



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

Media Kit 2009

[connect.biztree.com](http://connect.biztree.com)



“Biztree offers 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

# Connect with Business People Like Never Before

## OUR USERS

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

## 1,500 DOCUMENT TEMPLATES

### CONTENT CATEGORIES:

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

Biztree Connect – the world’s first in-software advertising solution – allows Advertisers and Agencies to connect with business people *inside* Biztree Desktop.

Since 2001, Biztree has been helping over one million business people in over 200 countries increase their productivity with Biztree Desktop, the leading document templates software. Its library of 1,500 templates (available in English, Spanish, French and Chinese) allows SMBs to write business and legal documents with ease and speed.

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 the world’s first in-software advertising solution designed for B2B marketers.

Today, Biztree’s offering is two-fold:

- **Biztree Desktop: Free productivity software for business people**
- **Biztree Connect: A powerful digital-advertising vehicle for marketers**

### BIZTREE DESKTOP BENEFITS:

- Increases productivity and saves time
- Eliminates pain of writing
- Strengthens and protects organisations
- Improves corporate image
- Reduces lawyer fees
- It’s free!

### BIZTREE DESKTOP FACTS:

- The #1 document templates software
- Sold online since 2001
- Used in over 200 countries
- User base expected to reach 5 million in 2010

# Biztree Desktop Sponsorship

## A Multi-Channel Package

Biztree Desktop Sponsorship allows you to connect with business people via seven touch-points (channels). Whether you select the Gold, Platinum or Diamond package, you benefit from the synergistic effect of (re)exposing your offer on multiple fronts.

High frequency of exposure throughout the following channels contributes to greater ad impact and conversion:

- Download Site Logo
- Software Installer Logo
- Software Installer Video
- Software Homepage
- Sponsored Newsletters
- Side Ads
- Toolbar Buttons

## Biztree Desktop Is Your Brand Vehicle

Biztree Connect is a unique way to reach business people. 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**.

This multi-channel exposure provides you with a direct link to your target's desktop – throughout his or her lifetime usage of Biztree Desktop. You are essentially buying lifetime access to an engaged audience, in an uncluttered new media. Your message, therefore, does not suffer from the noise traditionally experienced on the web.

To further enhance the effectiveness of our in-software advertising solution, only a select number of advertisers are granted the right to sponsor Biztree Desktop. In addition, each Sponsor is guaranteed market exclusivity: competing products will never be shown to the same user.

## Beyond the Rule of Seven – Creating Brand Favorability

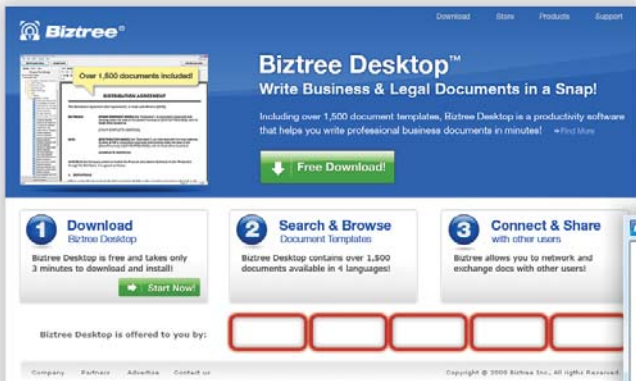
While the benefit of the marketing adage known as the “Rule of Seven” is achieved through our high frequency model, Biztree Desktop sponsorship also provides an another key benefit: brand favorability.

As social media marketing continues to grow, engaging consumers in a positive, user-controlled environment has become increasingly important. Biztree Connect allows you to offer an equitable exchange: free software in exchange for consumer mindshare. Every Biztree user is aware that he/she has been given a world-renowned productivity software, thanks to you. This not only elicits positive responses to your ads but also a lift to your brand favorability.

