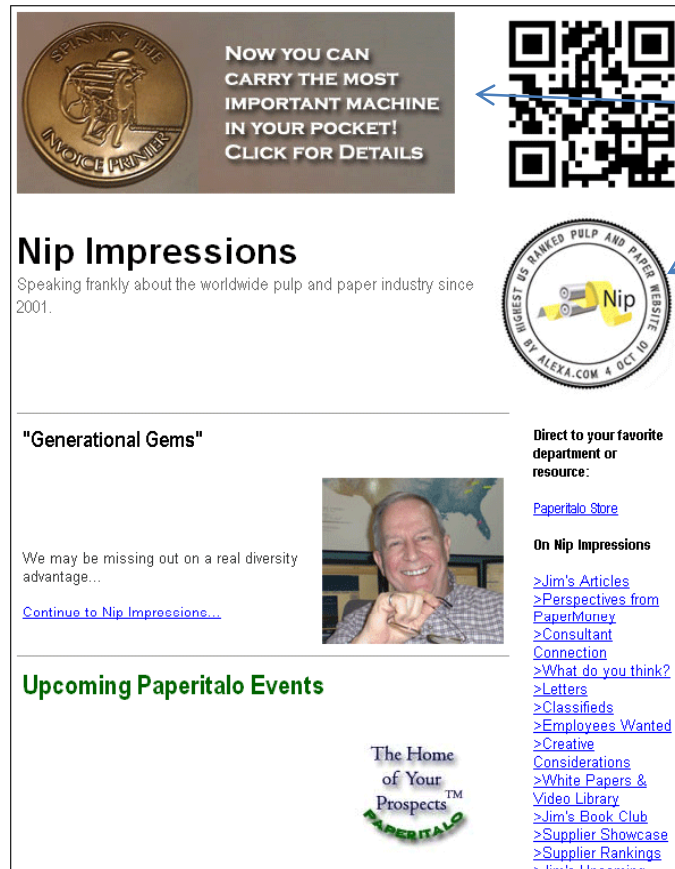
Button



Newsletter Placement Opportunities

A new edition of [Nip Impressions](#) is ready. The column for this week is only two clicks away!

Click Here for [Mobile Version](#) (best viewed on iPhone or Android)



The screenshot shows a newsletter layout with several sections. At the top left is a circular logo for 'SPANNY THE INVOICE PRINTER' with a cartoon character. Next to it is a text box: 'NOW YOU CAN CARRY THE MOST IMPORTANT MACHINE IN YOUR POCKET! CLICK FOR DETAILS'. To the right is a QR code. Below the QR code is a circular seal for 'NIP' with the text 'HIGHEST RATED PULP AND PAPER RESOURCES BY ALEXA.COM 4 OCT 10'. The main title 'Nip Impressions' is followed by the text 'Speaking frankly about the worldwide pulp and paper industry since 2001.' Below this is a section titled '"Generational Gems"' with a photo of a man and the text 'We may be missing out on a real diversity advantage...'. To the right of the photo is the text 'Direct to your favorite department or resource:' followed by a link to 'Paperitalo Store'. Below the photo is a link 'Continue to Nip Impressions...'. At the bottom left is a section titled 'Upcoming Paperitalo Events' with a logo for 'The Home of Your Prospects™ PAPERITALO'. On the right side, there is a list of links under the heading 'On Nip Impressions': '>Jim's Articles', '>Perspectives from PaperMoney', '>Consultant Connection', '>What do you think?', '>Letters', '>Classifieds', '>Employees Wanted', '>Creative Considerations', '>White Papers & Video Library', '>Jim's Book Club', '>Supplier Showcase', '>Supplier Rankings', and '>Jim's Upcoming'.

Space for animated gifs



Newsletter Placement Opportunities

From: Papertalo Publications <jthompson@tail.com>
Subject: Stop everything! A new issue of PaperMoney is here!
Reply: jthompson@tail.com
Having trouble viewing this email? <http://www.globalpapermoney.com>



A new edition of [PaperMoney](#) is ready.
Click Here for [Mobile Version](#) (best viewed on iPhone or Android)

The screenshot shows an email newsletter layout. At the top left is a coin graphic with the text "NOW YOU CAN CARRY THE MOST IMPORTANT MACHINE IN YOUR POCKET! CLICK FOR DETAILS". To its right is a logo for "THE HOME OF YOUR PROSPECTS™ PAPERITALO". Below the coin is the "PaperMoney" logo and a sub-headline: "Delivering the business news about the worldwide pulp and paper industry since 2004." To the right of this is a circular seal that says "THE HIGHEST US RANKED PULP AND PAPER WEBSITE BY ALEXA.COM 4 OCT 10". Below the PaperMoney logo is a "PM PaperMoney®" logo and the text "Direct to your favorite department or resource:" followed by a link to "Paperitalo Store". Below that is "On PaperMoney" with a list of links: ">Departments", ">Contracts-Capital and Labor", ">Earnings and Dividends", ">Finance-Debt Offerings", ">Finance-Equities", and ">Finance-General". At the bottom left is the text "Upcoming Paperitalo Events" and at the bottom right is "The Home of Your Prospects™".

