
Media Pack and Advertising Options



Gogreen2 Marketing Ltd 2009
Company No. 06071391 registered in England & Wales

The Listing Options

Gogreen2.com has developed advertising options to suit any budget. We want both small business and big businesses to have access to the advertising opportunities on Gogreen2.com. As we feel it is important to expose the environmental credentials of businesses to the market and we aim to make the service a viable option for all businesses, including those in their infant stages.

- Our options include:
- Premium Listings
- General Listings

Button Advertising

Banner Advertising

Sponsorship and, of course we offer a *free listing option*

The following pages highlight the benefits of each of these listings.

The screenshot shows the homepage of Gogreen2.com, which is described as the "ultimate green online directory". The page features a green header with the logo and navigation links. A search bar is prominently displayed. Below the search bar, there are links for "Login", "Register", and "Add Your Business". The main content area includes a "Categories" list on the left, a central welcome message, and two promotional banners on the right: "Advertise Your Business Here!" and "Upgrade Your Business Listing!".

go green2.com
ultimate green online directory

UK Tree Planting Projects
Plant trees for your company and give them to staff and customers

Rainbowclean
Clean, Green and Biodegradable Cleaning Liquids and accessories

Ads by Google

Home | Directory | Marketing | News & Events | FAQs | Contact Us | About Us | Forum

Search for: located in **Search**

You are in > Home

Login Register Add Your Business

Categories

- > Agriculture
- > Business
- > Ceremonies & Celebrations
- > Construction
- > Eco Pets
- > Energy
- > Financial

Welcome to the ultimate green online directory!

Gogreen2.com is a new and effective way for individuals and businesses alike to find environmental products, services, and businesses.

The companies and organisations involved with us all have an environmental ethos, product or service to offer.

By using Gogreen2.com you and the organisations and businesses within will be helping us to save large amounts of Rainforest from destruction and helping to regenerate lands that have suffered from deforestation.

There is no extra cost to yourself as purchases of land and trees come solely from advertising revenue. We are also involved in many charities and organisations that care for our planet and its occupants.

Advertise Your Business Here!
Click here to add your business.

Upgrade Your Business Listing!
Click here for more information

Premium Listing

The Premium Listing is a high profile listing which features on a main category page immediately below the category headings. This listing puts you on a page where the maximum amount of traffic targeted for that area passes through.

For example, if 500 people visit a category, then that 500 would see your listing before moving onto a specific sub-category. As these visitors move from the main category into the sub-categories, the visitor numbers are divided up between the sub-categories in which your business would be placed with a free or general listing; therefore, the potential to capture more customers' attention is greatly increased with a premium listing.

You get a bonus general listing with this option.

Price: £138.90 per year

The screenshot shows a website directory listing for 'Kophornt Solutions'. The breadcrumb trail at the top reads: 'You are in > Home > Directory > Shopping > Food > Kophornt Solutions'. Navigation links for 'Login', 'Register', and 'Add Your Business' are visible. On the left, a 'Categories' sidebar lists various options like Agriculture, Business, Ceremonies & Celebrations, Construction, Eco Pets, Energy, Financial, Green Kids, Health & Beauty, and Jobs. The main content area features the company name 'Kophornt Solutions' with a logo in Cyrillic script. Below the name is a short description: 'With many years of experience put yourselves in our capable hands and let us do the hard work so you don't have to. Tell us what you are looking for and what your budget is and we will do our best to fulfill your requirements.' Contact information is provided in a table format: Address (153 Eaton Crescent, Taunton, Somerset, TA2 7UF), Telephone (01823 275800), Email (info@evosite.co.uk), and Website (http://www.evosite.co.uk). On the right side of the listing, there are three promotional buttons: a green one for 'Advertise Your Business Here!', a yellow one for 'Upgrade Your Business Listing!', and an orange one for 'Featured Listings'.

Be noticed go green!

General Listing

The General listing option gives you a listing which features in as many subcategories as relate to your business. It also displays your logo, images, website, email address and further information for potential customers.

(The free listing option gives you business name, address and contact number in one category only.)

Price: £88.90 per year

The screenshot displays the Gogreen2.com website interface. On the left is a vertical navigation menu with categories such as Business, Ceremonies & Celebrations, Construction, Eco Pets, Energy, Financial, Green Kids, Health & Beauty, Jobs, Organisations, Property, Recycling, Shopping (selected), and Food. The main content area is divided into several sections: 'Food' (5 Companies Listed), 'Home & Garden' (5 Companies Listed), 'Health & Beauty' (0 Companies Listed), 'Clothes & Accessories' (1 Company Listed), and 'Publications' (0 Companies Listed). Below these, a search result for 'Sensation' is shown, including a test description, the Sensation logo, a 'More Information' button, and the website URL 'www.evosite.co.uk'. On the right side, there are three promotional boxes: a green one for 'Business Here!' with a 'Click here to add your business' link, a yellow one for 'Upgrade Your Business Listing!' with a 'Click here for more information' link, and an orange one for 'Featured Listings' featuring 'VehicleTrader' with the tagline 'The home of Used Cars For Sale' and a 'Get your listing featured' button.

