



A New Media for
Agencies & Large Advertisers
to Connect with Business People

Media Kit 2008/2009

connect.biztree.com

"Biztree is a great contextual environment for B2B advertisers to capture small business people's attention while they are at work."

Sheldon Payne
Digital Marketing Director
Podium Digital

Overview



Since 2001, Biztree has been helping business people increase their productivity with Biztree Desktop, the leading document templates software used in over 200 countries.

Over the years we have been approached by many advertisers, large and small, looking to reach our users. Recognizing the growing value of our business audience, we developed one of the world's first in-software advertising solutions designed for B2B marketers. Today, we are proud to be part of a changing advertising landscape where free software, positive branded experiences and social marketing programs are gaining inroads.

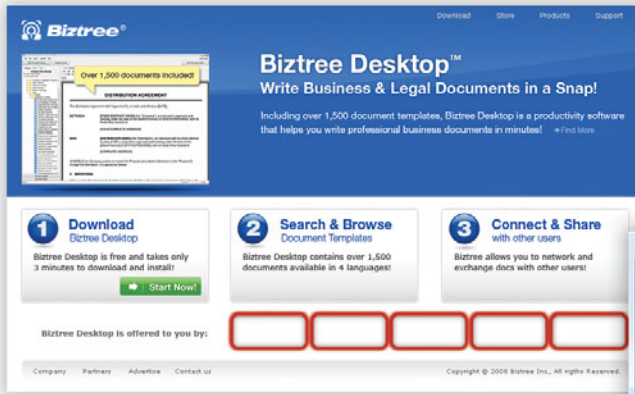
Introducing **Biztree Connect** – an in-software advertising solution that allows agencies and large advertisers to connect with business people in an unprecedented way.