Space for animated gifs



Bonus Placement Opportunities

From: Paperitalo Publications <jthompson@taii.com>

Subject: 15 November 2010: Capital Arguments

Reply: jthompson@taii.com



Capital Argument\$

A trademark of Paperitalo Publications

Published on the 15th of every month

November 2010



Why do we focus on the Engineering Manager of the Year Award?

Work Safely,

Jim Thompson
Executive Editor



Executing this year's budget

This one is just about in the history books. Be careful and safe for your last shutdowns of the year. We'll talk about closing out the books financially a bit next month, but you should already be on your way.

Planning next year's budget

We have been crying the inflation alarm for some time, and it looks like it may finally be coming to pass. If you are in a country that is taking deliberate steps to deflate your currency, foreign purchased equipment

5TH YR
ADVERTISER

WE KNOW
ROTARY KILNS
& RECAUSICIZING.
+1.740.775.5520

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SERVICE

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Laboratories

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and brightness
measurements in
4 MINUTES

LEARN MORE

TDC

We Know Your Kraft!

Your Primary Source For

Sodium Hydroxide (Ditel) (NaOH)

Space for
animated gifs



Value, page 1

- For less than net USD 6,600, an advertiser can, on an annual contract, be in every appropriate placement shown on the previous seven slides.

Plus

- Be featured on “Supplier Showcase” on Nip Impressions at least 5 times
- Provide input to 2nd Tuesday Survey Questions

Value, page 2

Or

- If you prefer to pay by click, the rate for 2011 is \$1.11 per click (annual contract, paid monthly by credit card on file)

Other Opportunities

Capital Arguments Engineering Manager of the Year Hall of Fame



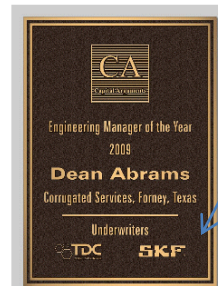
Since its inception, Capital Arguments has believed extraordinary projects are possible. They can be done safely, responsibly and offer a great advantage to their mills with lower capital costs and saved downtime. We established this award in 2000 to recognize those people and companies that follow this philosophy. This award is given once per year somewhere in the world. We honor our inductees permanently here.

Dean Abrams--Engineering Manager of the Year 2009

Now retired, Dean was an engineer at Corrugated Services, Forney, Texas, USA in the summer of 2009 when he completed his award winning project. Dean managed a team that installed a secondary headbox in 11 hours, 30 minutes, paper-to-paper. The experts had said it would take at least 3 days. In April 2010, we presented the award to Dean in the presence of a number of his colleagues.