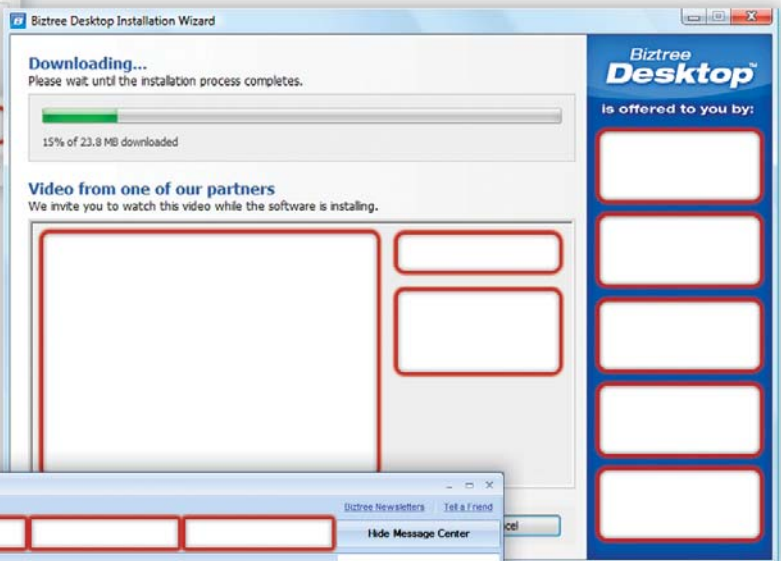


## Connect Your Brand Along Multiple Touch-Points

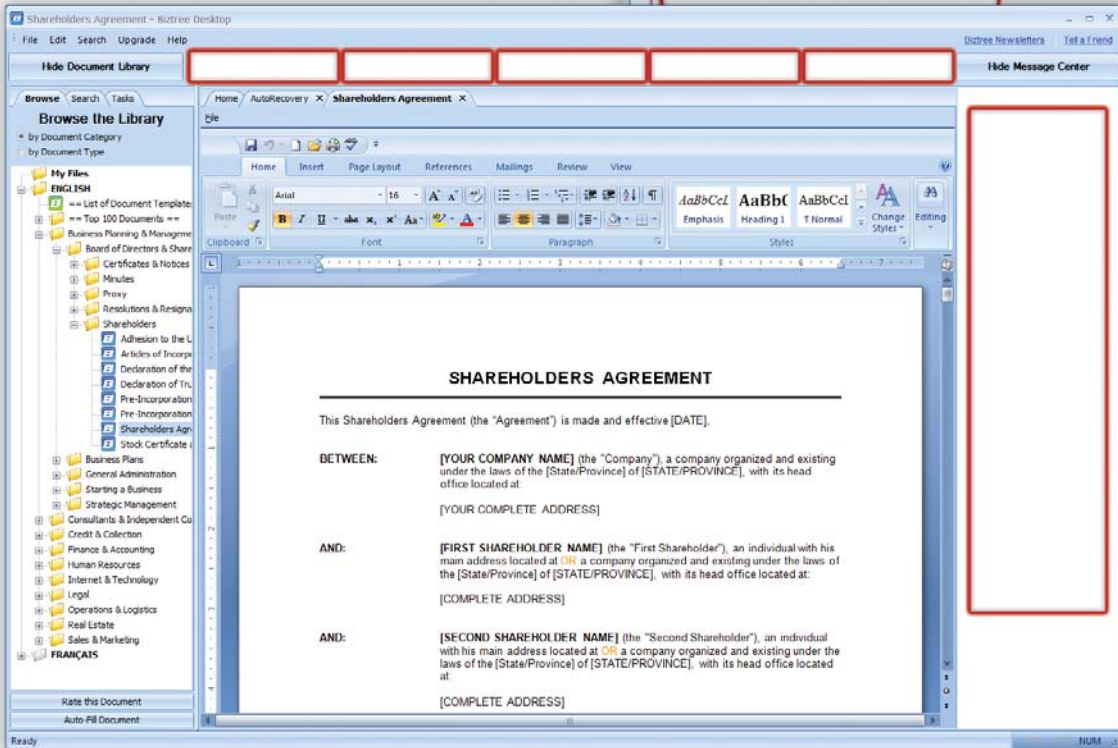
Biztree Desktop download site



Biztree Desktop installer



Biztree Desktop



# Top 10 Benefits of Biztree Connect

## 1 Tap Into a New Revenue Source

Reach business people like never before through a new untapped ad channel.

