



*America's fastest growing website for buying and  
selling machinery & equipment.*

# About Us

## Who We Are

MachineSales.com is an independent online marketplace linking buyers and sellers of machinery and equipment.

MachineSales.com makes it easier to find, compare and buy equipment from leading machinery manufacturers, dealers and distributors.

## What We Do

MachineSales.com makes it easier to find, compare and buy equipment from leading equipment manufacturers, dealers and distributors.

## Mission

MachineSales.com aims to be the most efficient and cost effective advertising solution available, as well as being the most user friendly website for buying and selling machinery and equipment.

**MachineSales.com**  
Online new & used machinery marketplace

buy & sell, new & used machinery, machine tools & equipment

members Login not a member? Join FREE Now

Home | Sell | Wanted | My Account | Directory | Blog | Freight | Contact

**Machine Sales - New & Used Equipment for sale**  
Search, find, compare and buy machines from leading equipment manufacturers, dealers and distributors. Buy or sell new or used equipment quickly and easily at Machine Sales.

Search for New & Used equipment for sale

**Browse equipment by industry:**

- Construction Equipment
- Material Handling & Lifting Equipment
- Machine Tools
- Miscellaneous Equipment
- Woodworking Equipment

**Sellers - List equipment for sale**

- Individual listing \$15 total cost click for details
- Memberships from \$20 per month list up to 20 machines click for details
- Wanted? Free Listing Add a free wanted listing click here

**Latest Equipment Listings:**

- MAZAK, FJV-35/60, CNC VERTICAL MACHINING CENTER NEW: 1998
- HAAS, SL-30T, CNC LATHE NEW: 2004
- HAAS, SL-20BB, CNC LATHE NEW: 2000
- HAAS, SL-10, CNC LATHE NEW: 2006
- CITIZEN, L20 (S) VII, CNC SWISS TYPE AUTOMATIC SCREW MACHINE NEW: 2000

# Seller Benefits

## More Leads Equals More Sales

Sellers listings are exposed to over 41,000 machinery buyers every month.

## Increased Exposure to National and International Buyers

- 75% of visitors come from America & Canada
- 11% Europe
- 8.5% Asia
- 5.5% Other

## Business Profile in Directory

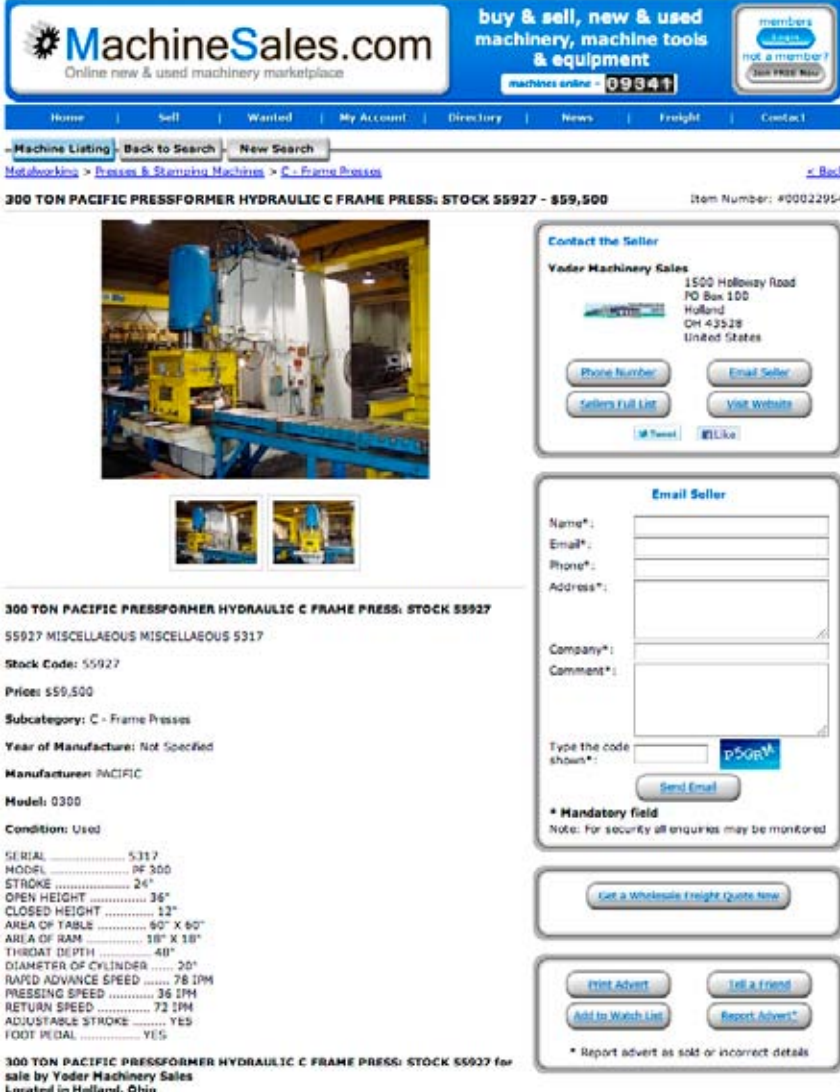
Complete inventory, business information and contact details.

