

Growth continues at geosynthetica.net. 2009 posted over 16 Million page views by visitors of geosynthetica.net , the average visit duration for the year is 4.51 minutes (Q1 averaged 1.58 minutes, Q2 averaged 4.25 minutes, Q3 averaged 5.34 and current Q4 average is 6.09 minutes). With this growth, we have realized new user demands. Users have requested concise material specification data, so we've created geosindex.com - a stand alone geosynthetics website which indexes materials based on their properties.



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

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 homepage with various navigation links, a 'Daily News' section, and a 'Headline News' section. The headline news features 'Geosynthetica hits the road' in Cape Town on 2-5 September 2009, mentioning a regional conference and a major project for the Transkei Express road.

The screenshot shows the geosindex.com website displaying a 'GEOMEMBRANES - MATERIAL SPECIFICATION INDEX (ASTM)'. It includes a search bar, navigation tabs for Home, Links & Guidance, ASTM, CEN, ISO, and BSI, and a table of material specifications.

| Product Code | Material Type | Year | Test Method | Region | Standard | Thickness | ASTM | ISO | Applications |
|--------------|---------------|------|-------------|---------|----------|-----------|------|-----|--|
| 1000 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | LLP LC |
| 1001 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA LLP LC PL AD |
| 1002 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1003 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1004 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1005 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1006 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1007 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1008 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1009 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1010 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1011 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1012 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1013 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1014 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1015 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1016 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1017 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1018 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1019 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |
| 1020 | Geotextile | 2005 | HOPE | Swedish | NA | NA | NA | NA | CA RL BCL LP LC PL AD PL M PL FC RL SC |

One Tenth the Cost - Twelve Times The Coverage

Why Not?

| | Another Company's Print Ad | geosynthetica Premium Underwriter | geosynthetica Gold Underwriter | geosynthetica Silver Underwriter |
|--|---|---|---|---|
| Publication Time | 1 month | 1 year | 1 year | 1 year |
| Circulation  | 16,000-56,000** | 16 million + page views at December 15 2009 — visitor duration at geosynthetica averages 4.5 minutes . | 16 million + page views at December 15 2009 — visitor duration at geosynthetica averages 4.5 minutes . | 16 million + page views at December 15 2009 — visitor duration at geosynthetica averages 4.5 minutes . |
| Number of Pages on Which Your Ad Appears | One | All pages within site – static and dynamic <i>and</i> 2+ dedicated banners throughout the site on chosen landing pages | All pages within site – static and dynamic | All pages within site – static and dynamic |
| Amount of Ad Exposure | Not guaranteed - your ad appears on 1 page. | 40% +of all visitors' time on the site | 20%+ of all visitors' time on the site | 10% +of all visitors' time on the site |
| Conference Representation | Possibly | ▶ In booth(s) where geosynthetica exhibits ▶ In conference packages where geosynthetica is a cooperating organization | ▶ In conference packages where geosynthetica is a Cooperating Organization | ▶ In conference packages where geosynthetica is a Co-operating Organization |
| Invitation to Participate in Technical Programs | | First opportunity 2010 Webinars for PDH/CEU credits as well as underwriter specific private web-based events. | Second opportunity 2010 Webinars for PDH/CEU credits as well as underwriter specific private web-based events. | |
| Sales Leads | Only if reader a response card is included | ▶ By email ▶ Direct links to your web site from: Buyers guide, directory, front page, company page, articles, calendar, case studies and other sections of the site. | ▶ Direct links to your web site from: Buyers guide, directory, front page, company page, articles, calendar, case studies and other sections of the site. | ▶ Direct links to your web site from: Buyers guide, directory, front page, company page, articles, calendar, case studies and other sections of the site. |
| Writing of Articles About Your Company/Products | You <i>may</i> submit press releases | Consulting Editor Chris Kelsey at your disposal to write case studies, articles and press releases for publication in other print publications | | |
| Additional Benefits | ? | Yes plus unlimited comp. listings on geosIndex.com | Yes plus 5 comp. listings on geosIndex.com | Yes |
| Monthly Cost | \$ 6,792 - 1,566** | \$ 508 | \$ 254 | \$ 133 |
| Annual Cost | \$ 52,255 - 16,125 | \$ 6,100 | \$ 3,050 | \$ 1,600 |

** Based on the information published by: CE News, Waste Age, Waste Management World, Canadian Environmental Protection, Geosynthetics, Government Engineering, Stormwater, Erosion Control, Better Roads, American City & County, Public Works, Arab Construction World, Arab Water World and Land & Water Magazine for advertisements ranging from full page to 1/6 page



Benefits/Costs

Traffic:

- No subscription - this resource is not limited in its circulation
- 400,000+ annual site visitors to geosynthetica.net will be 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

- Same features
as above

2009
UNDERWRITER
SPECIAL

Premium Underwriters have unlimited comp listings

Gold Underwriters have five comp listings

Silver Underwriters receive discounted listings



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

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 for more information on the geosynthetics industry - its materials, calendar, news, directory and 1000's of technical documents.

geosindex copyright 2000 geosynthetic.net - all site contents, formatting and work product protected by international copyright. While considerable effort has been made to ensure the accuracy of information posted on Geosindex.com, the site's host, geosynthetic.net, accepts no responsibility for errors or omissions in the information presented herein, or for errors which may occur in downloading and printing any of the pages or files, nor any liability resulting from the use of this information for design and construction applications. All product data has been provided by the manufacturers and distributors participating in this site. Geosynthetic.net/geosindex assumes no liability for the accuracy or completeness of this information or for the ultimate use by any purchaser. This site is an engineering resource, but it should not be construed as engineering advice.