

Growth continues at **geosynthetica.net** - the total number of visitors to the site at the close of 2007 was over 400,000! With this growth, we have realized new user demands. The most consistent and frequent request we have received is for concise material specification data. In answer to this demand, we have created **geosindex.com** - a stand alone geosynthetics website which indexes materials based on their properties. **Learn how underwriting geosynthetica.net supports your business while yielding significant savings on geosindex.com listings.**



is a free-access technical, educational and promotional resource for the geosynthetics industry. The site houses technical documents, titles and abstracts of geosynthetic publications, CQA plans, standards, industry news, industry directory, & much more. On behalf of its Underwriters, geosynthetica.net collaborates with user group associations, publications & websites to deliver geosynthetics education and technology. We create training, make presentations, write articles and deliver geosynthetics web content for user groups (dams, mining, specification, etc.)



is an interactive geosynthetic specification index freely available to engineers, designers, specifiers, regulators and contractors on-line. The site provides users a swift and efficient means of finding and sorting materials based on material type, material components and specification values. Users can access information using ASTM, ISO, and CEN standards/specifications. Using sorting and highlighting tools, multiple products and parameters can be brought together on one page for direct comparison. From one resource users can **search, sort, select, and specify!**

The screenshot shows the geosynthetica.net website interface. At the top, there are navigation tabs for 'About Us', 'Contact Us', and 'geosynthetica Home'. Below this is a 'TECHNICAL INFORMATION' section with sub-tabs for 'INDUSTRY INFORMATION' and 'TOOLS & RESOURCES'. A sidebar on the left contains various product categories like 'BUYER'S GUIDE', 'GCLs', 'geomembranes', 'geotextiles', 'COLBOND', 'Tensar', 'BRADLEY', 'TYPAR', 'PROPEX', 'BTL', 'PERMATHENE', and 'COLBOND'. The main content area features a 'news' section with a 'TWO SEMINARS... TWO DAYS' announcement, a 'calendar' with upcoming events like 'GEMMS 2007' and 'ASIA MINING CONGRESS', and a 'recently added events' section listing seminars and conferences.

The screenshot shows the geosIndex website interface, specifically the 'GEOMEMBRANES - MATERIAL SPECIFICATION INDEX (ASTM)' page. The page features a search bar and navigation tabs for 'Home', 'Links & Guidance', 'ASTM', 'CEN', 'ISO', 'BID Assistance', 'Companies', and 'Contact Us'. Below the search bar, there are instructions on how to use the site and a list of available materials. A large table displays the specifications for various geosynthetic materials, including columns for 'Product Name', 'Material Type', 'Year', 'Test Method', 'Standard', 'Manufacturer', 'ASTM Designation', 'ASTM Code', and 'Applications'. The table lists materials like 'GCLs', 'Geomembranes', and 'Geotextiles' with their respective specifications and application areas.

| BENEFIT  | PREMIUM                               | GOLD                                  | SILVER                               |
|--|---------------------------------------|---------------------------------------|--------------------------------------|
| Logo in Advertising Banner<br>(seen on every page in the site) | 4 appearances                         | 2 appearances                         | 1 appearance                         |
| Customized Web Page Ad<br>(within geosynthetica)               | Unlimited links                       | Limited links                         | One link                             |
| Listings in the Directory                                      | No max. 1st priority<br>search return | No max. 2nd priority<br>search return | 5 max. 3rd priority<br>search return |
| Cost Savings for geosIndex Listing                             | ✓                                     | ✓                                     | ✓                                    |
| Listing in the Buyer's Guide                                   | 1st priority<br>listing               | 2nd priority<br>listing               | 3rd priority<br>listing              |
| Listing on the Industry Links page                             | ✓                                     | ✓                                     |                                      |
| Educational Events/Conference<br>Technical Sessions            | 1st opportunity<br>to participate     | 2nd opportunity<br>to participate     |                                      |
| Promotion in the Front Page<br>Underwriter Feature Box         | ✓                                     | ✓                                     |                                      |
| News Alerts  | ✓                                     | ✓                                     |                                      |
| Sales Leads from geosynthetica.net<br>to the Underwriter       | ✓                                     |                                       |                                      |
| Conference Brochure Distribution<br>at all Events              | ✓                                     |                                       |                                      |
| Consulting Editor Chris Kelsey<br>Available as In-House Writer | ✓                                     |                                       |                                      |
| <b>ANNUAL TOTAL</b>  | <b>\$6,100</b>                        | <b>\$3,050</b>                        | <b>\$1,600</b>                       |



