



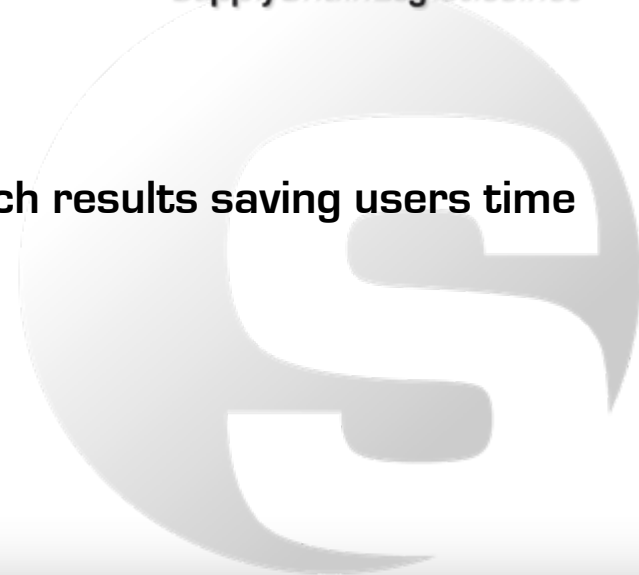
Industry Knowledge On Demand

Vertical Search

- **Gartner: 85% of business executives use search engines, and it's the first place they look online to find out more about a product or service.**
- **Strong financial backing leading to release of 4 vertical search products in 2008**



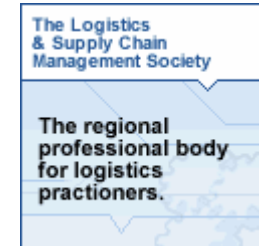
- **Engines improves both quality and accuracy of search results saving users time and boosting organisational productivity**
- **Designed on**
 - Cutting edge search technology
 - Deep industry knowledge and expertise





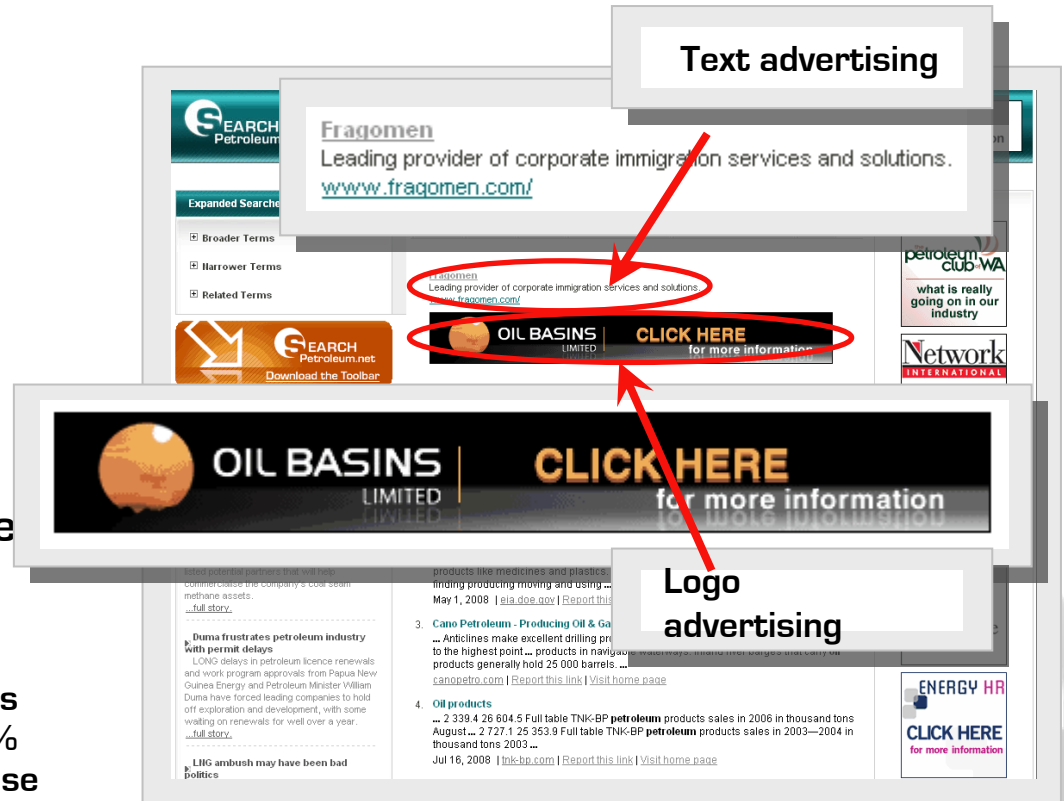
Industry Driven

- **Aspermont/MCL**
 - Global B2B media services provider
 - Dominant in resource sectors
- **Associations partnership**
 - Non-for-profit trade organisations
 - Industry Associations
 - Governments
- **User Influence**
 - Suggest a site
 - Report this link
- **Panel of Experts**
 - Independent with breadth of industry knowledge and expertise



