

Target Sales and Marketing Professionals

Three highly-targeted measurable solutions to reach sales and marketing professionals—your clickthrough results guaranteed.

1) Sales Marketing Network at Info-now.com

Founded in 1996, the Sales Marketing Network at Info-now.com was among the first commercial information services in the field of sales and marketing. The Sales Marketing Network at Info-now.com provides how-to and reference information on almost every aspect of sales and marketing, as well as a twice-monthly subscription-based e-mail newsletter focusing on:

- Business on the Internet
- Corporate Gifts
- Direct Marketing
- Employee Motivation
- Event Marketing
- Incentive Travel
- Incentive Programs
- Industry Events
- Knowledge Management
- Market Research
- Marketing Strategies
- Meetings
- New Business Development
- Presentations
- Promotions/Licensing
- Results Marketing Agencies and Practitioners
- Sales Management
- Trade Shows

Articles are written by experienced business journalists and provide readers complete how-to and reference material, including over 5,000 links to specific resources.

Since SMN at Info-now.com focuses specifically on how-to and reference articles, visitors tend to be professionals in a planning mode seeking the best possible information and resources to help them plan more effective programs.

SMN at Info-now is undergoing a complete redesign for 2009, including:

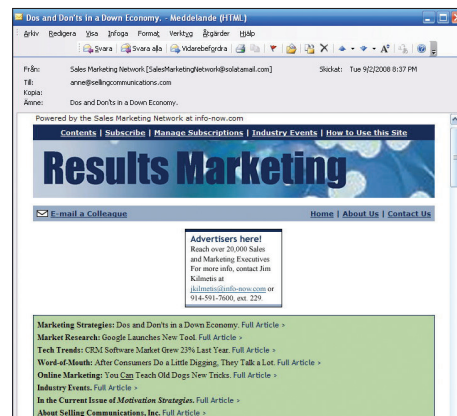
- New methods for increasing the chances that articles will appear in the search results of key search engines.
- New features, including the ability to participate in Forums and exchange permission-based information.
- New ways for advertisers to get exposure for their white papers and e-newsletters.

2) Results Marketing E-mail Newsletter

This electronic newsletter is delivered twice a month to over 21,000 subscribers seeking information on all areas of sales and



Sales Marketing Network at Info-Now.com



Results Marketing E-mail Newsletter

marketing in order to improve their integrated strategies. The newsletter highlights trends, research, expert opinions, events, books, and association news that can help sales and marketing executives better understand how all elements of sales and marketing can work more effectively. It is also used to promote new how-to and reference articles and white papers posted on the Sales Marketing Network at Info-now.com.

3) SMN Buyer's Guide

An online guide to thousands of listings of sales and marketing services, incentive products and motivational event services. It is marketed both through the Sales Marketing Network at Info-now.com, and through the Motivation Show Web site generating more than 500,000 visits a year from sales and marketing professionals.

Learn more about what Selling Communications can do for your organization. Call your SCI Account Representative, or contact Jim Kilmetis by e-mail at jkilmetis@sellingcommunications.com, or call him at 914-591-7600, ext. 229.

SELLING COMMUNICATIONS
INC.

520 White Plains Road, Suite 120
Tarrytown, NY 10591
(914) 591-7600
www.sellingcommunications.com

Advertising Rate Card

SMN at Info-now.com is unique in that it combines a pay-for-click model with editorial content sponsorships in order to combine the advantages of direct marketing with traditional branding.

1) Sales Marketing Network at Info-now.com

Article Sponsorship Feature

In addition to running banner ads to generate clickthroughs, SMN at Info-now.com also lets you sponsor either existing content specifically related to your needs, or new content on a subject directly related to your field. To ensure SMN at Info-now.com's ability to generate traffic for your advertising, SMN at Info-now.com editors create the article. It must be how-to and reference oriented and it cannot include a plug for any company. (See "White Papers" below.) Advertisers may submit a case study, if the client is willing to be featured for attribution. The sponsor may also use the article on its own Web site.

To promote the content, SMN at Info-now.com will feature a clickable reference to it on at least one of its *Results Marketing* e-mail newsletters—the official newsletter of SMN at Info-now.com.

