



Columbus, Ohio Portal

www.ExploreColumbusOhio.com
Partnering to Grow Columbus Together!

Using the power of the Internet, one local company offers the opportunity for small businesses to showcase their business and attract new customers. ExploreColumbusOhio.com is a local Internet portal that promotes the importance of small business to the Columbus economy, and encourages support of local business by local consumers.

One company in Columbus is using the power of the Internet to help showcase small businesses and help them attract new customers. ExploreColumbusOhio.com is an Internet portal that details local news and weather, and highlights a variety of local businesses in Columbus, Ohio.

"Our mission is to help Columbus grow by partnering with local small businesses to showcase their products and services in one convenient online resource. By working together, we can all grow, and further strengthen the local economy," says the company's director, Lori Whitmore.

ExploreColumbusOhio.com is part of a worldwide network of local portals that draws traffic from all over the Internet. The website, however, is targeted only to the residents and businesses of Columbus, Ohio. The site also includes entertaining features such as personalized daily horoscopes, online games, informational articles from local authors, and a public blog for Columbus residents to voice their opinions.

"We want to offer every business in Columbus the opportunity to use the Internet to attract new clients via a link on the web," says Whitmore, "even if they don't currently have a company website."

All businesses with a local presence in Columbus, Ohio are encouraged to list their business in the online business directory.

For more information, call 614-886-9922 or visit us online at www.ExploreColumbusOhio.com.

The Facts

- **You can use the internet to promote your business 24-hours a day, 7-days a week, even if you don't have a company website!**
- **Online advertising is one of the most cost-effective ways to attract new clients and grow your business.**
- **ExploreColumbusOhio.com is part of a worldwide network with over 800,000 unique visitors per month.**
- **Last year, the number of people using the internet to purchase products and services rose 25% over 2004.**
- **There are more than 1 billion people worldwide using the internet to search and shop.**

Columbus, Ohio Portal

www.ExploreColumbusOhio.com

ADVERTISING RATE CARD

Demographics

January 2006

Total Visitors per month	3,189
Total Page Views per month	41,548
Average Page Views Per Visitor	13.02

Compared to other forms of advertising, our rates offer a more cost-effective way to promote your business 24-hours a day, 365 days a year!

Public Blog Section **FREE**

Unlimited Postings, Once Daily

Write a Blog Entry every day promoting your business, services, or special events to the general public.

Classified Ad Section **FREE**

Unlimited Daily Postings

Post Free Advertisements and Help Wanted Ads for your open positions.

Local Authors Section **FREE**

Unlimited Weekly Postings

Write and Post Articles weekly relevant to your business and services. Attract local residents to your business by showcasing your business and area of expertise.

Business Directory Section

Premium Business Listing **\$249.00**

Annual Listing (Maximum size 500 x 600 pixels)
Includes color border or background, 1 logo or graphic, text description of your business, and link to company website (if you have one).

Premium Business Listing with Audio **\$524.00**

Annual Listing (Maximum size 500 x 600 pixels)
Includes colored border, 1 logo or graphic, text description of your business, embedded audio file (.wav, mp3 format), and link to company website (if you have one).

Premium Business Listing with Video **\$524.00**

Annual Listing (Maximum size 500 x 600 pixels)
Includes colored border, 1 logo or graphic, text description of your business, embedded video file (1-2 minutes), and link to company website (if you have one).

Banner Advertising

Monthly Rotating Banner Advertisement **\$ 75.00**

2-Month Minimum (Maximum size 468 x 60 pixels, 15K file size)
Unlimited impressions of your graphic banner (in .gif or .jpeg format) will be rotated at the top and bottom of all the pages on our site. Banner is linked to your company website (if you have one).

Limited to 10 advertisers per month to ensure maximum exposure for your business. Use your own graphic, or let us design one for you at no extra cost.

Featured Banner Advertisement **\$450.00**

Animated or Static (Maximum size 150 x 200 pixels, 15K file size)
Unlimited impressions of your graphic banner (in .gif or .jpeg format) will be featured exclusively on the right on every page of our site. Banner is linked to your company website (if you have one).

