



Promoting a healthy environment and a healthy environment industry

www.environmentdirectory.com.au

Listing on the environment directory

As the effects of the drought and extreme weather events like bushfires and floods continue to be in the news, more people are thinking about climate change and looking online for companies that can help them save water and energy and reduce their carbon footprint.

Maintaining a company profile listing on the environment directory at www.environmentdirectory.com.au is a simple, cost-effective way of promoting your company's environmental technologies, products and services to this online audience.

You can list your company on the environment directory for \$180 + GST per year, equating to **only \$15 a month**, with discounts for longer timeframes.

Duration & discount options Excl. GST Incl. GST

<input type="checkbox"/> One-year company profile	\$180.00	\$198.00
<input type="checkbox"/> Two-year company profile	\$310.00	\$341.00
<input type="checkbox"/> Three-year company profile	\$420.00	\$462.00

A basic company profile listing comprises a full A4 searchable web page containing:

- your company's name, logo and contact details
- an overview of your company, its competitive advantages, the technologies, products and services you offer, the brands you represent, the geographical and industry markets you operate in and any alliances your company may have
- a link to your own website.

You can make changes to your company profile at any time after your initial booking provided your payment is up-to-date for \$120.00 (\$132.00 incl. GST) per hour, charged in 15-minute increments (normally only half an hour if the changes are prepared clearly enough).

Why list on the directory?

The environment directory is the original and longest-running national Australian environment directory online today. It is:

- seen by 3,000 visitors a month, equating to 36,000 visitors a year
- easy to find intuitively by internet users and consistently near the top of internet search engine results – this
- compares favourably with other online directories inside the websites of associations or government bodies that can only be found if users already know they are there
- filled with concise, consistent, high-quality information – enabling users to search on key words for what they require and compare companies' capabilities before contacting them or visiting individual websites

- targeted at industry and business – see the category search pull-down menu for the types of technologies, products and services covered
- cross-promoted via the EcoDirectory consumer-targeted website seen by 6,000+ visitors a month
- easy to update – once established, changes to your listing can be made within a week – there is no waiting for the next edition of a monthly magazine or annual printed directory to be produced
- very cost-competitive with print advertising in trade journals, magazines and other commercial online directories
- paperless and more environmentally friendly than printed directories and magazines in terms of paper, water and energy use.

Because the companies listed on the directory have paid to be listed, it implies that your company is serious about doing business and that it has the capacity to deliver environmental solutions across Australia and abroad.

Obviously, if your company is not on the environment directory it can't be found on the environment directory. It may take only one good lead to bring in hundreds or even thousands of dollars worth of business.

Unlike some other commercial directories, we do not charge extra for longer listings or for logos or links to be included – the information allowance for every company is the same unless your company wishes to project an image of being a real leader in your field, in which case we can offer you advertising for prices that reflect this prominent industry positioning.

Product profile and case study or application listings are also available. If you are interested in these options you will find the prices under the 'Advertise here' button on the right hand side of the directory's home page.

In 2008 the environment directory celebrated its tenth year of promoting a healthy environment and a healthy environment industry.

The directory was established in 1998 by Ian Bergman, Managing Director of EIDN Pty Ltd (Environment Industry Development Network). EIDN was a spinoff company of



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the former Cooperative Research Centre (CRC) for Waste Management and Pollution Control. It is now owned by a business Ian established in NSW called Inspired Marketing. Ian Bergman is an environment industry business development consultant with eight years of experience showcasing Australian environmental companies overseas. The directory is managed on behalf of Inspired Marketing by Margaret Metz, Writer & Editor, Magic Words.

Margaret Metz has a Master of Arts – Writing degree and 20 years of experience as an editor in the environment sector. For the past ten years she has worked with Quitz Managing Director Margaret Bates to promote the Ozwater, Ozwaste, Enviro and EcoForum Conferences and Exhibitions and the IWA World Water Congresses & Exhibitions in Melbourne, Beijing, Vienna and Montreal.

Margaret Metz has also worked as an editor and writer on *WME* and *Waste Streams* (now *Sustainability Matters*)

magazines, the AWA *Water* journal and for the Royal Botanic Gardens Sydney, NSW Forests, NSW Agriculture, Parsons Brinckerhoff (PB), CH2M HILL, Phillips Fox, Ecowise Environmental, Eco Waste, Focus Press, Renaissance Herbs and the Waste Management Association of Australia (WMAA).

How to list your company

To list your company, simply prepare your company profile and logo using the form provided on the next page and email them to Margaret Metz at email <margaretmetz@pacific.net.au> together with advice of how you would like to pay (credit card, cheque or direct deposit) and we will send you a booking and payment form. Once we receive your payment we will edit the profile and liaise with you on any changes. If you would prefer to discuss anything first, please call Margaret Metz on tel. (02) 4381 0473 or mob. 0438 831 687.



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Your company name

(Please type the entry on this page and provide a logo as a separate file according to the specifications given below. Note that the whole company profile listing needs to fit approximately onto this one page using 10 pt Arial font for body copy & with line spaces between the paragraphs. When you have typed in the entry you can delete the notes in blue.)

Overview

(One paragraph only)

Competitive Advantages

(Briefly, describe how your company compares with its competitors. What do clients receive from you that they don't get from their competition? What are the points of difference?)

Technology & Services

(Provide details here of the technology and services your company offers.)

Markets, Brands & Alliances

(Include geographical & industrial markets here.)

Enquiries (please place information in the middle column)

Name		WEB LOGO SPECIFICATIONS Please send us a logo for the web (72 dpi, gif or jpg format, up to 200 mm wide x 100 mm high), attached as a separate file – do not insert it into this Word document
Job Title		
Address		
Email		
Tel. (include area code)	(0)	
Fax	(0)	
Web		