Why Advertise

- Industry specific audience
- Geographical & sub-sector targeting
- Lock out competitors
 - Finite advertising space
- comScore: search plays a role in roughly half of all online purchases
 - While 37% of B2B Internet users research & purchase online, 27% research online and then purchase offline
- Advertising Flexibility
- Default Industry Search Engine



The image shows a screenshot of a search engine results page for 'SEARCH Petroleum'. The page features a search bar, navigation links, and search results. Two callouts highlight advertising opportunities:

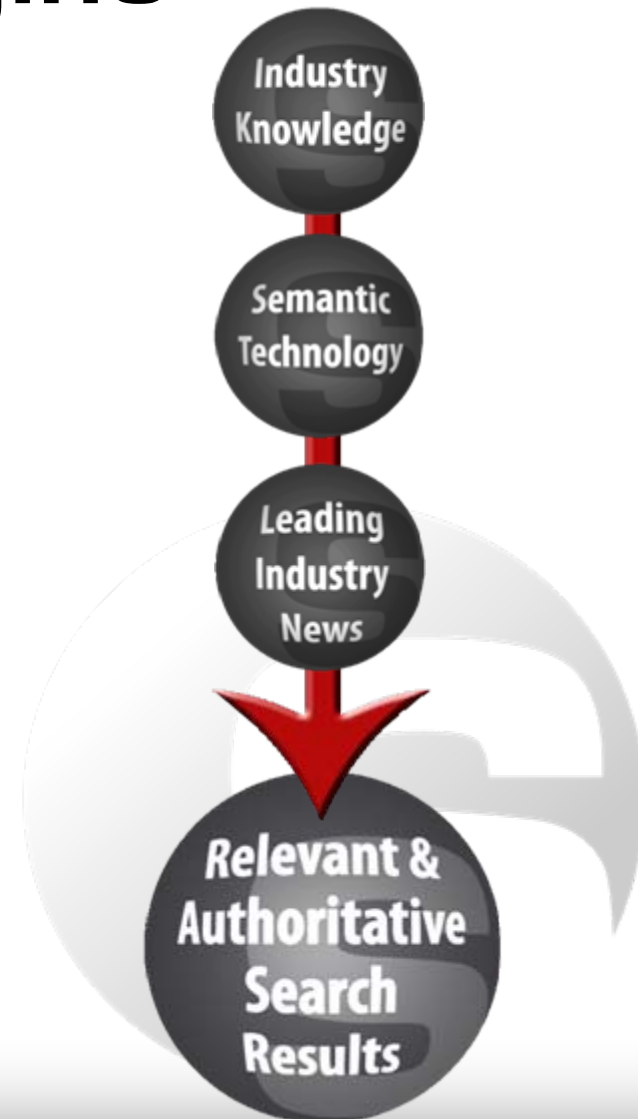
- Text advertising:** A callout box points to a search result for 'Fragomen', which includes the text 'Leading provider of corporate immigration services and solutions.' and the URL 'www.fragomen.com/'.
- Logo advertising:** A callout box points to a search result for 'OIL BASINS LIMITED', which includes a logo and the text 'CLICK HERE for more information'.

The search results also include a sidebar with 'Expanded Searches' (Broader Terms, Narrower Terms, Related Terms), a 'Download the Toolbar' button, and a 'petroleum club WA' logo. The bottom of the page shows a list of search results with titles like 'Duma frustrates petroleum industry with permit delays' and 'Oil products'.



Power in the Engine

- **Convera are the pioneers of semantic and vertical-based search technology**
 - Over \$100m invested in R&D of search intelligence
- **Vertical Search = Indexing only websites that are 100% relevant to a specific vertical**
 - Refines number of search results
 - Increases accuracy of search results
- **Semantic Search = Ability to search by meaning**
 - Drives relevancy of search results





Google Search (cobalt)

Quantity NOT Quality

Search: Search [Advanced Search](#) [Preferences](#)

Search: the web pages from Australia

Web Results 1 - 10 of about **37,900,000** for [cobalt \[definition\]](#). (0.23 seconds)

[Cobalt](#) (pronounced /BkoBBlt/) is a hard, lustrous, silver-grey metal, a chemical element with symbol Co. It is found in various ores, and is used in the ...
en.wikipedia.org/wiki/Cobalt - 81k - [Cached](#) - [Similar pages](#)

