MachineSales.com
ONLINE NEW AND USED MACHINERY MARKETPLACE

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.

Seller Benefits

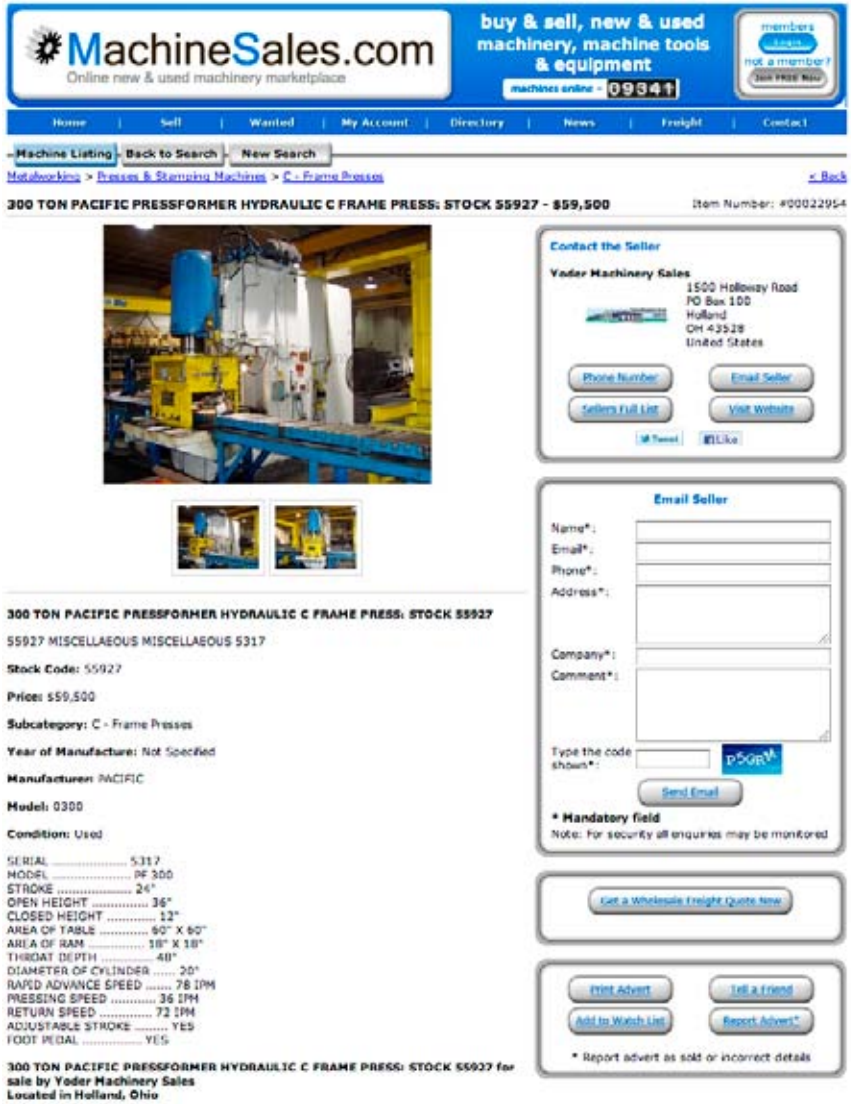
More Leads Equals More Sales
Sellers listings are exposed to over 41,000 machinery buyers every month.

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.



Website Traffic / SEO

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

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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 - $400 / 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.

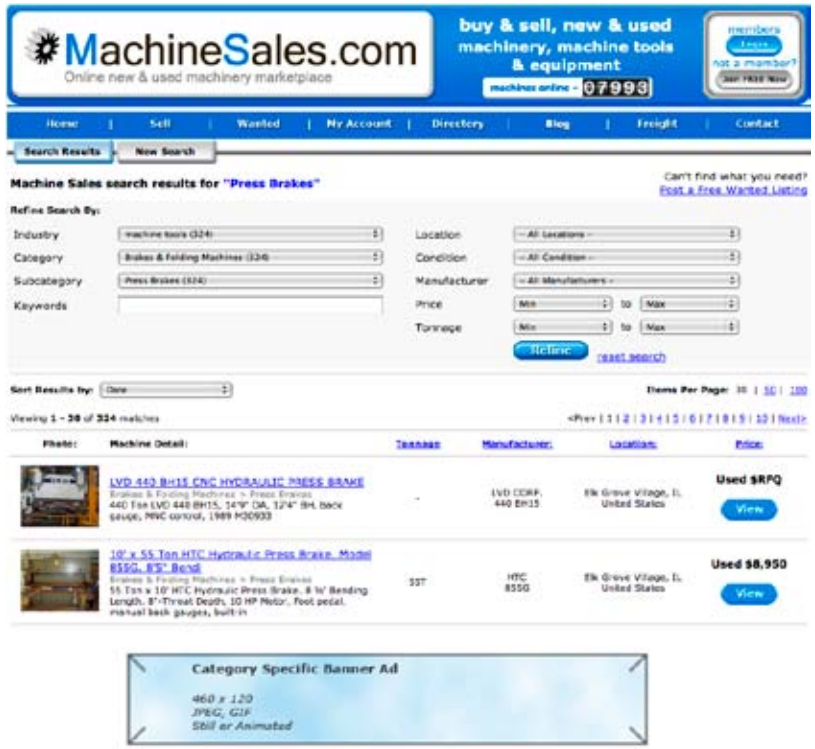
Banner ad Rotation Policy

- Up to 2 Home Banner Ads are shown at any one time.
- 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 - $200 / 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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