Connect with
Small & Medium
Businesses

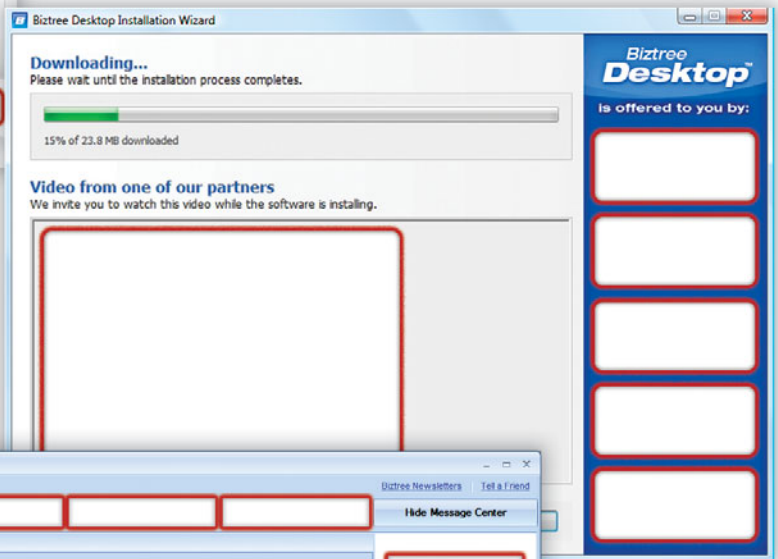


Connect Your Brand Along Multiple Touch-Points

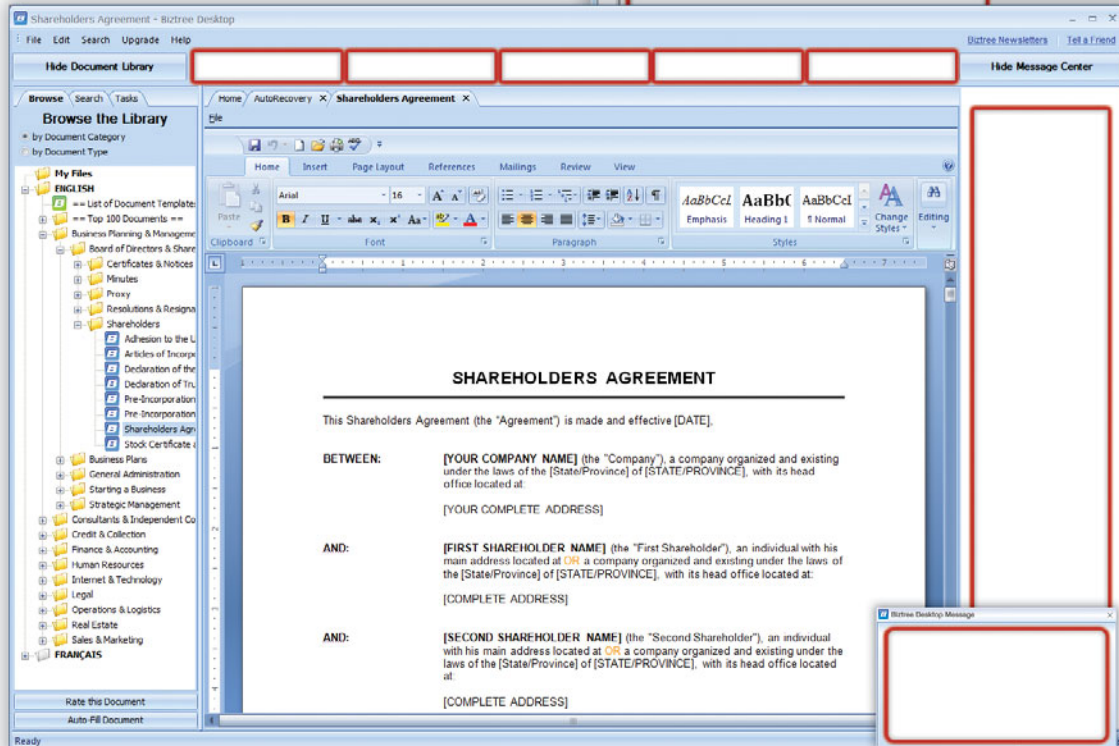
Biztree Desktop download site



Biztree Desktop installer



Biztree Desktop



Unique Benefits of Biztree Connect

- **A New Way to Reach Business People**

Benefit from untapped ad real-estate to reach business people through an innovative media.

- **Brand Affinity**

Create positive emotional associations by linking your brand to a software application that truly helps people be more productive and successful.

- **Highly Engaged Audience**

Enjoy strong brand interactions with a highly engaged audience.

- **Lifetime Exposure**

Unlike traditional media buys, your ads do not expire, they run for the complete life of a software application.

- **Exclusive Exposure**

Only five advertisers can present their offers to one person, and no competing products are allowed.

- **Targeted**

Increase ad relevance by selecting desired user demographics and contextual environments.

- **Creative Flexibility**

Choose from 8 touch-points to connect with your target audience.

- **Performance Based**

Control how much you want to pay per user, per click and per sign-up.



Background

OUR USERS:

- Business Owners
- Entrepreneurs
- Consultants
- CEOs
- Presidents
- Executive Assistants
- Managers
- Lawyers

1,500 DOCUMENT TEMPLATES

SUBJECTS COVERED:

- 📁 Business Planning & Management
- 📁 Consultants & Independent Contractors
- 📁 Credit & Collection
- 📁 Finance & Accounting
- 📁 Human Resources
- 📁 Internet & Technology
- 📁 Legal
- 📁 Operations & Logistics
- 📁 Real Estate
- 📁 Sales & Marketing

Our Software

Biztree Desktop is the leading document templates software that allows SMBs to write business and legal documents with great ease and rapidity. It contains a library of 1,500 document templates available in English, French, Chinese and Spanish.

Biztree Desktop has been recognized by business people in over 200 countries as an indispensable business tool. Its main benefits are:

- ☑ Increase your productivity
- ☑ Save time and effort: do not write documents from scratch
- ☑ Improve your corporate image by using professional documents
- ☑ Save money: reduce expensive lawyers' fees

BIZTREE DESKTOP FACTS:

- The #1 document templates software
- Sold online since 2001
- Used in 220 countries
- User base expected to reach 5 million in 2010

From a Paid to Free Software

Since 2001, Biztree Desktop has been successfully commercialized under the name Business-in-a-Box, at a selling price of \$249.95. The worldwide popularity of our product has generated a growing demand from companies wanting to advertise to our user base. This led us to develop an ad delivery platform to display ads within our software application.

In Q1 2008, preliminary tests with selected partners yielded very encouraging results. However, in an effort to exponentially grow our user base and maximize this opportunity, we have decided to shift to a free product model. Isolated market tests demonstrated a very strong penetration rate for a free Biztree Desktop and a great return on investment for our partners. Today, we are securing partnerships with advertisers in order to roll out the free model on a large scale.