Succeed with Gogreen2.com



Button Advertising

The Button Advertising puts you in what we have named our "featured businesses listing". Viewable on every page of the director. This space puts you with a maximum of 4 other businesses and, every time the page changes, the buttons rotate.

You get a bonus general listing with this option.

Price for the right of page spots is on application

Price for the left of page spots is on application

The screenshot displays the '5 Companies Found' section of the go green 2.com website. On the left is a vertical navigation menu with categories like Business, Ceremonies & Celebrations, Construction, Eco Pets, Energy, Financial, Green Kids, Health & Beauty, Jobs, Organisations, Property, Recycling, Shopping, and Food. The main content area features three featured business listings, each with a title, a brief description, a logo, and a 'More Information' button. The first listing is for 'Holiday Kits' (www.gogreen2.com), the second is 'Sensation' (www.evosite.co.uk), and the third is 'Cinoa'. To the right of the listings are three promotional buttons: a green one for 'Business Here!', a yellow one for 'Upgrade Your Business Listing!', and an orange one for 'Featured Listings' which includes a listing for 'Vehicle Trader UK' with a 'Get your listing featured' button.

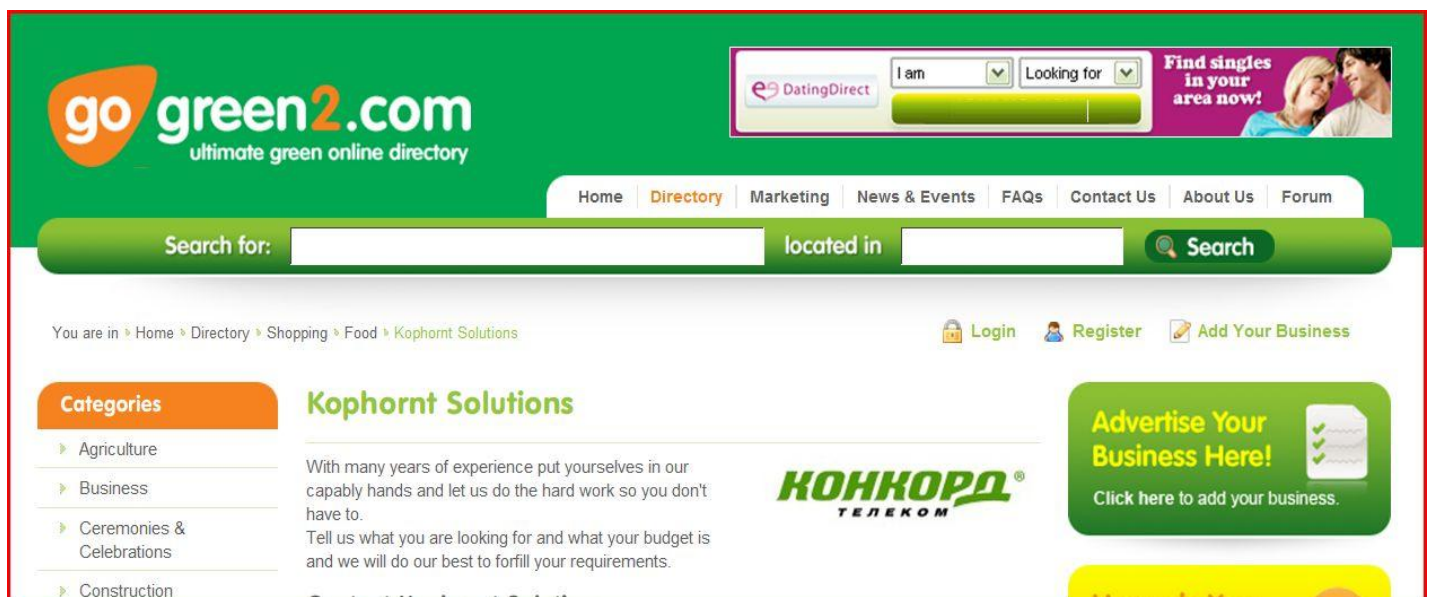
How green could your business be?

Banner Advertising

At the top of The Gogreen2.com directory is the header part of the website and a prime location banner space. This is viewable from every page of the directory and stands out the most. This space rotates with a maximum of 14 other businesses and changes every time the page does. It has a high click-through rate and is one of the best advertising positions on Gogreen2.com.

You get a bonus general listing with this option.

Price for a banner is on application



Gogreen2.com ultimate online Directory



Sponsorship Opportunity

By sponsoring a section on Gogreen2.com, such as Building, you obtain the premium position on every page under that category including all the sub categories directly part of it. You have your logo or small banner at the top of every page of the category - with a direct link back to your website. This advertising option is a great opportunity - for advertisers to brand themselves successfully.

You get a bonus general listing with this option.

Price is dependent on category as some are bigger than others, contact us for more information.