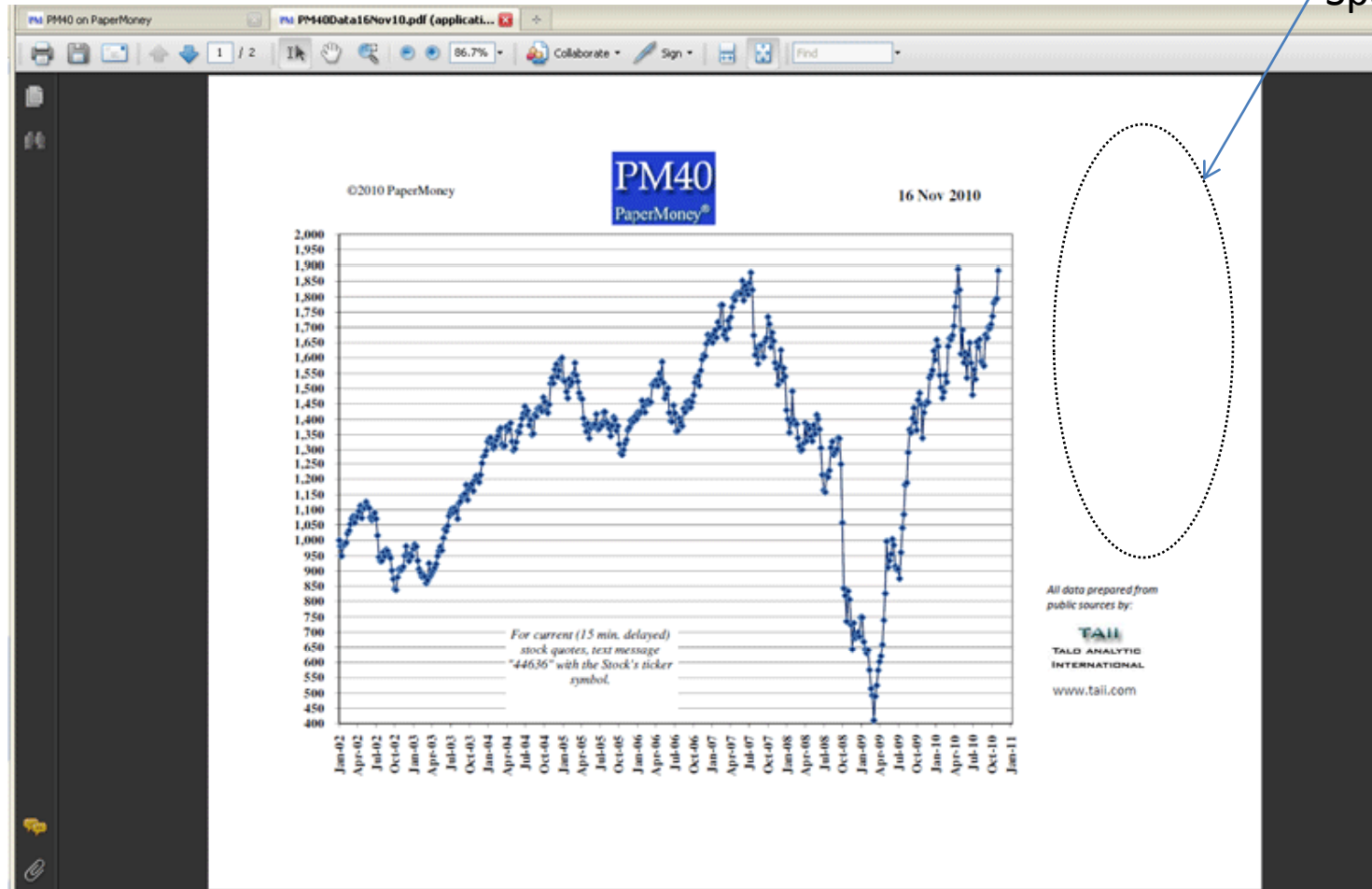
Here is the award we presented to Dean:



Award
Sponsorship

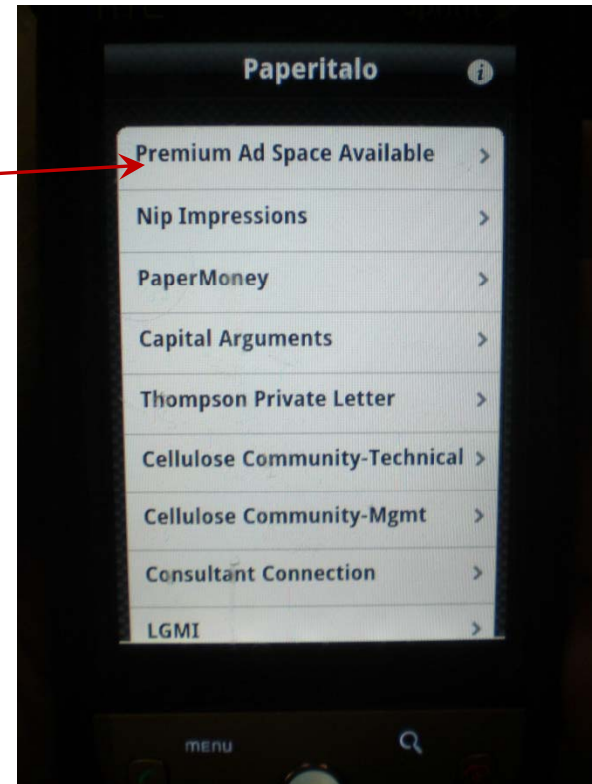
Special Page Website Placement Opportunities

Print Ad
Space



And introducing...

- Apps with new position opportunities



Actual shot of Android Phone

Today's Reality

- Online is clearly dominating (68% say so, see slide 13).
- Paperitalo Publications have the momentum in online publications.
- Paperitalo Publications have the “over 45” audience due to content and the “under 45” audience due to media deployment techniques.