



PARTSBASE

PARTNER

The e-commerce marketplace for the aviation, aerospace and defense industries. Volume 1, Edition 2

Online Aircraft Parts **AUCTION**

Boeing, McDonnell Douglas & V2500 engine parts, airframe, rotables and expendables
(Former Major US 121 Carrier Tagged and OEM Certified Parts)

Auction Date: June 22, 2006
Inspection Dates: June 20-21, 2006

Call Gary Hochman at

1-888-322-6896 or 561-953-0700 ext. 2247
or email: ghochman@partsbase.com
for more information

A Growing Community PartsBase Monthly Numbers:

- @ 7.5 million overall page views
- @ 100,000 views for Parts & Services Directory
- @ 21,000 views for the PartsBase.com Message Board
9,500 Logins
- @ 650,000 parts searches
- @ 190,000 Requests for quotes (RFQs)

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AFFILIATIONS



CHECKLIST FOR EFFECTIVE ONLINE ADVERTISING

The PartsBase Checklist – To make the most of your online ad, make sure it's:

- Action-oriented:** Clearly, your primary goal is to have prospects click your ad for more information, so it's OK to be direct. We recommend that all online ads contain a call to action like "click here" or "learn more" for better results.
- Creative and compelling:** Your online ad has only a split second to gain attention. Use attention-getting headlines and bold images to make your ad stand out. In most cases, only one ad per page will appear on PartsBase.com.
- Brief:** The most effective online ads contain a simple, easy to understand message. Keep your ads short and to the point. Use simple, high-impact words. The place to provide additional information is on your website or landing page, not the ad itself.
- Offer-oriented:** To drive site traffic, specific offers work better than general invitations. Offering a discount, time-sensitive offer or something that's FREE are time-tested techniques. For

example, free shipping or a discount for first-time customers can drive click-thrus.

- Customer-focused:** Customers are looking at your ad to learn how they can benefit, not to learn how great your company is. Clearly explain how your product or service solves problems, makes things easier or improves profits.
- Professional:** If you look at the ads on PartsBase.com, you will see that they are professional quality to present your organization in the best possible light. Our expert designer selects appropriate typeface styles and colors to gain attention and ensure your ad is readable. Use only high-resolution, professional images in your online ad. Quality ad design suggests a quality company.
- Relevant:** Do visitors arrive at your ad by typing in a search term? If so, repeat the term in your ad. For example, if you want to attract visitors using the search phrase Aircraft Charters, make sure that Aircraft Charters is prominently displayed in your ad – you'll get higher click-thrus.

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Farnborough International Exhibition and Flying Display – July 17-23 2006

In the world of aerospace and aviation, there are a few premier events that industry insiders won't miss. The Farnborough Airshow, one of the industry's largest and most prestigious events, is coming up soon. The show is held at Farnborough Airfield in the U.K. every other year, alternating with the equally prestigious Paris Air Show.

Farnborough International is a commercial air show, with an emphasis on military technologies. In 2004 there were more than 1300

exhibitors and 150,000 trade visitors. In addition to commercial and military interests, the show is open to the general public July 22 and 23.

Of course, PartsBase will be attending the Farnborough Airshow in our ongoing program increase international membership to the growing PartsBase Community. If you're attending, stop by and visit us in Hall 2, booth A17A. We look forward to seeing you at Farnborough in July!



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Shawn Silbor Vice President of Sales

As head of the PartsBase sales organization, what are the challenges in your work?

New challenges arise every day. The aviation industry has changed so drastically in the past few years, a company like PartsBase must continually evolve. Our greatest challenge is the ongoing improvements to our system to meet the needs of all of our customers. Our goal is to provide as many tools as possible to maximize the return on our customers' investment. Maintaining a business that allows us to reinvest in our technology, while keeping prices low, is not easy – but we have proven it's sustainable.

What facets of the aviation, aerospace and defense industries interest you?

If you're paying attention, all facets of the Aviation/Aerospace/Defense are interesting. I love attending the industry trade shows and seeing the latest and greatest in the aviation market. There aren't many industries that offer such cutting-edge

technology and business strategy. It is a great education observing how aviation companies, airlines in particular, are altering their businesses to adjust to market conditions.

What's your philosophy or approach to customer service?

I believe in the old-school principle that the customer is always right. PartsBase prides itself on customer service, and that will never change. Customer service levels seem to have declined in corporate America, and I believe that companies like PartsBase will continue to benefit by providing the highest level of customer service possible. No company is perfect, but effort can usually offset error, and to work for me, you have to hustle for your customers every day.

In your view, how is PartsBase different from competitors?

What really sets us apart from our competition is the human support we offer, not just to our existing customers, but to potential customers



as well. It is easy to throw around the phrase "Earn your business", but it's much more difficult to truly do that.

So many of our customers are with us today because we went the extra mile to help them, and each one makes us stronger.

What's the most important aviation / aerospace industry trend you have observed?

Undoubtedly, it's cost-cutting, or cost management. Those who work in this industry have assumed more responsibility as many companies have downsized through these tough years. That has allowed PartsBase to flourish during tough times. We offer a service that frees up our customers' time and saves them money. Every company can benefit from those two results. Between the strain on military budgets, and the slump in the commercial sector, cost management will remain a top priority for years to come.

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**Visit the PartsBase Products & Services Directory
From Partbase.com home page, click [Aviation Directory](#)**

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ONLINE ADVERTISING

Going somewhere: The online ad is only part of the equation that converts visitors to buyers. Make sure your ad clicks through to a page that's relevant to your offer. If your ad offers a 10 percent discount, make it clear how visitors can get the discount instead of making them figure out what to do next. Landing pages pick up where the ad left off, providing specific information about a product, service or offer. Research shows that targeted landing pages outperform general purpose pages when it comes to converting visitors to subscribers or buyers. A good source to learn more about effective landing pages is www.marketingsherpa.com.

Measurable. PartsBase can provide impressions and click-through data for an idea of how well your ad is performing. Because ad creation is fairly inexpensive, you may want to create more than one ad and compare performance, or change your ad from time to time to keep it fresh and avoid "banner burnout."

PartsBase
→ The e-commerce marketplace for the
aviation, aerospace and defense industries.

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