[NPI: Cobalt and compounds fact sheet](#)
This page provides facts about **cobalt** & cobalt compounds. It also provides information on this substance, how exposure might affect health, and how to protect yourself.
www.npi.gov.au/database/substance-info/poisonous-substances/npi-cobalt-and-compounds-fact-sheet

[BHP Billiton - Cobalt Open Sales System](#)
Cobalt Open Sales System, BHP Billiton. Home. COSS Cobalt Price : \$38.50, Jul 2007.
cobalt.bhpbilliton.com/ - 12k - [Cached](#) - [Similar pages](#)

[Cobalt Boats - The Difference Between Acceptable and Exceptional](#)
Cobalt Boats of Neodesha, Kansas manufactures luxury sportboats from 20 to 36 footers, styling includes bowrider runabouts, cuddy cabins, and performance ...
www.cobaltboats.com/ - 15k - [Cached](#) - [Similar pages](#)

[Cobalt | Automotive Dealer Website Solutions, Marketing, Auto CRM ...](#)
About The **Cobalt** Group, Inc. Find information about employment opportunities, investor relations, contact information, and people here at **Cobalt**.
www.cobalt.com/ - 21k - [Cached](#) - [Similar pages](#)

[Cobalt Restaurant | Contemporary Southern Food](#)
Following Hurricane Katrina, all guests and associates of **Cobalt** Restaurant were safely evacuated from the city. It appears that the restaurant has suffered ...
www.cobaltrestaurant.com/ - 19k - [Cached](#) - [Similar pages](#)

[Cobalt Media - Home](#)
Cobalt Media uses interactivity to help clients create a better online experience. Websites, mobile applications, content, and more.
www.cobaltmedia.com.au/ - 6k - [Cached](#) - [Similar pages](#)

[Cobalt in Australian export thermal coal](#)
2 Feb 2007 ... An examination of **cobalt** in the context of the Australian export thermal coal industry, industrial, scientific and research audience.
www.csiro.au/resources/CobaltInExportCoal.html - 26k - [Cached](#) - [Similar pages](#)

[Cobalt - Asian Metal](#)
World **Cobalt** Information Center
Cobalt News, Prices, Trade



Search Mining (cobalt)

The screenshot shows the Search Mining website interface. At the top, there is a search bar with the text 'cobalt' and a search button. To the right of the search bar, there are location filters: Worldwide, Canada, Australia, and USA. Below the search bar, there is a navigation menu with 'Expanded Searches', 'Broader Terms', and 'Narrower Terms'. The main content area displays the search results for 'cobalt', showing 'Results for "cobalt" - 1 thru 10 of about 97,731'. The number '97,731' is circled in red. Below the search results, there are several news articles. The first article is titled 'Formation Capital Corporation - Cobalt News - Fri May 9, 2008'. The second article is titled 'MiningNews.net - Cobalt'. The third article is titled 'High Grade Cobalt - Nickel Intercepted at Mt Cobalt'. A red box with the text 'Quality NOT Quantity' is overlaid on the top right of the search results, with red arrows pointing to the circled number '97,731' and the first article.

Quality NOT Quantity

SEARCH Mining.net

cobalt Search

Worldwide Canada
Australia USA

SEARCH Mining.net
Download the Toolbar

SEARCH WITH THIS MEANING:
cobalt=> chlorine anion
cobalt=> Blue

Expanded Searches

Broader Terms
Narrower Terms

Results for "cobalt" - 1 thru 10 of about 97,731

1 2 3 4 5 6 7 8 9 10 Next

2. **Formation Capital Corporation - Cobalt News - Fri May 9, 2008**
... rhenium as one engine " said Stephen English who trades **cobalt** for London-based merchant SFP (Metals). ... the DRC said to be one of the world's richest **cobalt** deposits had doubled to \$1.75 billion ...
[formcap.com](#) | [Report this link?](#) | [Visit home page](#)

3. **MiningNews.net - Cobalt**
... Democratic Republic of Congo will initially produce 5500 tonnes of **cobalt** and 30 000t of copper and has the capacity ... ANVIL Mining will undertake a feasibility study on a newly acquired copper-**cobalt** project hosting 180 000 tonnes of copper in the Democratic ...
[miningnews.net](#) | [Report this link?](#) | [Visit home page](#)

4. **High Grade Cobalt - Nickel Intercepted at Mt Cobalt**
... Average grade of first 18 metres from surface 0.37% **Cobalt** 0.5% Nickel 0.26 g/t ...
percussion holes drilled on the eastern side of the Mount **Cobalt** prospect located approximately 40km west of Gympie South-East Queensland. ...
Jul 30, 2008 | [daquilar.com.au](#) | [Report this link?](#) | [Visit home page](#)