Traffic

- Close to 20,000 unique visits per month
- 186,000 clickthroughs to over 5,000 editorial links per month
- 400 to 1000 unique visitors per article per month

Advertising Options

A. Top banner ads (appear throughout the site)

Clickthrough contract: \$10,000 minimum buy

Ad dimensions: 175 pixels by 70 pixels

B. Home page side banner ads (appear only on the home page)

Clickthrough contract: \$7,500 minimum buy

Ad dimensions: 266 pixels by 153 pixels

C. Table of Contents banner ads

Clickthrough contract: \$5,000 minimum buy

Ad dimensions: 266 pixels by 77 pixels

D. How-to and Reference Article Sponsorships

You can sponsor an existing article, space permitting, or have an article created specifically on a topic related to your field.*

- **Annual banner program:** \$1,000 (no extra cost for clickthroughs).
- **Annual display ad program:** \$1,800 (no extra cost for clickthroughs).
- **New article sponsorship:** \$4,000. There can be no more than six display ads on a single article.

*Must be written by SMN staff to ensure the editorial integrity necessary to attract serious professionals who can buy your product or service.

E. Webvertorials

Get enough space to tell a quick story about your company with an image, phone number, and contact information. Webvertorials run down the right side of every page and are featured above side-article banners. You can place them on as many articles as you want.

Cost: \$1,350 per year

F. White Papers

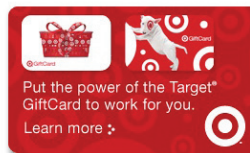
Within each Topic Area, SMN at Info-now.com enables companies to post Executive White Papers. These White Papers can be created by the client and contain any information they wish to provide, although we recommend that White Papers should be informative and soft-sell in nature. Companies get a monthly usage report showing how many times their White Paper was viewed and how many clickthroughs it generated.

The technology allows the White Paper to be simultaneously posted on your organization's Web site as well as the Web site of any other partner that might desire to feature it. Your tracking will account for visits through any site. Should you change your White Paper at any time, it will be changed on all of the Web sites simultaneously.

Cost: \$1,500 per year - Includes the cost of setting up your White Paper for postings on multiple sites.



Top Banner Ad



Home Page Banner Ad

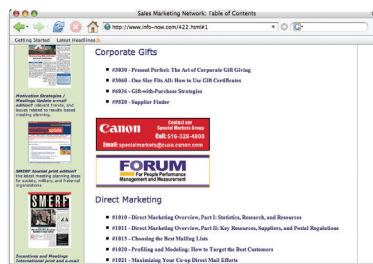


Table of Contents Banner Ads

2) Results Marketing E-mail Newsletter

Advertisers can run banner and displays ads on any one or more of 24 editions per year. In addition, the Special Offer edition features promotions or other informational offers from our advertisers without editorial.

Banner ads: \$1,000 per edition; \$900 per edition for three-time contract; \$800 per edition for six-time contract.

Banner specifications: 175 pixels by 70 pixels

Display ads: \$1,000 per edition; \$900 per edition for three-time contract; \$800 per edition for six-time contract.

Display specifications: 500 pixels by 175 pixels

3) SMN Buyer's Guide

Overview

This is the official buyer's guide of SMN at Info-now.com, and one of its partner sites, Motivationsearch.com. The SMN Buyer's Guide contains listings of performance improvement companies, incentive companies, and suppliers of sales and marketing services.

Traffic

Over 20,000 visits per month

Over 500 clickthroughs per month

Key Features

- Over 400 current listings of incentive companies, performance improvement companies, and sales and marketing services.
- No registration required from users.
- You can update your own listings without outside help, if desired.
- Ability to target channel partners; i.e., resellers of programs or products and services.
- A select number of banner advertising positions are available at the tops of the pages appearing throughout the site.

Reports

- Number of times your product or service listing is viewed in search results
- Number of times someone clicks on your product or service listing

Options

A. Basic Listing: \$50 per year

- Company name, product information
- Product and service description up to 25 words
- Category listings
- Trackable link to Web site
- E-mail contact link

B. Highlighted Listing: \$350

- Your results will come up in the highest priority tier in the vendor search results, with a colored shading.
- Corporate logo included.

- Product and service description up to 100 words.
- Two photos.
- Category listings.
- Trackable link to Web site.
- E-mail contact link.

C. Top banner ads (appear throughout the site)

Clickthrough contract: \$7,500 minimum buy, based on agreed-upon clickthrough fee.

Annual, flat-fee contract: \$15,000 (no extra cost for clickthroughs)

Ad dimensions: 175 pixels by 70 pixels

D. Home page side banner ads (appear only on the home page)

Clickthrough contract: \$5,000 minimum buy, based on agreed-upon clickthrough fee.

