Advertising Exposure on MaltaWildPlants.com

To ensure maximal exposure of the Sponsoring company in this popular website – www.Maltawildplants.com, its name will appear in several ways in all important web-pages currently hosted on this website. Additionally, 25% of the total 900+ plant species will show "sponsored by [your company]" as demonstrated further down this document.

The adverts will be displayed conspicuously as graphical banners or buttons with the logo of your company linkable to its website. Additionally it will be featured in a dedicated sponsor page where all sponsors are exposed with a small portfolio about their company and the services they provide. These adverts will be exposed permanently for a 12-month period.

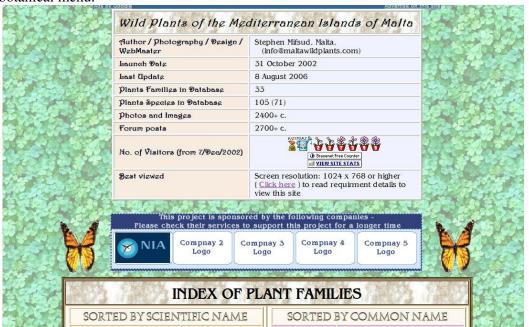
Furthermore, your company will have the license of using photographical material found in this website for their advertising and marketing strategies, but not for direct profit use such as reselling the photographic material.

A preview of how the adverts are displayed on MaltaWildPlants.com is given ahead and they are designed in a way to be conspicuous without being aggressive, overcrowded or annoying. For this reason the target number of sponsors for this project is not more than 5. This is important to maximise the chances of the web-visitor to click and visit your website.

In this document, a fictitious company name and logo (National Institute of Aerospace) was used to demonstrate better the graphical output of the adverts. Hope you can envisage the advertising power of this website while viewing the following pages.

1: Adverts in the main Pages

A banner with list of sponsoring companies linkable to their corresponding websites in the main botanical menu.



2: Adverts in the popular Colour Index Pages

A single large banner a to your company is displayed in a selected colour. There are 5 main colour pages (white, yellow, red, blue, violet) and each of the 5 main companies would have their advert in a corresponding colour index as shown in the example below.



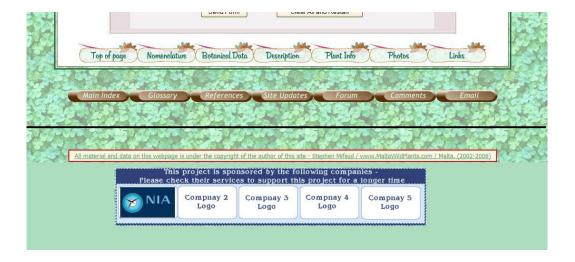
3: Adverts in the Plant Profile pages

A full banner dedicated to one company with the text "This Plant Profile brought to you by: [company banner]" will be displayed as shown below. The sponsor logo is selected randomly from the list of sponsoring companies. So if there are 4 sponsoring companies, there is 25% chance that the logo of your company is displayed.



4: Logos of sponsoring/advertising companies in ALL webpages

To ensure that any visitor makes contact with the companies advertising in this website, such as visitors bumping in a photo webpage from google search engine, all webpages in the website (over 4000!) will feature a small graphical linkable advert at the bottom of each page. (footer).



5: Adverts in the References Page

The source of all information in the plant profiles are referenced in a dedicated page called the reference page. This is mostly used by students (typically University ones) and researchers, but also by post graduate persons that are into botany. As a result it is one of the most visited pages in the website. The sponsoring companies will be listed at the beg of this much visited page. Additionally, it will be specified that this is so thanks to the advertising companies who support educational and environmental projects like the MaltaWildPlants.com



6: The dedicated Sponsor Page

The website features a dedicated sponsor page with contacts, services provided and further details about the sponsoring company as shown below:



7: Articles in local media

Every now and then, discoveries of very rare, extinct or even new plant species found the first time in Malta are published in the Times of Malta. In such articles, the sponsoring companies are always mentioned and acknowledged for their support. Below is an example.

