

OE Index Media Kit (as of December 31, 2008)

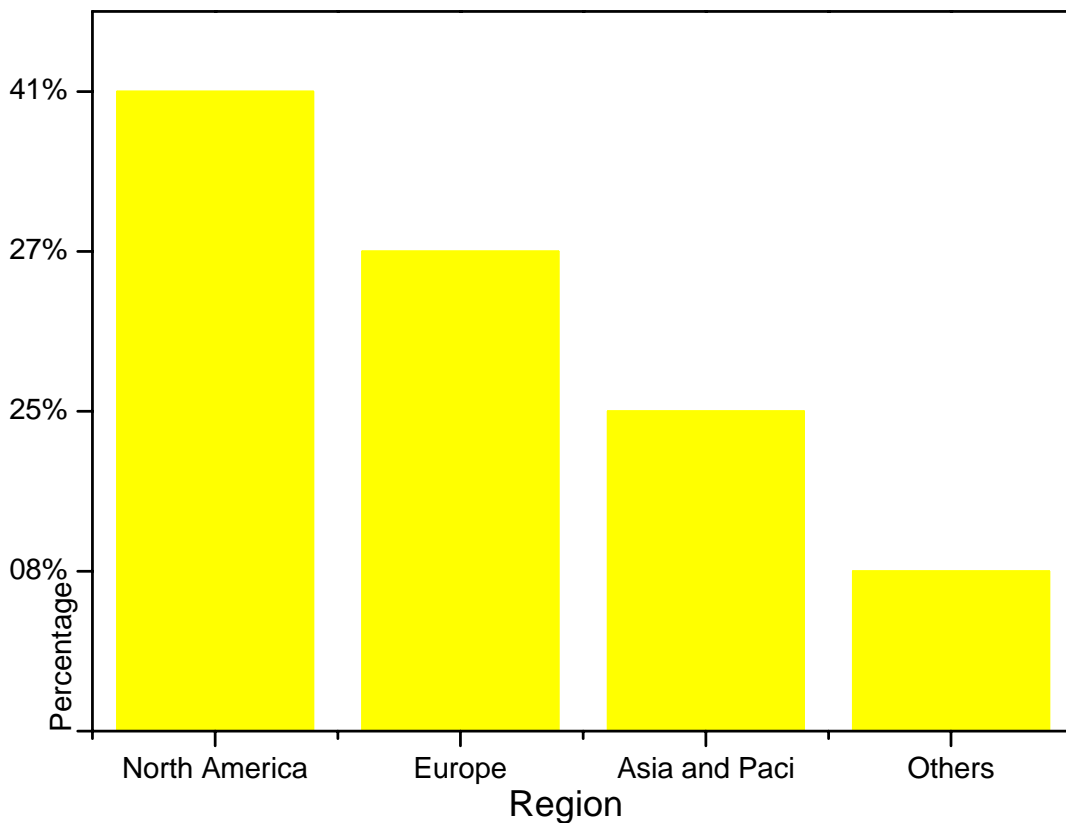
Advertising Opportunities

OE Index is the hub of organic electronics. We strive to become the online gateway to the quite dynamic organic electronic world. Our audience is comprised of global and savvy users who love to know the development of organic electronic technologies and great applications, who are working, and who want to do business in this field and related marketplace. That makes OE Index the ideal place for any entities that want to make their research, technology, product and business solution or others reach their target audiences throughout a variety of industries related organic electronics.