The overarching principles of our free product model can be summarized as follows:

- Provide a high-quality free software to business people
- Help as many business people as possible
- Provide a powerful advertising solution allowing advertisers to connect with business people

Biztree Desktop Sponsorship

Connect with Business People

Biztree Connect is a unique way to place your brand in front of your target audience. By sponsoring Biztree Desktop, you will be able to display your ads throughout the Biztree environment, which is comprised of the Biztree Desktop **download** site, the software **installer** and **Biztree Desktop**, which resides on the user's desktop.

Biztree Desktop Sponsorship allows you to connect with business people via eight powerful touch-points (channels). To enhance the effectiveness of your exposure, only a select number of partners are given the opportunity to sponsor Biztree Desktop. This also allows us to offer you exclusivity in your domain: competing products will never be shown to a single user.

Build Brand Affinity

In an increasingly free- and social-oriented web culture where branded web apps, social networks and free products are fuelling a new sharing economy, Biztree Connect offers a solution for marketers interested in building brand affinity. Associating your brand with Biztree Desktop – a free and highly valuable product – creates a beneficial exchange between you and your target customer; an exchange that elicits positive responses to your ads and a lift to your brand favorability.

Online consumers have grown accustomed to being “pushed” advertisements and have become desensitized to the common web banner. Biztree sponsorship allows you to offer consumers a free product in exchange for their mindshare. Always initiated by the user and under the user's control, the relationship is built upon a positive user experience. A brand favorability lift ensues as the user is aware that he/she has been *given* a world-renowned productivity software, thanks to you.

Your User for Life

Each installation of Biztree Desktop – each user – is yours for the life of the product. This means that as a Biztree Desktop Sponsor, your ads will be shown to the same user every time he or she runs Biztree Desktop. Similar to in-game advertising, your advertisements will not expire or be aired once. They will become part of the user's daily work environment and bolster your brand awareness. As a Sponsor, you have the unique opportunity to update your message in real-time and provide timely offers that grow with the user as he/she uses the product.

Biztree
Desktop
is your brand vehicle

8 Brand Touch-Points

As a Biztree Sponsor, you can connect with users through eight distinct touch-points.

The “**Sponsored User Package**” gives you unmetered impressions and video views via the following touch-points:

- Download Site
- Software Installer Logo
- Software Installer Video
- Software Homepage

PRICING MODEL

Sponsors are charged a one-time cost-per-user while they receive an unmetered amount of ad impressions.

The following touch-points are “**à la carte**” channels through which Sponsors can construct a unified branded experience:

- Newsletters
- Side Ads
- Toolbar Buttons
- Desktop Messages

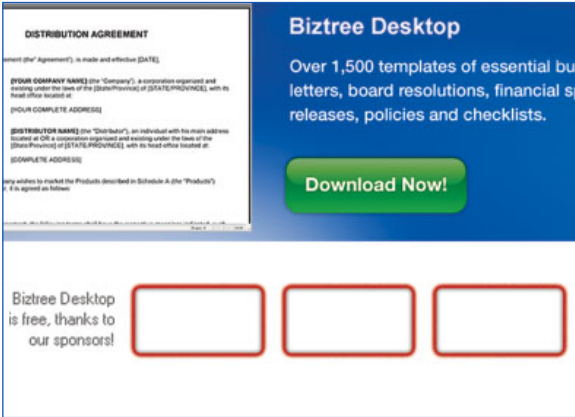
PRICING MODEL

Sponsors are charged a cost-per-subscriber (newsletters) or a CPM (side ads) or a cost-per-click (buttons and desktop messages).

See [Rate Card on p.12](#) for more detailed pricing information.

Brand Engagement 8 Channels

Sponsored User Package

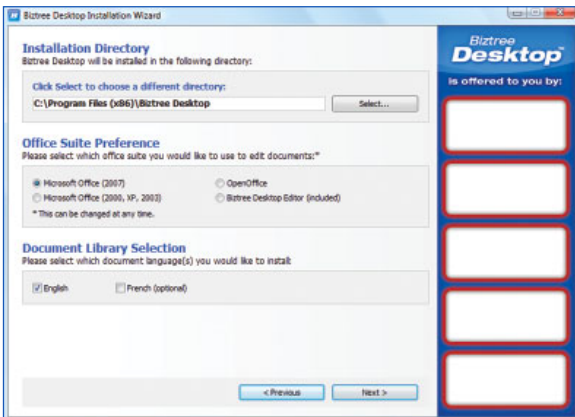


Channel #1: Download Site

Your brand involvement begins as the user downloads Biztree Desktop from our website. This is where the initial positive brand association is created between your brand and Biztree Desktop. Sponsor logos are given prime real-estate in a dedicated area above the fold.

