

TUNNELTALK ADVERTISEMENT OPPORTUNITIES

LIFT YOUR ADVERTISEMENT OFF THE PAGE: BRING IT TO LIFE ON THE WEB

The screenshot shows the TunnelTalk website interface with a grid of advertisements. At the top, it says 'TunnelTalk Direct by Design'. Below this, there are several ad spots for companies like normet (FOR TOUGH JOBS), AMBERG TECHNOLOGIES (Tunnel Surveying Solutions), VMT, NFM TECHNOLOGIES, DSI Construction Sentinel, SELI BABENDERERDE ENGINEERS, and MUEHLHAUSER (TRANSPORTATION SYSTEMS FOR TUNNELLING). There are also links to 'Join the Alert' and 'Forward to Colleagues'.

Hotlink Logos on the Weekly Alert

This is a full-screen panorama advertisement for Jacobs Associates. It features a large, central image of workers in safety gear inside a tunnel. The text 'OUR ASSOCIATES MAKE US EXPERTS' is prominently displayed on the right side. The Jacobs Associates logo is at the top. Below the main image, there are several columns of text listing various services and projects, such as 'TBM ends and beginnings', 'Mogán 10th Avenue', and 'W19 2011 Driver'. The website address 'www.jacobson.com' is visible at the bottom.

Full Screen Panorama Advertisements

This is a poster advertisement for TunnelTalk. The title is 'Final finish for Gotthard Baseline excavation'. It features a large photograph of a tunnel excavation site with workers and heavy machinery. The text describes the project, mentioning that it is the last of three large-scale tunneling projects in the Gotthard tunnel. The advertisement includes details about the project's progress and the role of TunnelTalk. The BASF logo is visible at the bottom right.

Poster Advertisements

- Creative animated, video clip and hotlinked advertising on the web
- Panorama and Poster advertisements on editorial and main landing pages
- Add animation and audio for maximum effect and impact
- High, industry-specific, global exposure of your advertising campaign
- Hotlink logos on the free weekly Alert to more than 4,000 readers worldwide
- Free user access offers a formidable vehicle for getting your message to the international community of Owners, Manufacturers, Consultants, Contractors, Suppliers and Educators
- Traditional 4-colour print advertising in the Annual Review

CONTACT US TO DISCUSS THE VARIOUS MARKETING AND ADVERTISING OPTIONS AVAILABLE: Advertising@TunnelTalk.com

TunnelTalk

Direct by Design

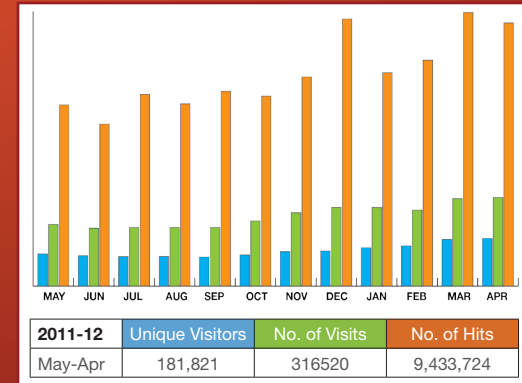
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www.TunnelTalk.com offers:

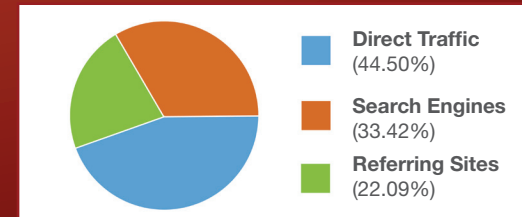
- An immediate link to the latest tunnelling news and information
- In-depth articles and video coverage of principal projects and developments in the underground industry
- An extensive on-line searchable Archive that is an instant source of information for research and recall
- International readership of more than 25,000 visitors/month, some 15,000 of these unique visitors
- A FREE Alert each week to keep readers up to date with new content
- More than 4,000 Alert emails per week to all sectors of the industry and to all parts of the world
- Access to the site is FREE: no registration, no subscription, no fee

A specialised audience that is growing fast

- Visitors from 4,500 cities in more than 150 countries
- More than 130,000 page views per month
- High, industry-specific, global exposure of your advertising campaign



TunnelTalk site statistics for 2011-2012



High-quality, industry-specific, Alert-driven traffic

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TunnelTalk *Direct by Design*