## Link to Sellers Website

Additional traffic flow and page rank to sellers website.

## Live Listing Statistics


Transparent and accountable results. Live listings statistics provide accurate details of item views, emails sent, phone and website clicks.



The screenshot shows a product listing on the MachineSales.com website. At the top, there is a navigation bar with links for Home, Sell, Wanted, My Account, Directory, News, Freight, and Contact. Below this is a search bar and a list of categories. The main listing is for a "300 TON PACIFIC PRESSFORMER HYDRAULIC C FRAME PRESS: STOCK 55927 - \$59,500". The listing includes a large image of the press, a "Contact the Seller" section with the seller's name "Yoder Machinery Sales" and address "1500 Holloway Road, PO Box 100, Holland, OH 43528, United States", and an "Email Seller" form. The form has fields for Name, Email, Phone, Address, Company, and Comment, along with a CAPTCHA and a "Send Email" button. Below the form is a "Get a Wholesale Freight Quote Now" button. At the bottom, there are buttons for "Print Advert", "Tell a Friend", "Add to Watch List", and "Report Advert".

**300 TON PACIFIC PRESSFORMER HYDRAULIC C FRAME PRESS: STOCK 55927**  
Item Number: #00022954

**Contact the Seller**  
Yoder Machinery Sales  
1500 Holloway Road  
PO Box 100  
Holland  
OH 43528  
United States

**Email Seller**  
Name\*:   
Email\*:   
Phone\*:   
Address\*:   
Company\*:   
Comment\*:   
Type the code shown\*:  

**\* Mandatory field**  
Note: for security all enquiries may be monitored

\* Report advert as sold or incorrect details

**300 TON PACIFIC PRESSFORMER HYDRAULIC C FRAME PRESS: STOCK 55927**  
55927 MISCELLANEOUS MISCELLANEOUS 5317  
Stock Code: 55927  
Price: \$59,500  
Subcategory: C - Frame Presses  
Year of Manufacture: Not Specified  
Manufacturer: PACIFIC  
Model: 0300  
Condition: Used  
SERIAL ..... 5317  
MODEL ..... PF 300  
STROKE ..... 24"  
OPEN HEIGHT ..... 36"  
CLOSED HEIGHT ..... 12"  
AREA OF TABLE ..... 60" X 60"  
AREA OF RAM ..... 18" X 18"  
THROAT DEPTH ..... 40"  
DIAMETER OF CYLINDER ..... 20"  
RAPID ADVANCE SPEED ..... 78 IPM  
PRESSING SPEED ..... 36 IPM  
RETURN SPEED ..... 72 IPM  
ADJUSTABLE STROKE ..... YES  
FOOT PEDAL ..... YES

**300 TON PACIFIC PRESSFORMER HYDRAULIC C FRAME PRESS: STOCK 55927 for sale by Yoder Machinery Sales**  
Located in Holland, Ohio

## Traffic

The number of visitors to MachineSales.com is increasing every week. Website traffic has increased 300% in the last six months.