# Benefits/Costs

## Traffic:

- No subscription - this resource is not limited in its circulation
- In 2007, 400,000+ annual site visitors to geosynthetica.net were driven to geosindex.com
- Dozens of user-based resources linking to the geosIndex site
- Information available in ASTM, CEN and ISO terminology and test values

## User-friendly:

- Tools for searching, sorting, highlighting and sourcing materials
- Users choose which data they do/don't want to view
- Material's applications are identified
- Material's testing certifications and qualifications posted (CE Mark, ISO, ECTC, NTPEP, HITEC, etc.)
- With one click, users may review the material's entire specification

## Manufacturer-friendly:

- Showcase materials' qualifications beyond test values
- Materials can be added and edited during any time of the year at no charge
- Complete representation in one format, includes contact information, complete specification and web links
- Direct links from product listing to manufacturer website
- Exposure to an international audience of unprecedented size
- New product exploration will be encouraged as users will now be presented with material characteristics rather than simply the material type, encouraging investigation into alternate materials

## Non-Underwriter Price

**\$500.00 US** (per product)

- 1 Product listing
- Link to 3-Tab Corporate Ad within geosIndex (includes company info, linked product list, office/distributor listing), individually keyworded and submitted to search engines
- Link to the comprehensive specification other information on your company's website
- Link to product references, testing certifications, etc.

## Underwriter Price

**\$100.00 US** (per product)

- Same as above

|  | <b>PREMIUM</b> | <b>GOLD</b> | <b>SILVER</b> |
|--|----------------|-------------|---------------|
|  | ✓              | ✓           | ✓             |



# Advertising/Costs

## 250x400 (72 dpi) Tower Banner

One year advertising exposure, one ad per page (exclusive) static jpg/gif, or dynamic Flash movie (max 12 seconds) with link through to your company page

## 450x100 (72 dpi) Super Banner

One year advertising exposure, two cycles per page (shared) static jpg/gif, or dynamic Flash movie (max 7 seconds) with link through to your company page

| geosynthetic.net Underwriter? | 250 X 400 | 450 X 100 |
|-------------------------------|-----------|-----------|
| Non-Underwriter               | \$3,000   | \$1,500   |
| Silver Underwriter            | \$2,700   | \$1,350   |
| Gold Underwriter              | \$2,550   | \$1,275   |
| Premium Underwriter           | \$2,400   | \$1,200   |

**geosynthetic.net Underwriter?**

**250 X 400**

**450 X 100**

**Non-Underwriter** \$3,000 \$1,500

**Silver Underwriter** \$2,700 \$1,350

**Gold Underwriter** \$2,550 \$1,275

**Premium Underwriter** \$2,400 \$1,200

**geosynthetic.net** A global, free-access resource for geosynthetic material data

**CETCO** LINING TECHNOLOGIES 800.577.5142 www.cetco.com

**Claymax® GCLS**

Home Links & Guidance ASTM CEN ISO Bid Assistance Companies Contact Us

**geosindex - CEN Index**  
SELECT A GROUP OF MATERIALS FOR WHICH YOU WOULD LIKE TO REVIEW PROPERTIES. RESULTS OF THIS SELECTION WILL BE STATED IN TERMS OF ISO TEST VALUES.

**Geosynthetics Services**  
9063 Bee Caves Rd.  
Austin, TX 78733  
Toll Free: (800) 880-8378  
Phone: (512) 263-2101  
Fax: (512) 263-2558  
Email: [sallen@tri-env.com](mailto:sallen@tri-env.com)

**TRI**

geosindex indexes a variety of geosynthetic materials based on each material's test values and provides information regarding the manufacturer and distribution contacts. Information can be found on products from the following categories:

drainage composites, erosion control, geocells, geofoam, geogrid, geomembrane, geonet, geosynthetic clay liners (GCL) and geotextiles

and may be sorted by a variety of different material properties and values.

Please select the material group for which you would like to review material specifications.

Select a material group  Go

Select a material group

- Drainage
- Erosion Control
- Geocell
- Geogrid
- Geosynthetic Barrier
- Geonet
- Clay Geosynthetic Barrier
- Geotextile
- Geotextile Tubes

Helpful links:

- CEN [web link](#)
- CEN TC 109 on Geosynthetics [web link](#)
- CEN TC 109 [published standards](#)
- Search for [geosynthetic-related standards](#), listed by international organization, presented by geosynthetic.net
- Recent international geosynthetic-related [standards news](#)

**International Geosynthetics Materials Specification Index Formatted For Design With ASTM, CEN And ISO Standards.**

**geosynthetic.net**

Your free access, on-line technical information resource for all manner of geosynthetics! Visit [www.geosynthetic.net](http://www.geosynthetic.net) for more information on the geosynthetics industry - its materials, calendar, news, directory and 1000's of technical documents.

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