Users that you “sponsor” become your sponsored users – your audience – for life. They will be exposed to your brand and offers whenever they use Biztree Desktop, generating a virtually unlimited amount of airtime.

Ad Format:	Logo
Payment Model:	Pay-per-user (part of Sponsored User package)
Targeting Options:	Country Language



Channel #2: Software Installer Logo

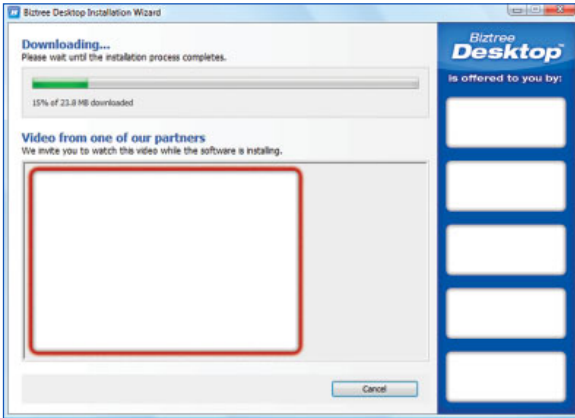
Your logo is prominently displayed throughout the installation process. Your role as enabler or offering party is clearly established via the mention of “Offered to you by”.

Ad Format:	Logo
Payment Model:	Pay-per-user (part of Sponsored User package)
Targeting Options:	Country Language

Sponsored User Package (continued)

Channel #3: Software Installer Video

The Biztree Desktop installer gives you the ability to display a video ad. As the user has approximately 2 minutes of waiting time, he or she will be highly open to viewing a short 30-60 second spot. This is where you educate and entertain users, cultivating them to become more receptive to the messages you will display in other channels.

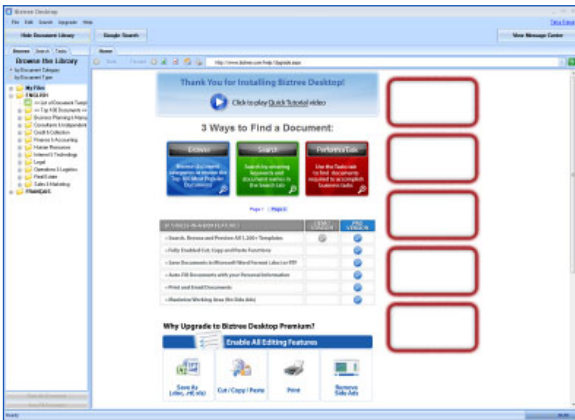


Ad Format:	Video (30-60 sec)
Payment Model:	Pay-per-user (part of Sponsored User package)
Targeting Options:	Country Language

Channel #4: Software Homepage

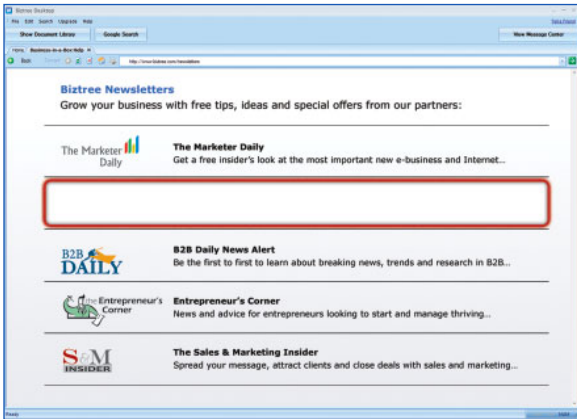
The Software Homepage is shown to users each time they open Biztree Desktop. This intimate space is yours to share with four other Sponsors. As this page generates a high volume of impressions, it serves to reinforce your brand awareness and share of mind.

Use this space to present special offers or to drive brand messages which you can update throughout the user's lifetime usage of Biztree Desktop.