## Monthly Site Statistics (Jan 13, 2014 – Feb 12, 2014)

- \* Machine Listings – 22,580
- \* Website Visitors – 41,000
- \* Unique Website Visitors – 33,000
- \* Website Page Views – 157,000
- \* 77% of Traffic from USA & Canada
- \* 89% of Visitors use English as first language.

## Visitor Location (Jan 13, 2014 – Feb 12, 2014)

	Country	Visitors
1.	 United States	28,943
2.	 Canada	2,639
3.	 United Kingdom	1,393
4.	 India	821
5.	 Australia	673
6.	 Mexico	632
7.	 Turkey	284
8.	 Germany	234
9.	 Italy	207
10.	 Russia	184

## Traffic Sources

Organic Search	33,312	
Direct	4,049	
Referral	2,638	
Paid Search	1,030	
Social	33	

## SEO

MachineSales.com categories and individual listings rank high on the major search engines: Google, Bing and Yahoo.

The majority of people who use search engines, use long tail searches. Eg: Over 3 words. They include a condition, brand, model or location. This is where MachineSales.com excels over the competition.

## Sample search engine positions for popular machine categories:

Search Term	Google	Bing	Yahoo
Engine Lathes in Texas	1	1	1
Used Press Brake in New York	1	1	1
Cincinnati Laser Cutter in Illinois	1	1	1

# Seller Membership Pricing

List an  
*Individual Machine*

**Individual Listing** (advertise until sold)

Total Cost      **\$15**

There are 4 levels of seller memberships based on how many machines you wish to advertise. Monthly Memberships are set up as a direct debit and can be cancelled at any time. Choose your preferred membership level and payment term, then click next.

Bronze  
list up to  
**20 Machines**

**Bronze Membership** (up to 20 listings)

Monthly      **\$20**

12 Monthly      **\$204**      **Save \$36 (15%)**

Silver  
list up to  
**50 Machines**

**Silver Membership** (up to 50 listings)

Monthly      **\$50**

12 Monthly      **\$510**      **Save \$90 (15%)**

Gold  
list up to  
**100 Machines**

**Gold Membership** (up to 100 listings)

Monthly      **\$100**

12 Monthly      **\$1,020**      **Save \$180 (15%)**

Platinum  
list **Unlimited Machines**

**Platinum Membership** (unlimited listings)

Monthly      **\$200**

12 Monthly      **\$2,040**      **Save \$360 (15%)**

**Feature Matrix**

	Bronze	Silver	Gold	Platinum
Dealer Profile	✔	✔	✔	✔
Listing Statistics	✔	✔	✔	✔
Upload News	✔	✔	✔	✔
Max. Listings	20	50	100	Unlimited
Max. Users	5	10	15	Unlimited
Multiple Offices	✘	✘	✘	✔



# Banner Advertisements (Optional)

## 1. Home Page Banner Ad - \$50 / month

(Size: 120 pixels x 240 pixels still or animated GIF/JPEG.)  
Home Page Banner Ads are displayed on, and rotated through the home page of www.MachineSales.com.

### Banner ad Rotation Policy

- Up to 2 Home Banner Ads are shown at any one time.
- A maximum of 6 slots will be sold at any one time.
- Ads will be rotated equally. Each Ad will be seen a minimum of once every two home page views.
- Multiple slots can be purchased.

## 2. Category Specific Banner Ad - \$50 / month

(Size: 460 pixels x 120 pixels still or animated GIF/JPEG)  
Category Specific xBanner Ads are displayed on every search results page in a chosen category / search topic. Eg: Presses

- Up to 2 Category Specific Banner Ads are shown on a search page.
- Ads will be displayed after the 10th and 20th listings.
- A maximum of 2 slots will be sold in each category at any one time.
- Ads will be displayed on every search page in that category / search topic and will rotate through the 2 positions.
- Multiple slots can be purchased.





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