## 2 Brand Affinity

Create positive emotional associations by giving away a highly valuable productivity tool.

## 3 Desktop Real-Estate

Place your brand directly on your targets' desktop and enjoy the benefits of pull marketing as they initiate the dialog.

## 4 Influential Business Audience

Connect with business owners, presidents and senior managers who are key decision makers and influencers

## 5 Highly Engaged Audience

Enjoy strong brand interactions with a highly engaged audience that is interested in business products/services.

## 6 Accountable and Measurable

Monitor every ad interaction and optimize your return on advertising spend in real-time.

## 7 Targeted

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

## 8 Lifetime Exposure

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

## 9 Exclusive Exposure

Only five advertisers can sponsor the installation of Biztree Desktop.

## 10 Creative Flexibility

Choose from 7 touch-points to connect with your target audience or ask your account manager to create a custom-tailored campaign.



# 7 Brand Touch-Points to Engage Business People

## Channel #1: Download Site Logo

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:

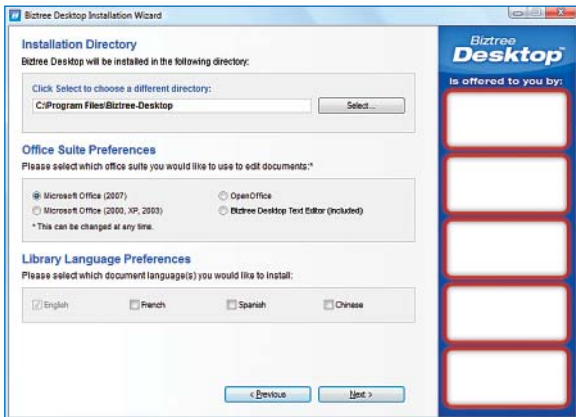
Logo

Targeting Options:

Country  
Language

## Channel #2: Software Installer Logo

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

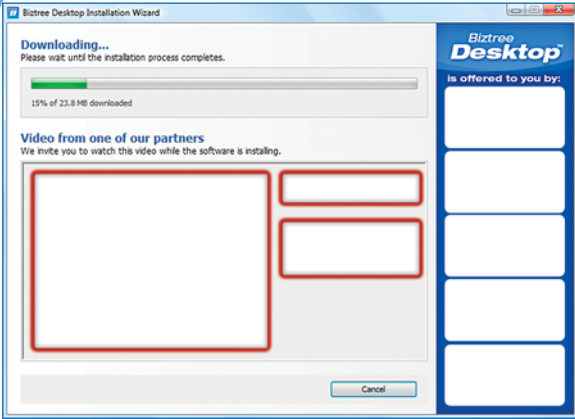


Ad Format:

Logo

Targeting Options:

Country  
Language



### 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 receptive to viewing a short 30-60 second spot. This is where you educate and entertain users, cultivating them to become more responsive to the messages you will display in other channels.

Ad Format:	30-60 Second Video
Targeting Options:	Country Language

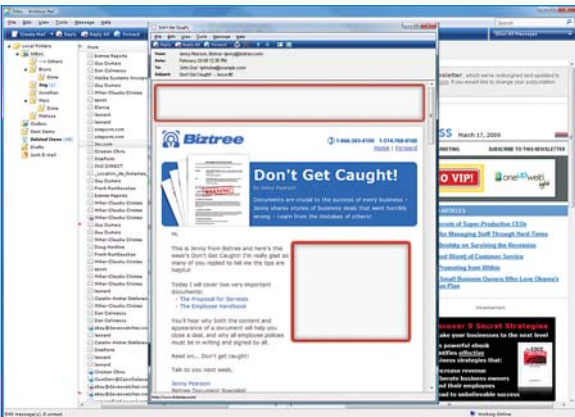


### Channel #4: Software Homepage

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.