Annual, flat-fee contract: \$10,000 (no extra cost for clickthroughs)

Ad dimensions: 266 pixels by 153 pixels

Reports

- Number of page views per ad and/or sponsored article
- Number of clickthroughs

4) Motivationstrategies.com

This site accepts banner ads that appear throughout the site. The site contains news, stories, and key articles from past issues and is visited by several thousand people per month.

Key Features

- Top and side banner ad positions appear throughout the site, so that you are guaranteed complete coverage no matter where the reader visits.

A. Top banner ads (appear throughout the site)

Cost: \$5,000

Ad specifications: 175 pixels by 70 pixels

B. Home page side banner ads (appear only on the home page)

Cost: \$3,000

Ad specifications: 175 pixels by 70 pixels

C. Webvertorials

Get enough space to tell a quick story about your company with an image and phone and contact information. Webvertorials run down the right side of every page and are featured above side-article banners. You can place them on as many articles as you want.

Cost: \$1,350 per year

Traffic

3,500 unique visits per month

Reports

- Number of page views
- Number of clickthroughs

5) Motivation Strategies E-mail Newsletters

Advertisers can run banner and display ads on:

Motivation Strategies e-mail newsletters (24 times per year)

Motivation Strategies special offer e-mail newsletters (12-48 times per year)

Motivation Strategies Meetings Update e-mail (12 times per year)

Results Marketing e-mail newsletter (24 times per year)

Banner ads: \$1,000 per edition; \$900 per edition for three-time contract; \$800 per edition for six-time contract

Banner specifications: 155 pixels by 125 pixels

Display ads: \$1,000 per edition; \$900 per edition for three-time contract; \$800 per edition for six-time contract

Display specifications: 500 pixels by 350 pixels

Special Offer Editions: \$1,500, includes a large display ad with a special offer or promotion from your organization.

6) CorporateRewardsExchange.com

Overview

The Corporate Rewards Exchange (corporaterewardsexchange.com) is an online corporate mall of leading brands and their incentive fulfillment companies which authorized resellers and qualified end-users can use to make bulk purchases for rewards, recognition, and promotions.

CorporateRewardsExchange.com is open to brands and incentive fulfillment companies serving the corporate market for incentives, rewards, and recognition, and to authorized resellers and corporate end-users of incentives, rewards, recognition, and company stores.

- The Corporate Rewards Exchange provides a direct, turnkey storefront of corporate rewards direct from leading brands and their incentive fulfillment companies, accessible to authorized resellers and corporate buyers.
- The CRE helps brands profit from the significant opportunities in the corporate marketplace while providing unprecedented ability to control their distribution and measure the positive impact of their business.

CorporateRewardsExchange.com—the industry's first cooperative, transactional storefront of brands serving the incentive, rewards, and recognition market, making it possible for brands to maximize their incentive sales while carefully controlling distribution to qualified buyers.

Contact your SCI representative for more details.

7) SMERF

Banner ads: \$500 per edition; \$450 per edition for three-time contract; \$400 per edition for six-time contract

Banner specifications: 155 pixels by 125 pixels

Special ads: \$750 per edition; \$650 per edition for three-time contract; \$590 per edition for six-time contract

Reports

- Number of times your product or service listing is viewed in search results
- Number of times someone clicks on your product or service listing

Options

A. Basic Listing: \$50 per year for Motivation Show Exhibitors (\$150 for non-exhibitors)

- Company name, product information
- Product and service description up to 25 words
- Category listings
- Trackable link to Web site
- E-mail contact link

B. Highlighted Listing: \$350 (\$700 for non-exhibitors)

- Your results will come up in the highest priority tier in the vendor search results with a colored shading
- Corporate logo included
- Product and service description up to 100 words
- Two photos
- Category listings
- Trackable link to Web site
- E-mail contact link

C. Top banner ads (appear throughout the site)

Clickthrough contract: \$7,500 minimum buy, based on agreed upon clickthrough fee.

Annual, flat-fee contract: \$15,000 (no extra cost for clickthroughs)

Ad dimensions: 175 pixels by 70 pixels

D. Home page side banner ads (appear only on the home page)

Clickthrough contract: \$5,000 minimum buy, based on agreed upon clickthrough fee.

Annual, flat-fee contract: \$10,000 (no extra cost for clickthroughs)

Ad dimensions: 175 pixels by 70 pixels

Get Extra Mileage From Your Web Marketing

Get permission to send e-mail or print newsletters from qualified prospects. Ask about our powerful Solata **Permission Manager** and content marketing strategy, enabling you to identify qualified people willing to hear from you and build a long-term relationship for a fraction of the cost of traditional marketing.