

## **Advertising Exposure on MaltaWildPlants.com**

To ensure maximal exposure of the Sponsoring company in this popular website - [www.Maltawildplants.com](http://www.Maltawildplants.com), its name will appear in several ways in all important web-pages currently hosted on this website. Additionally, 25% of the total 900+ plant species will show “sponsored by [your company]” as demonstrated further down this document.

The adverts will be displayed conspicuously as graphical banners or buttons with the logo of your company linkable to its website. Additionally it will be featured in a dedicated sponsor page where all sponsors are exposed with a small portfolio about their company and the services they provide. These adverts will be exposed permanently for a 12-month period.

Furthermore, your company will have the license of using photographic material found in this website for their advertising and marketing strategies, but not for direct profit use such as reselling the photographic material.


A preview of how the adverts are displayed on [MaltaWildPlants.com](http://MaltaWildPlants.com) is given ahead and they are designed in a way to be conspicuous without being aggressive, overcrowded or annoying. For this reason the target number of sponsors for this project is not more than 5. This is important to maximise the chances of the web-visitor to click and visit your website.

In this document, a fictitious company name and logo (National Institute of Aerospace) was used to demonstrate better the graphical output of the adverts. Hope you can envisage the advertising power of this website while viewing the following pages.


# 1: Adverts in the main Pages

A banner with list of sponsoring companies linkable to their corresponding websites in the main botanical menu.

*Wild Plants of the Mediterranean Islands of Malta*

Author / Photography / Design / WebMaster	Stephen Mifsud, Malta. (info@maltawildplants.com)
Launch Date	31 October 2002
Last Update	8 August 2006
Plant Families in Database	33
Plant Species in Database	105 (71)
Photos and Images	2400+ c.
Forum posts	2700+ c.
No. of Visitors (from 7/Dec/2002)	 Browsers Free Counter <a href="#">VIEW SITE STATS</a>
Best viewed	Screen resolution: 1024 x 768 or higher ( <a href="#">Click here</a> ) to read requirement details to view this site

This project is sponsored by the following companies -  
Please check their services to support this project for a longer time

	Company 2 Logo	Company 3 Logo	Company 4 Logo	Company 5 Logo
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**INDEX OF PLANT FAMILIES**

<a href="#">SORTED BY SCIENTIFIC NAME</a>	<a href="#">SORTED BY COMMON NAME</a>
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## 2: Adverts in the popular Colour Index Pages

A single large banner a to your company is displayed in a selected colour. There are 5 main colour pages (white, yellow, red, blue, violet) and each of the 5 main companies would have their advert in a corresponding colour index as shown in the example below.



The screenshot shows a website page with a blue floral background. At the top, there is a navigation bar with links: [General Links](#), [Contents](#), [Docs](#), [Comments](#), [Misc](#), and [Plant F](#). Below the navigation bar, a large banner features a light blue rectangular box with the text: "This index of BLUE flowers is sponsored by: **N.I.A**". To the right of this text is a circular logo for the "NATIONAL INSTITUTE OF AEROSPACE" with a stylized sunburst and a black silhouette of an aircraft. Below the banner, a blue horizontal bar contains the text "PLANTS WITH BLUE FLOWERS" in a serif font, flanked by small illustrations of plants and butterflies. At the bottom, there is a light blue footer area with the text: "Other main pages found in MaltaWildPlants.com" and "ct a page in the drop down menu on the right and click on the NEXT button." Below this, there are two links: [\[ Back to Colour Index Chart \]](#) and [\[ Main Wild Plants Index \]](#). On the right side of the footer, there is a "Home Page" button and a partially visible logo with the letters "NA".

## 3: Adverts in the Plant Profile pages

A full banner dedicated to one company with the text “This Plant Profile brought to you by: [company banner]” will be displayed as shown below. The sponsor logo is selected randomly from the list of sponsoring companies. So if there are 4 sponsoring companies, there is 25% chance that the logo of your company is displayed.