Ad Format:	200 x 100 rectangle
Payment Model:	Pay-per-user (part of Sponsored User package)
Targeting Options:	Country Language

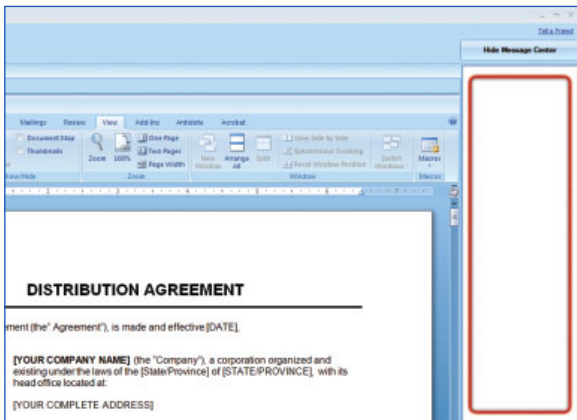
A la Carte Channels



Channel #5: Newsletters

As Biztree Desktop attracts thousands of new business people every day, it offers you the perfect pool of consumers to grow your newsletter list. You can acquire subscribers directly from the installer and within the software, benefiting from an implied endorsement by Biztree.

Ad Format:	Newsletter Listing
Payment Model:	Pay-per-subscriber (à la carte)
Targeting Options:	Content Category Country Language



Channel #6: Side Ads

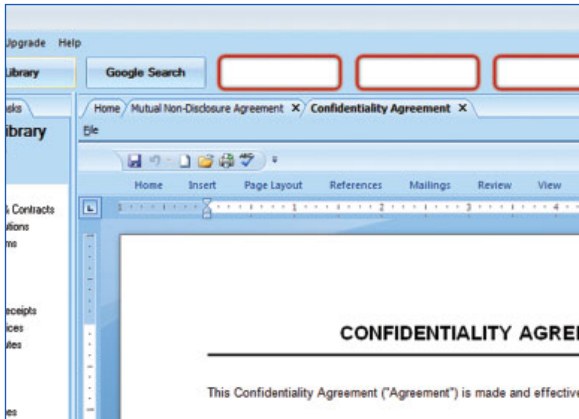
Capture the eye-balls of a highly engaged audience with your targeted banners inside Biztree Desktop. As the user's attention is focused on the software, banners appearing alongside documents have a very strong impact (test campaigns exhibited clickthrough rates three times greater than industry averages). Always visible to the user, side ads give you prominent placement to communicate contextually relevant messages.

The most effective banners are those that target content categories and offer product trials, seasonal promotions or free downloads.

Ad Format:	160 x 600 skyscraper
Payment Model:	CPM (à la carte)
Targeting Options:	Job Title Industry Content Category Country Language

A la Carte Channels (continued)

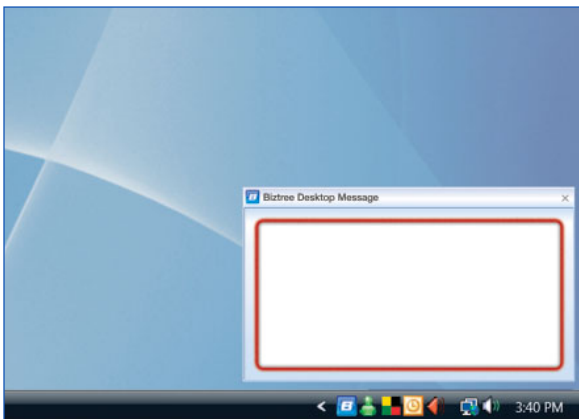
Channel #7: Toolbar Buttons



Biztree Connect allows Sponsors to own a button that is integrated in the software toolbar. The button's label and icon are yours to customize. When users click on a button, they are brought to a webpage of your choice. The options as to what to offer users on your landing page are virtually limitless. However, experience has shown that exclusive offers yield the best results.

As with all other channels, your message can be optimized in real-time against campaign metrics (available in your Advertiser Console).

Ad Format:	Button label + icon
Payment Model:	Pay-per-click (à la carte)
Targeting Options:	Job Title Industry Country Language



Channel #8: Desktop Messages

Desktop messages provide you with a powerful and direct link to your target's desktop. A small window (similar to that of popular chat tools) appearing at the bottom of the user's screen carries your text or image message. Users receive such messages even when Biztree Desktop is not running (provided they have given their prior consent).

Sending an instant broadcast is simply a matter of choosing targeting criteria and an available time slot. Clicks on desktop messages lead to your custom landing page. The immediacy of this channel and its strong reach make it an effective method of achieving short-term sales goals.

Ad Format:	Text message Image message Mixed message (text + image)
Payment Model:	Pay-per-click (à la carte)
Targeting Options:	Job Title Industry Country Language

Compared to traditional media buys, Biztree Connect offers a universe of brand engagement opportunities.