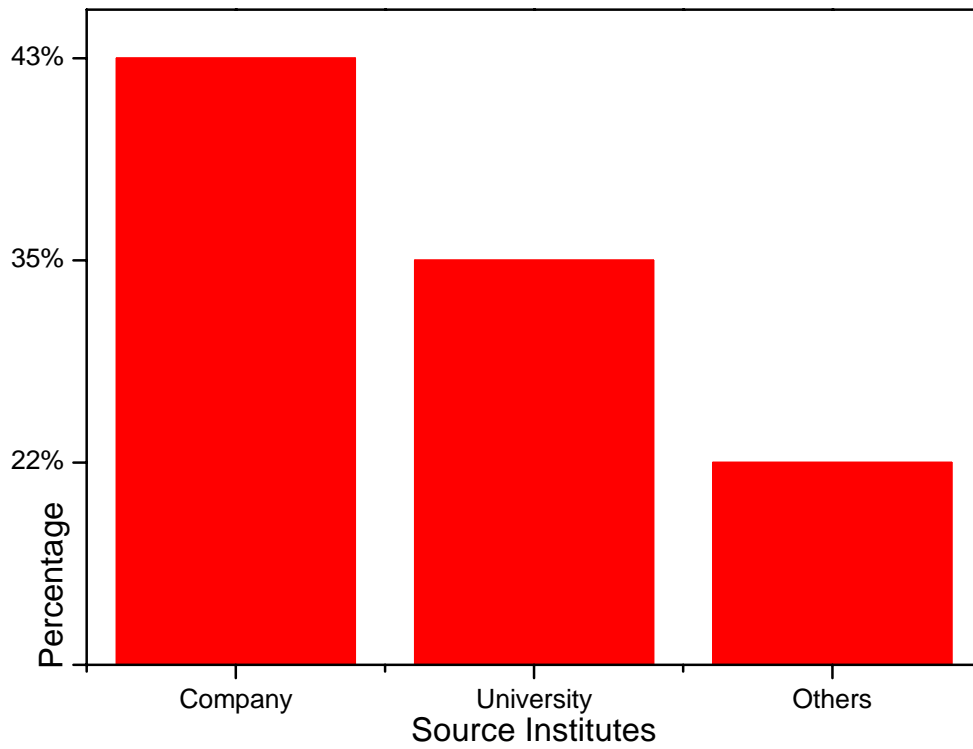
Audience Analysis

According to the visiting information on OE Index.com, we give a general summary of the data. If you would learn more details about our audience touch, please specify your questions and we will response to you as soon.

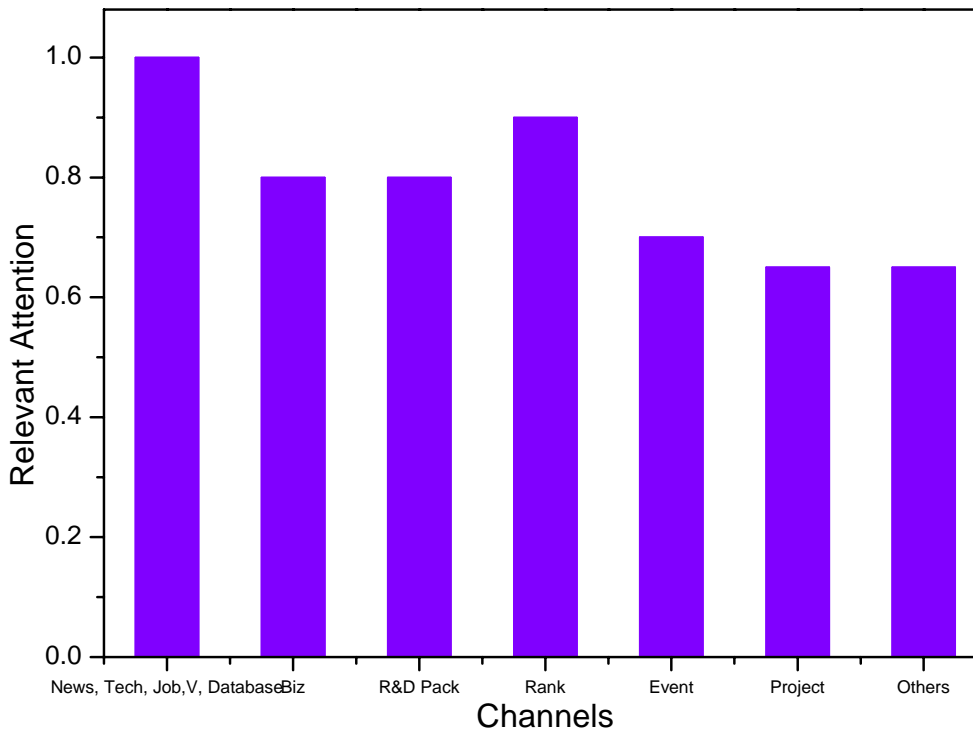
a) Geographical Breakdown



b) User Distribution



c) Content Attentions



Offer Options

OE Index provides a unique resource for organic electronics and offers a number of opportunities for advertisers as follows.

- a) OE Index Sponsorship: OE Index offers premium sponsorship ad units for sponsors, who have absolute right to choose the most optimized advertising package on OE Index.com. Additionally, OE Index provides free column in the Connect Channel to give a link for our all sponsors whether institute logo, technology logo, product logo or text format is acceptable.
- b) Featured Brands: In each channel, OE Index offers Featured Brands spaces for the entities which would like to market their brands, such as company brand, technology brand, lab brand, etc. the space position is different for different channels. Generally, image and text format are acceptable, but image format is preferred.



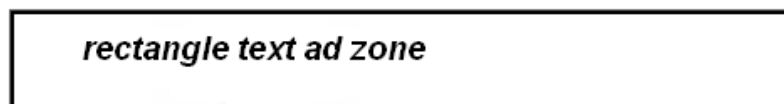
Featured Brand

- c) Embed Full Banner: In each channel, there are no more than five space positions for Embed Full Banners. Embed Full Banners are the advertising that is embedded into the channel content. Thus, only the appropriate ad content is acceptable for this format. For instance, in Tech Channel, we only embed relevant technology or product ad in such position.