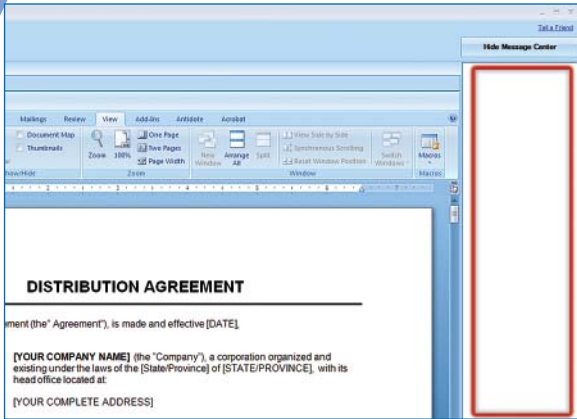
Ad Format:	200 x 100 Rectangle
Targeting Options:	Country Language



### Channel #5: Sponsored Newsletters

Reaching the inbox of your targets has never been more important. Benefit from Biztree's high delivery rates and role as educator to sponsor a variety of in-house newsletters that offer business tips, guides and inspirational quotes. All our subscribers are opt-in.

Ad Format:	Two 728 x 90 Leaderboards 300 x 250 Rectangle Logo
Targeting Options:	Country Language

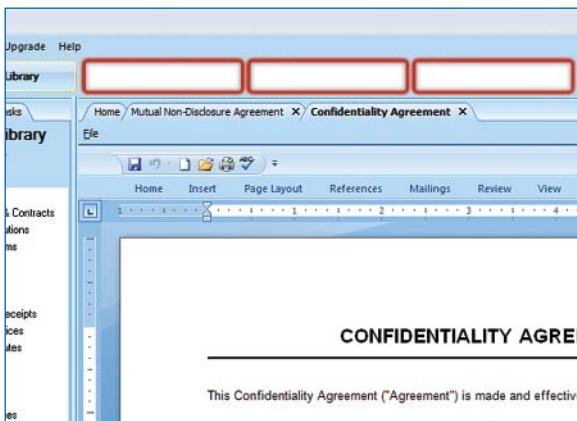


## Channel #6: Side Ads

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 twice as high as 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.

<b>Ad Format:</b>	160 x 600 Skyscraper
<b>Targeting Options:</b>	<ul style="list-style-type: none"> <li>Job Title</li> <li>Industry</li> <li>Content Category</li> <li>Country</li> <li>Language</li> <li>Gender</li> </ul>



## 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).

<b>Ad Format:</b>	Button Label + Icon
<b>Targeting Options:</b>	<ul style="list-style-type: none"> <li>Job Title</li> <li>Industry</li> <li>Country</li> <li>Language</li> <li>Gender</li> </ul>

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



# Your Advertiser Console

## Account Summary

Ad Channel	Budget	Purchased Inventory	Cost Per Unit
<a href="#">Sponsored Users</a>	\$1,000,000.00		\$2.00 / Download
<a href="#">Toolbar Buttons</a>	\$1,000,000.00		\$2.00 / Download

## Sponsored Users

Name	Status	Impressions	Clicks	CTR
<a href="#">ABC</a>	Active	78,920	1,421	
<a href="#">XYZ</a>	Ad			
<a href="#">123</a>	Ad			

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

## Sponsored Newsletters

Name	Status	Daily Budget	Max CPS	Ad P
<a href="#">The Marketer Daily</a>	Active	\$1,000.00	\$1.00	
<a href="#">ACME Small Biz Bulletin</a>	Active	\$1,000.00	\$1.00	

## Reports

:: Geo-Location » May 2009

Name	City	State
J. Smith	Los Angeles	CA
R. Miles	Chicago	IL
J. Stiles	New York	NY

## 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:

- Your logo and creatives
- Targeting options: job title, industry, content category, country, language, gender
- Campaign start/end dates
- Daily budget

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

- Number of installations to date / remaining
- Clicks, impressions, CTR and conversions
- Remaining inventory
- Spending reports