News feed provided by:
MiningNews.net

Ramelius delighted with Wattle Dam hits
WITH the announcement of yet another bonanza grade from the Wattle Dam project, Ramelius Resources says the project is a delight as it heads towards a mining restart in the December quarter.
[...full story](#)

Cougar upgrades Kingaroy
AUSTRALIAN coal gasification hopeful Cougar Energy has upped its coal resource at Kingaroy to 73 million tonnes, putting it in good stead to get its Queensland coal gasification and power station off the ground.
[...full story](#)

Dryblower looks for the winning side at Diggers & Dealers
WHO rules at Diggers & Dealers? In past years that was an easy question. It was either bankers or miners. This year, *Dryblower*

terms to be produced ... Congo Zambia Canada Cuba Australia and Russia. The identified



Google Search (underground mining)

underground mining - Google Search - Microsoft Internet Explorer

Google Search [Advanced Search](#) [Preferences](#)

mining: Underground Mining Methods — Infoplease.com
Under certain circumstances surface **mining** can become prohibitively expensive and **underground mining** may be considered. A major factor in the decision to ...
www.infoplease.com/ce6/sci/A0859659.html - 31k - [Cached](#) - [Similar pages](#)

Kimberley's Underground Mining Railway an Authentic Tourist Attraction
The Kimberley **Underground Mining** Railway is owned and operated by the Sullivan **Mine** and Railway Historical Society. The Kimberley **mining** railway has been in ...
www.kimberleysundergroundminingrailway.ca/ - 8k - [Cached](#) - [Similar pages](#)

underground mining -- Britannica Online Encyclopedia
Britannica online encyclopedia article on **underground mining**. When any ore body lies a considerable distance below the surface, the amount of waste that has ...
www.britannica.com/EBchecked/topic/614196/underground-mining - [Similar pages](#)



Search Mining (underground mining)

The screenshot shows the Search Mining website interface. At the top, there is a search bar with the text 'underground mining' and a 'Search' button. Below the search bar, there are radio buttons for location selection: Worldwide (selected), Australia, Canada, and USA. The main content area is titled 'Expanded Searches' and is divided into two sections: 'Broader Terms' and 'Narrower Terms'. The 'Narrower Terms' section is circled in red and lists: underground coal mining, deep mining, retreat mining, room and pillar mining, shaft mining, borehole mining, slope mining, and drift mining. Below this, there are search results. The first result is titled '1. Underground Mining' and contains the text: '... Underground mining using the room and pillar method normally recovers about 50 percent of the coal. With a longwall mining system ... Continuous mining is a method of underground mining using a machine that does the entire coal extracting job ...'. The second result is titled '15. UNDERGROUND MINING SYSTEMS (MinE 205) A Required Course for B.S. Degree in Mining Engineering' and contains the text: 'Objectives underground mining methods and classifications Unsupported Methods: Room and Pillar Mining Method Unsupported Methods: Slope and Pillar Shrinkage Stopping Unsupported ... Mining Method Caving Methods: Longwall Mining Method concerns and issues Caving Methods: Shortwall Mining Sublevel Caving Block Caving Problems ...'. Both results have their titles and key terms circled in red. The footer of the page contains copyright information: '©2000-2007 Comera Inc. All Rights Reserved. Web site Search Powered by Comera.'

Expanded Searches

Broader Terms

Narrower Terms

underground coal mining
deep mining
retreat mining
room and pillar mining
shaft mining
borehole mining
slope mining
drift mining

1. Underground Mining

... Underground mining using the room and pillar method normally recovers about 50 percent of the coal. With a longwall mining system ... Continuous mining is a method of underground mining using a machine that does the entire coal extracting job ...

Jul 24, 2008 | ilcoalassn.com | [Report this link?](#) | [Visit home page](#)

15. UNDERGROUND MINING SYSTEMS (MinE 205) A Required Course for B.S. Degree in Mining Engineering

Objectives underground mining methods and classifications Unsupported Methods: Room and Pillar Mining Method Unsupported Methods: Slope and Pillar Shrinkage Stopping Unsupported ... Mining Method Caving Methods: Longwall Mining Method concerns and issues Caving Methods: Shortwall Mining Sublevel Caving Block Caving Problems ...

Aug 22, 2007 | mine.cemr.wvu.edu | [Report this link?](#) | [Visit home page](#)

Next Steps

- For further advertising information and pricing please download our media kit



[Search Mining media kit](#)



[Search Petroleum media kit](#)



[Search Supply Chain Logistics media kit](#)



[Search Construction media kit](#)