Full Banner

- d) Text Linking Ad: there are two types of Text Linking Ad. One is the square type, and another is rectangle type. The ad content includes title, content and connection.



- e) **Event Highlight:** if you are hosting an event related to organic electronics and you want to let more people know your event. In the Event Channel, OE Index can highlight your affairs to help you market it on a wide scale.
- f) **Business Show:** In Biz Channel, OE Index provides stage for you to show your new materials, equipment, technology, high performance products, company brands, and other relevant items to enhance your business strategies.
- g) **Job Posting:** Using OE Index Job Channel, employer could easily find suitable talent to fill your provided positions.
- h) **Patent Posting:** OE Index designs one space for entities who would like to transfer their patents or related technologies to other third parties. They could post the detailed information in Patent Channel.
- i) **Project challenging:** Open innovation is one great way for institutes to solve problems in certain projects by utilizing crowd wisdoms. If you have such issues, you could create concrete projects to let others do your organic electronic project. On OE Index project platform, you could touch various talents in a global range and cooperate with them. In addition, if you would like provide funding for project about organic electronics, you could also using this Channel to promote your funding to get qualified applications.
- j) **Google Adwords and other third party ad providers:** OE Index now accepts other types of Ad format including Google Adwords and other providers. You could set your personal account to display your content on OE Index.



If you do want to learn more about the details of OE Index advertising, please check out complete details below.

OE Index Ad Options

Ad Options					
Type	Channels	Ad Format	Maximum Size	Position	Price(US\$) /month & Item No.
Sponsor	Any one channel+ Connect Channel	Any	180×150/ 468×60/ 150×150	Select from below channel position	1,500+free two month on Connect Channel(A1)
Display	Homepage	Featured Brands	180×150	Right side above Categories	1,000(B1)
		Embed Full Banner	468×60	Inside one latest five news	500(B2)
		Text Linking Ad	150×150/ 468×60	Right side above Categories/ Inside one latest five news	500(B3)
	Tech Database Job V Rank	Featured Brands	180×150	Right above Categories	500(B4)
		Embed Full Banner	468×60	Right or central side above Categories	300(B5)
		Text Linking Ad	150×150/ 468×60	Central section/ Right side above Categories	300(B6)
	Pub Lab Book	Featured Brands	180×150	Central section at the top	400(B7)
		Embed Full Banner	468×60	Central section inside content	200(B8)
		Text Linking Ad	150×150/ 468×60	Central section at the top/ Central section inside content	200(B9)
	Biz	Featured Brands	180×150	Top central section	800(B10)
		Embed Full Banner	468×60	Central section	500(B11)
		Text Linking Ad	150×150/ 468×60	Right side/ Central section	500(B12)
	News RSS Feed	Embed Full Banner	468×60	Below the news	Fee depend on third parties, like google(B13)
		Text Linking Ad	468×60	Below the news	
	News	Project	Project	150	In sequence by

Item		posting	words/item	date	
	Patent	Patent posting	150 words/item	In sequence by date	100(C2)
	Job	Job posting	100 words/item	In sequence by date	100(C3)
	Event	Activity posting	100 words/item	In sequence by date	100(C4)
Digital Printing	OEweek	Full page spread	A4 × 2 page	Inside the content	500/issue (D1)
		Full page	A4 page	Inside the content	300/issue (D2)
		1/2 page	1/2 page	Inside the content	200/issue (D3)
		1/3 page	1/3 page	Inside the content	150/issue (D4)
		1/4 page	1/4 page	Inside the content	100/issue (D5)
		Front cover	1/2-1/4 page	Front cover	600/issue (D6)
		Front second cover	A4-1/4 page	Front second cover	500/issue (D7)
CPM	OE Index	Image/text	Factors depend on third parties, like google(E1)		
Biz Pack					
Type	Contents				Price/month
P Pack	(A1)+(B2)+(B10)+(Cx)				2,000(F1)
G Pack	(B1)+(B5)+(B12)+(Cx)				1,500(F2)
S Pack	(B4)+(B8)+(B12)+(Cx)				1,000(F4)
<i>Note: All above price information subjects to be adjusted bi-monthly. OE Index will announce the changes in advance to our present clients.</i>					

Ad Submission

Two ways to submit your Ad materials by

- a) Email: oeindex@gmail.com
- b) Using our online submission form in Contact Channel.

Bill Payment

There are two ways that you could pay your advertising bill.

- a) Using your PayPal account. It is a convenient way.
- b) Bank Payment. For details, please contact us at oeindex@gmail.com.