## Measure your impact like never before!

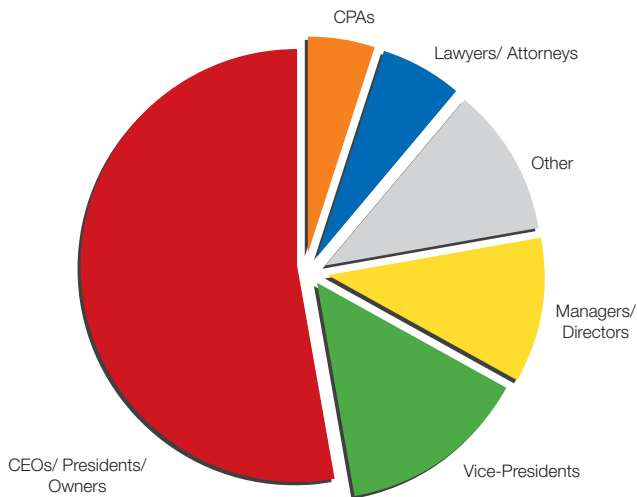
Get a monthly geo-location report detailing the name and location of each ad viewer. Use this information to cross-correlate campaign data with sales increases in the regions that have been exposed to your ads.

### MORE THAN JUST A CONSOLE:

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

Targeted. Tracked. Measured.  
**And Adjusted On The Fly.**

# Audience Profile



**By Title/Position**

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.

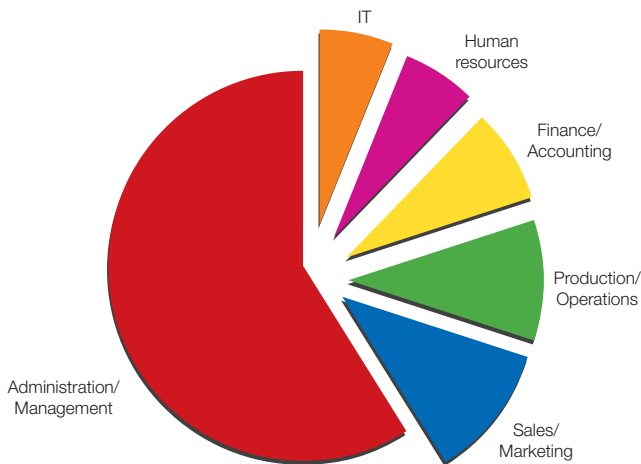
Everyday over 40,000 business people visit our website. Biztree Connect is the perfect solution to reach the historically fragmented small business market, as evidenced by our audience profile below.\*

## USERS WITH PURCHASING POWER:

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

## An Affluent & Influential Audience

Average Age:	46
Male:	57%
Average HHI:	\$98,700
HHI over \$100K:	52%
Education:	55% have at least a college degree
Decision maker	65%



**By Function/Department**

## User Base

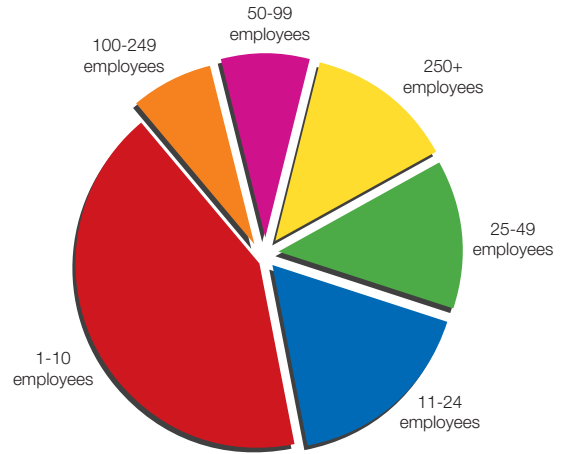
Total user base (demo users and clients):	1,000,000+
Projected total users (end of 2009):	2,500,000
Daily unique website visitors:	40,000
Daily downloads (installations):	5,000

### 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%

### 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



### 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%

\* Data has been obtained from client order forms, user profile and Visa (July 2008)