Your Advertiser Console

Account Summary

Ad Channel	Budget	Cost Per Unit	Purchased Inventory
Sponsored Users	\$1,000,000.00	\$2.00 / Download	
Toolbar Buttons	\$1,000,000.00	\$2.00 / Download	

Banner Ads > Create

Banner Ads Details

Ad Name*: (For your internal use)

Banner Image*: Please specify

Alt Tag: 255 characters

Destination URL*:

Sponsored Users

Create Edit Pause Resume Delete

View All but Deleted

Name	Status	Impressions	Clicks	CTR
ABC	Active	78,820	1,421	
XYZ	Active			
123	Active			

Remaining Inventory

Budget	Units	% Remaining
\$1,000,000.00	500,000 (Downloads)	100.00%

Newsletters

Create Edit Edit Budget & Max CPS Pause Resume Delete

View All but Deleted

Name	Status	Daily Budget	Max CPS	Ad Price
The Marketer Daily	Active	\$1,000.00	\$1.00	
ACME Small Biz Bulletin	Active	\$1,000.00	\$1.00	

Full Control Over Creatives & Spending

As long time Internet marketers we have made sure that your Advertiser Console empowers you with all the ad management functions you need. It is your main dashboard from which you can monitor the live performance of your campaigns across all channels.

Your console allows you to create ads, place bids, allocate budgets, monitor costs, select targets, and pause or resume campaigns. All campaign updates occur in real-time and you can log in at any time.

You can control variables such as:

- Cost-per-click and cost-per-subscriber
- CPM
- Your logo and ads
- Targeting options: job title, industry, content category, country, language
- Campaign start/end dates
- Daily budget

You can monitor performance via real-time stats such as:

- Number of installations to date / remaining
- Ad clicks, impressions and CTR
- Conversions
- Newsletter signups
- Remaining inventory
- Spending reports

MORE THAN JUST A CONSOLE:

All Sponsors will be assigned a Campaign Performance Specialist who will work with you to optimize your campaigns.

Test.
Update. Track.
In Real-Time.

Rate Card

Sponsored User Packages

Bonus included for contracts signed BEFORE December 19th!

	Starter Level	Gold Level	Platinum Level			
Budget	\$50,000	\$225,000	\$1,000,000			
Cost per User	\$2.50	\$2.25	\$2.00			
Sponsored Users	20,000	100,000	500,000			
Ad Channels (Touch-Points)						
Website logo ¹ (impressions)	100,000	500,000	2,500,000			
Installer logo (impressions)	20,000	100,000	500,000			
Installer video ² (views)	4,000	20,000	100,000			
Software home page ³ (impressions)	200,000	1,000,000	5,000,000			
Launch Special (Additional Free Credit)						
BONUS !	Units	Value	Units	Value	Units	Value
Newsletters (subscribers / value @ \$1/subs.)	2,000	\$2,000	10,000	\$10,000	50,000	\$50,000
Side Ads (impressions / value @ \$60 CPM)	200,000	\$12,000	1,000,000	\$60,000	5,000,000	\$300,000
Toolbar Buttons (clicks / value @ \$2/click)	2,000	\$4,000	10,000	\$20,000	50,000	\$100,000
Desktop Messages (clicks / value @ \$2/click)	2,000	\$4,000	10,000	\$20,000	50,000	\$100,000
Opt-out clause	×		After \$100K spent		After \$250K spent	
Exclusivity ⁴	×		×		✓	
Bonus	\$22,000 (44%)		\$110,000 (49%)		\$550,000 (55%)	
Total Value	\$72,000		\$335,000		\$1,550,000	
Offer valid until	December 19 th , 2008		December 19 th , 2008		December 19 th , 2008	

1) Based on an average software download rate of 20%

2) Each Sponsor's video is shown to 20% of its sponsored users (rotation with 5 Sponsors)

3) Based on an average of 10 uses/year per user, for the first 12 months

4) A Platinum Sponsor is given exclusivity for the countries in which its ads are shown

A la Carte Channels

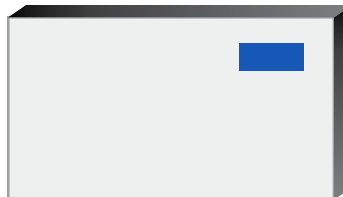
A la Carte Channels	Minimum \$50K Budget	Minimum \$250K Budget	Minimum \$1M Budget
Newsletters	\$1 per subscriber	\$0.85 per subscriber	\$0.75 per subscriber
Side Ads	\$80 CPM	\$70 CPM	\$60 CPM
Toolbar Buttons	\$2.50 per click	\$2.25 per click	\$2.00 per click
Desktop Messages	\$2.50 per click	\$2.25 per click	\$2.00 per click