Use your own graphic, or let us design one for you at no extra cost.



Columbus, Ohio Portal

www.ExploreColumbusOhio.com

Business Directory Categories

Accommodations	Deaf Schools	Limousine Companies
Accountants	Deaf Services	Local or State Relay
Accupuncturists	Dentists	Locksmiths
Airline Companies	Drywall	Massage Therapists
Animals	Education and instruction	Mechanotherapists
Apartments	Electronics	Money and finance
Appliances	Employment Agencies	Movers
Arts	Entertainment	Music
Assistive Listening Devices	Environment	Natural Food
Attorneys	Family care	Naturopaths
Auto Dealers New	Farming and agriculture	Newspapers
Auto Dealers Used	Financial Consultants	Night Clubs
Auto Repair	Florists	Non-profit organizations
Automobiles	Food and beverage supplies	Office Supply
Bakery	Fundraisers	Party planning
Banks	Furnishings commercial	Fitness
Bar & Cafe	Furniture Retailers	Pet
Beauty Salons and Svc	Garage Doors	Physicians and Surgeons
Bicycle	Garages	Plumbers
Books New	General Contractors	Printers
Bowling	Glass	Real Estate
Business services	Golf Courses	Religion
Business Opportunity	Government Services	Restaurants
Carpet and Rug Cleaners	Grocers	Security
Caterers	Gym	Schools
Cellular Phones	Handicap Services	Shopping
Cement	Health and medical	Sporting Goods
Children	Heating and Air	Recreation
Chiropractor	Home Business	Storage
Churches	Home	Theatres
Cleaners	Hospitals	Transportation
Extermination services	Hotels and Motels	Travel Agencies
Clinics	Insurance	Travel and tourism
Clothing	Internet Services	Veterinarians
Commercial and industrial	Janitorial Services	
Communications	Jewelers	
Computers	Lawn and garden	
Construction and contractors	Legal	

Columbus, Ohio Portal

www.ExploreColumbusOhio.com
Partnering to Grow Columbus Together!

SAMPLE BUSINESS DIRECTORY LISTINGS

The following is an example of a **Premium Advertisement**. This listing appears above all business links in the Real Estate category, and includes the company's logo. The Business Name is also linked to their website. The text in this example is black, but it can be other colors. Premium Advertisements can also include a link to Yahoo Maps. The examples of **FREE Business Listing** appear below the **Premium Business Listing**.

Real Estate columbus ohio results 1-10 of 133.

Expect Excellence at The Donald Company Realtors



Visit Our Website

or call

614.899.0094

The Donald Company Realtors is your one-stop source for Ohio real estate services covering the Columbus and Toledo metropolitan areas. Find everything you'll need to buy or sell real estate, and learn about the market value of properties you may own in these areas.

For more than 20 years our clients know they can always "Expect Excellence".

← Premium Ad Example
\$249.00 per year

Porter & Peck Appraisers

Real Estate Appraisal - Fast, reliable service for Divorce, P.M.I. Release, Vacant Land, Expert Testimony, Relocation, Tax Appeals, Market Value, Estates and more. Located at 1001 Eastwind Drive, Suite 103, Columbus, Ohio. Phone: 614-890-8384

← Free Ads look like this

Compass Realty

Contact us at 614-491-4665 for all your real estate needs. Located at 2614 S. High Street, Columbus, Ohio 43207

Columbus, Ohio Portal

www.ExploreColumbusOhio.com

THE VALUE OF ADVERTISING WITH EXPLORECOLUMBUSOHIO.COM

THE VALUE OF ADVERTISING IN YELLOW BOOK

A full-page ad in Yellow Book can cost up to 50% less than the same size ad in the phone company's directory, and deliver double the return on an advertiser's investment. As an example, a national truck rental/leasing company tracked calls generated by a full-page ad in Yellow Book as well as those generated by a full-page ad in the phone company's directory serving the same area. The chart below shows the results gained from tracking calls for one year, proving that advertising in Yellow Book was the better business decision.