# Rate Card

## Biztree Sponsorship Packages

	Gold		Platinum		Diamond	
<b>Price</b>	<b>\$200,000</b>		<b>\$500,000</b>		<b>\$1,000,000</b>	
<b>Number of downloads</b>	<b>100,000</b>		<b>275,000</b>		<b>600,000</b>	
<b>Ad Channels (Touch-Points)</b>	<b>Impressions</b>	<b>CPM</b>	<b>Impressions</b>	<b>CPM</b>	<b>Impressions</b>	<b>CPM</b>
Download Site Logo <sup>1</sup>	600,000	\$20	1,650,000	\$20	3,600,000	\$20
Installer Logo	100,000	\$20	275,000	\$20	600,000	\$20
Installer Video <sup>2</sup> (views)	40,000	\$100	110,000	\$100	240,000	\$100
Newsletter Sponsorship	200,000	\$250	550,000	\$250	1,200,000	\$250
Software Homepage <sup>3</sup>	400,000	\$30	1,100,000	\$30	2,400,000	\$30
Side Ads	2,750,000	\$40	7,562,500	\$40	16,500,000	\$40
Toolbar Buttons	400,000	\$25	1,100,000	\$25	2,400,000	\$25
	<b>Total Impressions</b>	<b>Average CPM</b>	<b>Total Impressions</b>	<b>Average CPM</b>	<b>Total Impressions</b>	<b>Average CPM</b>
	4,490,000	\$45	12,347,500	\$41	26,940,000	\$37
Minimum # of SMBs Reached	200,000		550,000		1,200,000	
Avg. Ad Frequency per User (year 1)	22		22		22	
Total Value	\$200,000		\$550,000		\$1,200,000	

1) Based on an average software download rate of 16.6%

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

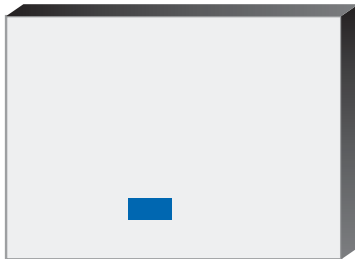
3) Based on an average of 10 uses/year per user, for the first 12 months

## A la Carte – Side Ads Channel

<b>Impressions</b>	<b>CPM</b>	<b>Budget</b>
1,000,000 (minimum)	\$50	\$50,000
10,000,000	\$42	\$420,000
25,000,000+	\$30	\$750,000

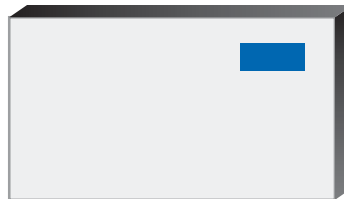
Prices subject to change without notice.

# Ad Specs



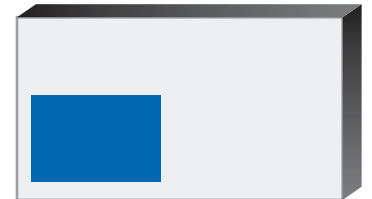
## DOWNLOAD SITE LOGO

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



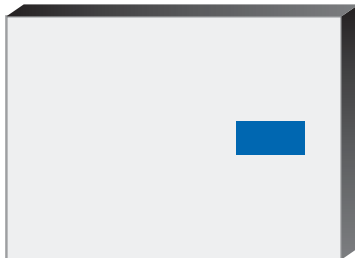
## INSTALLER LOGO

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



## SOFTWARE HOMEPAGE AD

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



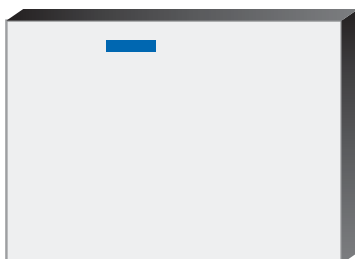
## SPONSORED NEWSLETTERS

Dimensions: 160 x 80 logo  
 2 x (728 x 90 leaderboard)  
 300 x 250 rectangle  
 Format: JPEG, GIF or Animated GIF  
 Max size: 40 KB per unit



## 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

Watch Overview Video at:  
[connect.biztree.com](http://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 Director  
1-514-768-3311 ext. 240

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