Ad Specs



DOWNLOAD SITE LOGO

Dimensions: 160 x 80
 Format: GIF or JPEG
 Max Size: 30 KB



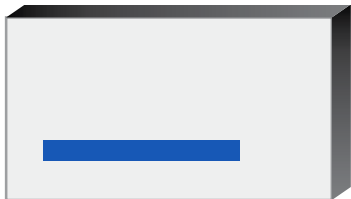
INSTALLER LOGO

Dimensions: 160 x 80
 Format: GIF or JPEG
 Max Size: 30 KB



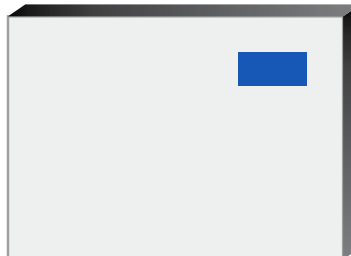
INSTALLER VIDEO

Length: 30 or 60 secs
 Max size: 10MB
 Format: SWF
 Bit rates: at least 1Mbps
 Resolution: 640x480
 Frame rate: at least 15 fps
 Aspect ratio: 4:3



INSTALLER NEWSLETTER LISTING

Title: 50 characters
 Description: 150 characters
 Logo Dimensions: 88 x 56
 Max Size: 15 KB



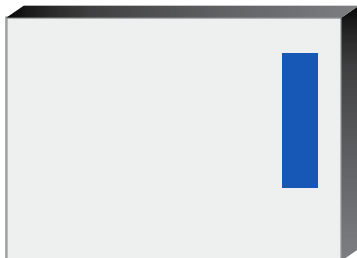
SOFTWARE HOMEPAGE AD

Dimensions: 200 X 100
 Format: GIF or JPEG or SWF
 Max Size: 40 KB



SOFTWARE NEWSLETTER LISTING

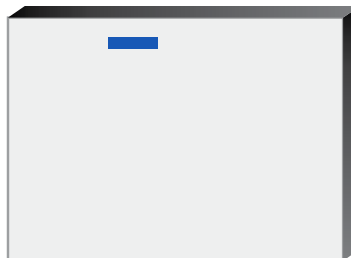
Title: 50 characters
 Description: 150 characters
 Logo Dimensions: 88 x 56
 Max Size: 15 KB



SIDE AD

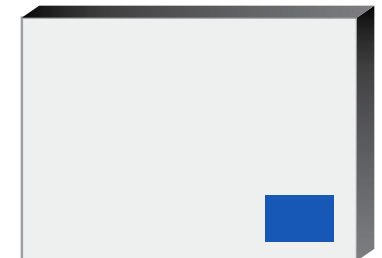
Dimensions: 160 X 600
 wide skyscraper
 Format: GIF or JPEG or SWF
 Max Size: 50 KB
 Animation: 15 seconds max
 no strobing effect
 Loops: 3 max

