

Reaching precise business audiences online is difficult and expensive. Bizo is an exclusive B2B ad network designed to solve this problem. Leading brands use Bizo to extend their brand reach across the web and more efficiently target qualified business audiences.

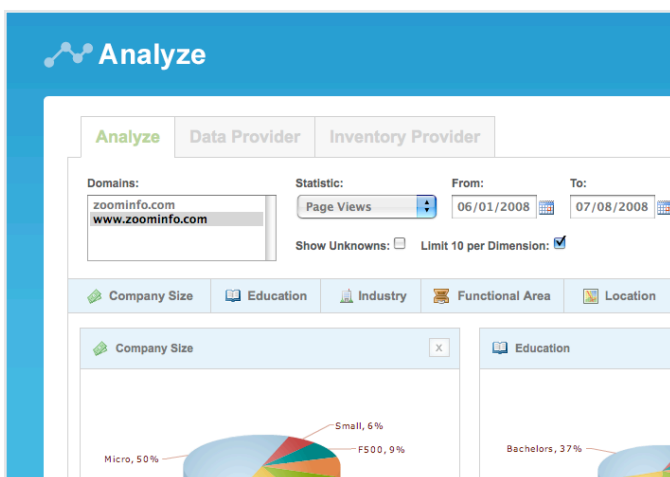
**The key is the data.** Bizo has a unique understanding of the bizographics of its audience: elements such as industry, job title, company size, education and location. This understanding allows for remarkable business targeting.

### Audience Breakdown: December 2008

- Over 250 million page views on premium business sites
- Over 30 million unique member business audience
- 50+ targetable audience segments (Industry, Company Size, Functional Area, Seniority and more)

### Business Benefits:

- Higher conversions and ROI
- Lower cost through reduction of irrelevant impressions
- Less work and effort to find key audiences
- Better, more highly qualified leads
- Better brand saturation with audiences that matter



### Audience Analytics

Bizo Analyze is a simple audience measurement tool that comes as a free value-add along with any campaign, allowing you to see the bizographics of the visitors on your site or landing pages. Analyze shows a breakdown of industries, company sizes, job titles, seniorities, and even the education levels of your audience.

Analyze also allows Bizo to better optimize campaigns with rich insight into who's clicking and converting.

Bizo's network is focused on quality impressions and highly targeted audiences for unprecedented results. Here are just a few of the customers and partners that have worked with Bizo:



**As a B2B marketer,** Bizo allows you to place your advertising in front of exactly the right business audience across the web.

*It's simple to get started:*

1

Define your target audience (e.g. senior executives in finance)

2

Define how much you want to spend

3

Create the message or advertising you'd like that audience to see.

Bizo will then target your message to the audience that you defined and optimize delivery for maximum lead production. [Call or email today to get started!](http://www.bizo.com)

Industry	Company Size	Functional Area	Gender
Accounting & Accounting Services	Fortune 500	Consultants	male
Advertising & Marketing	Xlarge	C-Suite	female
Business Services	Large	Engineering/Technical	
Construction	Medium	Finance	
Consumer Services	Small	HR	
Education	Micro	Information Technology	
Energy		Legal	
Utilities & Waste Treatment		Marketing	
Finance		Medical/Health	
Government		Nurses	
Healthcare		Operations	
Hospitality		Sales	
Human Resources & Staffing		Scientists	
Insurance			
Law Firms & Legal Services			
Management Consulting			
Manufacturing			
Media & Internet			
Metals & Mining			
Non-Profit			
Pharmaceuticals			
Real Estate			
Retail			
Software			
Telecommunications			
Transportation			

Seniority	Education
Board Members	Bachelors
Executives	Doctorate
Mid-Management	JD
Non-Management	Masters
	MBA
	MD
	RN

## Bizographic Targeting Network Creative Guidelines

Banner	Skyscraper	Wide Sky	Leaderboard	Med. Rectangle
468x60	120x600	160x600	728x90	300x250

\* additional sizes may be available by request

### General Creative Requirements

- All creative subject to Bizo approval
- Sponsor of advertising placement must be clearly displayed
- No more than 3 loops, 15 seconds max, no more than 5 seconds per loop
- Max file size: GIF/JPG 20k, Flash 30k, HTML 2k
- Border required for white or transparent backgrounds
- Audio: User-initiated
- Video: Auto-play upon load (with user-initiated sound).
- No audio looping

### HTML Requirements

- The total number of supporting files can not exceed 8 components per creative unit.
- Creative may not contain more than 2 images.
- Navigation to the landing page must be via http:// or https:// hyperlink URLs.

### Flash Requirements and Specifications

- Must have backup image
- No misleading functions, i.e., if graphic contains radio buttons, drop-downs, etc., they must function as such
- Click-through functions must use the "getURL" command: `On(release) {getURL (clickTag, "_blank");}`
- When sending Flash banners to Bizo, please provide the following in a unique zip file per banner:
  - .swf file
  - Default .gif or .jpg file
  - Click-through URL
- Ensure that your ActionScripts support https:// destination urls.

### Third Party Creative

- Third party creative must fit within the proper guidelines specified above.
- All third party creative must be able to accept a dynamically generated click tracking url.
- Bizo requires that all third party and HTML tags be able to handle a click-tracking URL. Please include instructions on how to utilize this click-tracking functionality along with third party creative.
- Individual third party tag must be generated for each unique creative.

### Click Tracking Details

- Bizo requires that the entire creative be clickable to increase click through ratio and performance.
- All creative must spawn a new window.
- All Flash creative must contain a clickTag variable.
- The Bizo ad server needs to track both the click and acquisition events.

### Expandable Units

- Adhere to size and creative restrictions, above.
- Expand Method: Automatic or by click expand method.
- Dimensions: Can expand horizontally to a total width of 700px and vertically to a total height of 400px.
- Close Method: A close button (both "Close" and "X") must be visible at all times.
- Backup Creative: a backup .gif or .jpg for users with missing plug-ins or unsupported browsers.