**CROCUS LONGIFLORUS**

Photo: Stephen Mifsud / www.MaltaWildPlants.com

This Plant profile is brought to you by:

**NIA**  
NATIONAL INSTITUTE OF AEROSPACE

**Content: Links**

- [Nomenclature](#)
- [Botanical Data](#)
- [Description](#)
- [General Information](#)
- [Photo Gallery](#)
- [Further Info & Links](#)
- [Buy Seeds and Docs](#)
- [Submit own info about this plant](#)

**FORUM**

[Copyright Info](#)

**Main Index**

Visitor hits (Dec/03) 002064

#### 4: Logos of sponsoring/advertising companies in ALL webpages

To ensure that any visitor makes contact with the companies advertising in this website, such as visitors bumping in a photo webpage from google search engine, all webpages in the website (over 4000!) will feature a small graphical linkable advert at the bottom of each page. (footer).

Top of page Nomenclature Botanical Data Description Plant Info Photos Links

Main Index Glossary References Site Updates Forum Comments Email

All material and data on this webpage is under the copyright of the author of this site - Stephen Mifsud / www.MaltaWildPlants.com / Malta, (2002-2006)

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Please check their services to support this project for a longer time


**NIA** Compnay 2 Logo Compnay 3 Logo Compnay 4 Logo Compnay 5 Logo

## 5: Adverts in the References Page

The source of all information in the plant profiles are referenced in a dedicated page called the reference page. This is mostly used by students (typically University ones) and researchers, but also by post graduate persons that are into botany. As a result it is one of the most visited pages in the website. The sponsoring companies will be listed at the beg of this much visited page. Additionally, it will be specified that this is so thanks to the advertising companies who support educational and environmental projects like the MaltaWildPlants.com

**Wolf-Ekkehard Lönning** - Senior Scientist at the Max-Planck-Institut für Züchtungsforschung Carl-von-Linné Weg 10D-50829 Köln Germany

This page of references which previously was available against a small contribution support fee, is now available for free thanks to the following companies who are willing to sponsor environmental and educational projects. Please check their products or services.

	Company 2 Logo	Company 3 Logo	Company 4 Logo	Company 5 Logo
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Quick reference jump-index :  
[1 - 50](#) [51 - 100](#) [101-150](#) [151 - 200](#) [201 - 250](#) [251 - 300](#) [301-350](#) [351+](#)

[1] **F. Chittendon.** *RHS Dictionary of Plants plus Supplement. 1956* - Oxford University Press 1951  
Comprehensive listing of species and how to grow them. Somewhat outdated, it has been replaced in 1992 by a new dictionary (see [200]).

[2] **Hedrick. U. D.** *Sturtevant's Edible Plants of the World.* - Dover Publications 1972 ISBN 0-486-20459-6  
Lots of entries, quite a lot of information in most entries and references.

[3] **Simmons. A. E.** *Growing Unusual Fruit.* - David and Charles 1972 ISBN 0-7153-5531-7  
A very readable book with information on about 100 species that can be grown in Britain (some in greenhouses) and details on how to grow and use them.

[4] **Grieve.** *A Modern Herbal.* - Penguin 1984 ISBN 0-14-046-440-9

## 6: The dedicated Sponsor Page

The website features a dedicated sponsor page with contacts, services provided and further details about the sponsoring company as shown below:

SPONSORS OF MALTA WILD PLANTS.COM					
<b>MALTA NATURE TOURS</b> 					
Sponsor Date	Jan 2009	Quantum	20% of project cost	Media	-
Company Profile	Malta Nature Tours has been offering in the last couple of years guided excursions, walks and hikes to tourists in best countryside areas of the Maltese islands. Hiking and enjoying Nature in Malta cannot be more fun and educational than this!				
Company contacts	<b>Address:</b> Mr. Kevin Spiteri, Flat 3, Ta' Qniepen, Triq il-Mithna, Zebbug, Gozo, Malta <b>Tel:</b> (+356) 21550558 <b>Email:</b> <a href="mailto:info@maltanaturetours.com">info@maltanaturetours.com</a> <b>Website:</b> [ <a href="http://www.MaltaNatureTours.com">www.MaltaNatureTours.com</a> ]				
Company services	Mistra Selmun Walk [ <a href="#">Click here</a> ] Buskett / Fawwara / Dingli Wak [ <a href="#">Click here</a> ] Private Excursion in Gozo [ <a href="#">Click here</a> ]  MaltaNatureTours.com specializes in organising touristic excursions in Malta related to countryside and nature. The selected tour leaders are graduated in environmental science or agriculture and apart their fluent English, they are selected for their charm and communication skills				

## 7: Articles in local media

Every now and then, discoveries of very rare, extinct or even new plant species found the first time in Malta are published in the Times of Malta. In such articles, the sponsoring companies are always mentioned and acknowledged for their support. Below is an example.

timesofmalta.com - Flora researcher finds two new pl...

F1Plus  
i-Tech  
Junior News  
Lifestyle  
Motoring  
Showtime

France, Greece and North Africa.

Mr Mifsud said that, since it is found in neighbouring countries, one could safely assume that it was introduced in Malta and overlooked by botanists due to its inconspicuousness.

He discovered dense populations of the *dactyloctenium aegyptium* in shallow soil in rock basins in a garigue habitat and sometimes also in rock pools with shallow water.

Although the name of the plant gave the convincing impression that it belonged only to Egypt, it is widespread in many countries around the world, including the US (southern states), South America, the Middle East, Asia, Australia, North Africa, and, according to the Flora Europaea of the Royal Botanical Garden of Edinburgh, only in Italy, including Sicily, and Crete in Europe.

Mr Mifsud said the discovery of this plant on the Maltese archipelago was of major importance because it was found in only a few localities in Europe. It is a very old species originating from tropic and sub-tropic regions and is described to have various types of habitats, including sandy soils, coastal sand dunes, arable land and waste places near the sea.

The *dactyloctenium aegyptium* consists of two to three and, occasionally, up to five spreading, oblong spikes radiating out of a common point. Each spike consists of two rows or spikelets arranged next to each other giving an overall structure with an elaborate and beautiful appearance.

Mr Mifsud said that finding such rare plants required deep knowledge of the local flora and countless hours of field research.

This year, he has already discovered some very rare plants including a new population of the yellow-form *iris pseudopumila* and the very rare primitive fern *asplenium trichomanes*.

Mr Mifsud's research is posted on maltawildplants.com, which has, since last year, been sponsored by the Strickland Foundation and Middlesea Insurance plc. This year, it is being co-sponsored by HSBC.

UPDATED: Second tremor felt in Malta  
Couple say they bought vehicle for under €3,700 and paid over €11,500 in taxes  
AN insists: Open centres will be closed if there is no EU help  
Too little, too late  
The spring hunting orchestra  
Government to subsidise one computer per family  
Tremor in Greece felt in Malta  
Government to help families buy new computers  
Fratini wants Malta branch  
The flowering and withering of a coalition  
AN billboard causes shock, dismay  
Hunters' federation claims 17,816-vote membership  
UPDATE 2: Gonzi to take personal responsibility for Mepa reform  
Coalition government impossible  
Surcharge cut applies to households - Sant  
Norman Lowell to stand for election  
The Mullah of Mosta  
Eddy... Eddy  
AN insists: Open centres will be closed if there is no EU help  
Updated: Mintoff leaves Electoral Office without submitting nomination

Fun Stuff

3	5	4
5	8 9	5
7	2 4	3 7
6 8	3 1	7 9
1	9 7	6
4 3	2 9	7
2	8 1	5
1	6	

Poll

What do you view as the most important issue that will sway voters in this general election?

the EU  
 a need for change  
 lower taxes

Previous article • *Gran Ballo* in Valletta  
Next article • Dance couple for Canada