Side ads are auto-rotated every 60 secs



TOOLBAR BUTTON

Label: 2 x 18 characters
 Icon: 24 x 24
 Format: GIF or JPEG
 Max Size: 10KB

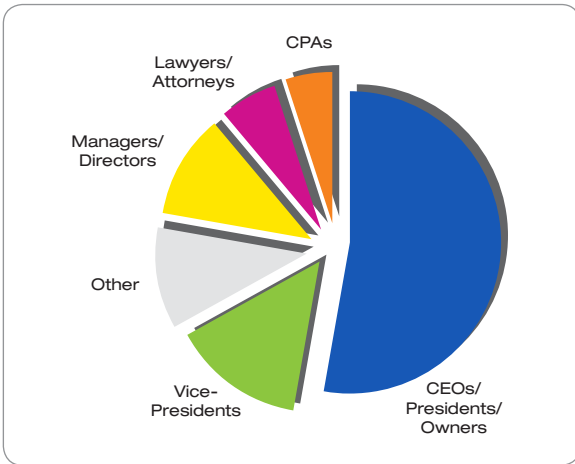


DESKTOP MESSAGES

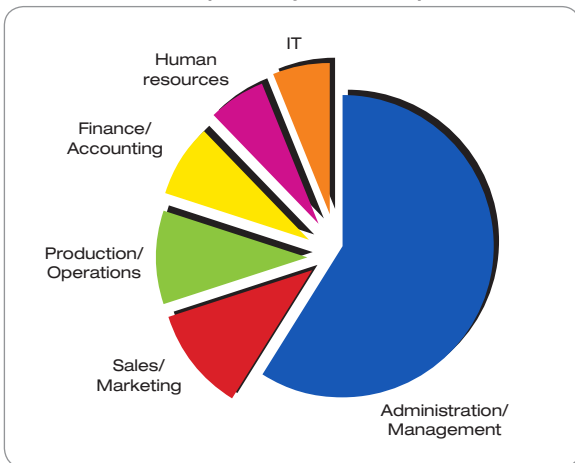
Text message: 95 characters
 Image message: 200 x 90
 Frequency: 1 per month max

Audience Profile

Biztree Desktop Users by Title†



Biztree Desktop Users by Function/Department†



† Based on user profile data (July 2008)

USERS WITH PURCHASING POWER:

Biztree users are either in charge of or strongly influence business purchase decisions within their organization.

Biztree Desktop users are affluent business people. For the most part, they are CEOs, presidents, owners or executives in small and medium-sized companies.

The great majority of our users download Biztree Desktop after performing a keyword search in a search engine or after receiving a recommendation from a friend or colleague.

Everyday over 40,000 business people visit our website. Biztree Connect is the perfect solution to reach the historically fragmented small business market, as evidenced by our audience profile below.

User Demographics*

By Title/Position:

CEO/President/Owner	53%
Vice-President	14%
Manager/Director	11%
Lawyer/Attorney	6%
CPA	5%
Other	11%

By Function/Department:

Management/Administration	59%
Sales/Marketing	11%
Production/Operations	10%
Finance/Accounting	8%
Human resources	6%
IT	6%

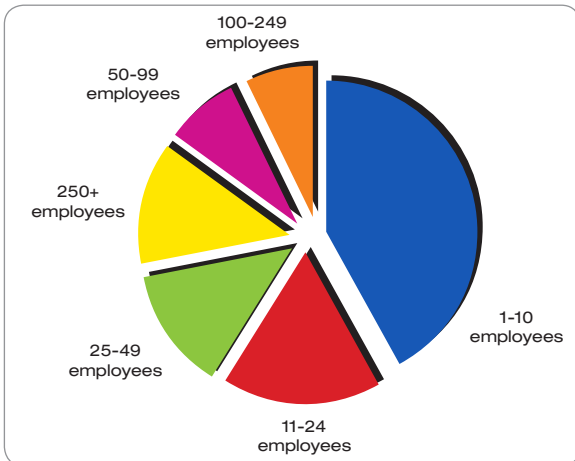
An Affluent & Influential Audience:

Average Age:	46
Male:	71%
Average HHI:	\$123,400
HHI over \$100K:	73%
Education:	66% have at least a college degree
Decision maker	65%

By Industry:

Business & Professional Services	18%
Construction and Contractors	8%
Internet and Technology	7%
Education	7%
Manufacturing and Wholesale	6%
Computers and Electronics	6%
Industrial Supplies and Services	4%
Health and Medicine	4%
Finance and Insurance	4%
Food and Dining	4%
Real Estate	4%
Transportation	4%
Media and Communications	3%
Legal	3%
Agriculture, Fishing and Forestry	3%
Arts Culture and Entertainment	3%
Automotive	3%
All other industries	9%

Biztree Desktop Users by Company Size†



† Based on user profile data (July 2008)

By Company size:

1-10 employees	42%
11-24 employees	17%
25-49 employees	13%
50-99 employees	8%
100-249 employees	7%
250+ employees	13%

User Base:

Total user base (demo users and clients):	750,000+
Projected total users (end of 2009):	2,500,000
Daily unique website visitors:	40,000
Daily downloads (installations):	5,000

Product Usage:

Uses per month:	0.8 uses per month per user
Uses per year:	10 uses on average per user
Average session time:	44 minutes
Time spent per month:	37 minutes per user on average
Time spent per year:	440 minutes

* Data has been obtained from client order forms, user surveys and Visa.

Access the Advertiser Console & Software Demo:
connect.biztree.com



Contact us today to discover how you
can connect with business people!

While this kit highlights multiple opportunities, we are always open to hearing your ideas and exploring new ways to reach your goals.

Contact:

Melissa Dawn
Business Development Manager
1-514-768-3311 ext. 240

connect.biztree.com
connect@biztree.com