	Yellow Book	Phone Company
Ad Size	Full Page	Full Page
Monthly Advertising Cost	\$3,290	\$7,120
Average Calls Rec'd per Month	857	922
Total Calls Rec'd in One Year	9,424	10,137
Cost per Call	\$3.84	\$7.72

If the number of calls generated per month is the only thing considered, it might seem that the phone company directory outperformed Yellow Book...a closer look tells the real story. Yellow Book was the better advertising choice, generating leads at less than half the cost per call than those generated by the phone company directory.

Stop to consider whether the phone company directory is really worth the extra expense when Yellow Book clearly delivers a better return on your advertising investment.

Premium Business Listings cost less than 70¢ per day for unlimited traffic!

INTRODUCTORY OFFER!

\$249.00
for a full year



Actual Size of Premium Business Listing

Why list your business with us?

1. Our site generates a lot of traffic from major search engines, like **Google, Yahoo, MSN, Alta Vista, AOL, and Ask Jeeves**. Our directory receives over **40,000 hits per month**, and is rapidly growing!
2. Our directory is targeted only for the residents and businesses of Columbus, not the entire world. We help connect local businesses to local residents.
3. You can use our online directory to promote your business, even if you don't have a company website.
4. Our directory features a **Public Blog** allowing anyone in Columbus to express themselves and learn about others in the local community. Local businesses are encouraged to submit news about their business free.
5. Our directory has **free local classifieds** that anyone can use to read or post advertisements--personal or business.
6. Our directory has **free local help wanted classifieds** for jobs in Columbus that anyone can use to read or post.
7. Our directory includes **articles by local authors** about Columbus.

Columbus, Ohio Portal

3137 Houston Drive, Columbus, Ohio 43207

(614) 886-9922

www.ExploreColumbusOhio.com

ADVERTISING ORDER FORM

COMPANY NAME	<input type="text"/>	CATEGORY	<input type="text"/>
CONTACT NAME	<input type="text"/>	TITLE	<input type="text"/>
ADDRESS	<input type="text"/>	ZIPCODE	<input type="text"/>
PHONE	<input type="text"/>	FAX	<input type="text"/>
WEBSITE	<input type="text"/>	EMAIL	<input type="text"/>
DESCRIPTION OF BUSINESS	<input type="text"/>		

- | | | | |
|--------------------------|--|-----------|----------------------|
| <input type="checkbox"/> | Premium Ad Listing (with Business Review in Blog) Annual Fee | \$ 249.00 | <input type="text"/> |
| <input type="checkbox"/> | Premium Ad Listing (with Streaming Audio or Video Added) | \$ 524.00 | <input type="text"/> |
| <input type="checkbox"/> | Free Text Listing (with Company Logo and link only) | \$ 59.00 | <input type="text"/> |
| <input type="checkbox"/> | Rotating Banner Ad (\$75 per month – 2 month minimum) | \$ 150.00 | <input type="text"/> |
| <input type="checkbox"/> | Featured Banner Advertisement (Monthly charge) | \$ 450.00 | <input type="text"/> |

SUBTOTAL:

OHIO SALES TAX (6%)

TOTAL AMOUNT DUE:

MAKE CHECKS PAYABLE TO: SUCCESS PRO PUBLICATIONS

PLEASE INCLUDE WITH YOUR ORDER ANY LOGOS OR GRAPHICS YOU WOULD LIKE INCLUDED IN YOUR AD.
YOU MAY ALSO EMAIL YOUR GRAPHICS ELECTRONICALLY TO: ADMIN@EXPLORECOLUMBUSOHIO.COM

YOUR AD PROOF WILL BE READY FOR YOUR REVIEW WITHIN 7 BUSINESS DAYS OF RECEIPT OF YOUR ORDER.
A COMPANY REPRESENTATIVE WILL CONTACT YOU TO REVIEW AND APPROVE THE PROOF OF YOUR AD.