



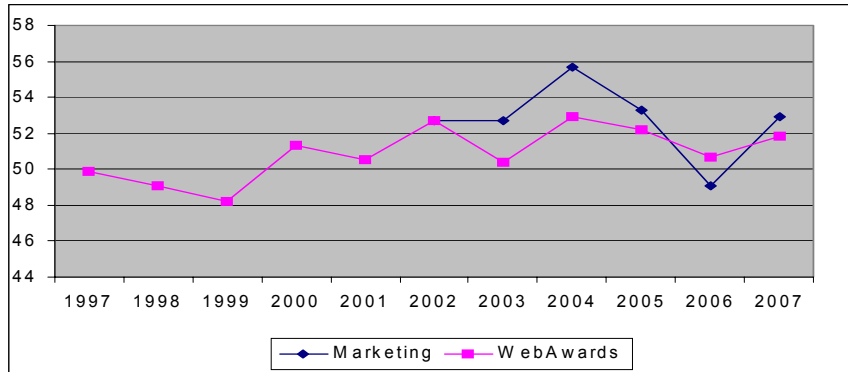
WebAward Internet Standards Assessment Report

2007 Marketing Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Market	WebAwards
1997		49.9
1998		49.1
1999		48.2
2000		51.3
2001		50.5
2002	52.7	52.7
2003	52.7	50.4
2004	55.7	52.9
2005	53.3	52.2
2006	49.1	50.7
2007	52.9	51.8

Score out of a possible 70 points

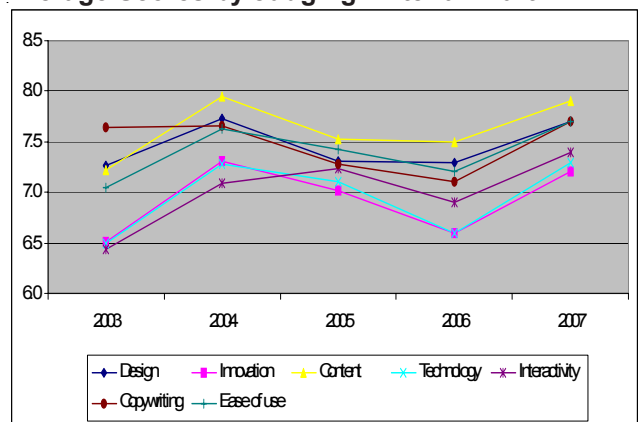


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.3	7.7	7.3	7.3	7.7
Innovation	6.5	7.3	7.0	6.6	7.2
Content	7.2	8.0	7.5	7.5	7.9
Technology	6.5	7.3	7.1	6.6	7.3
Interactivity	6.4	7.1	7.2	6.9	7.4
Copywriting	7.6	7.7	7.3	7.1	7.7
Ease of use	7.0	7.6	7.4	7.2	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

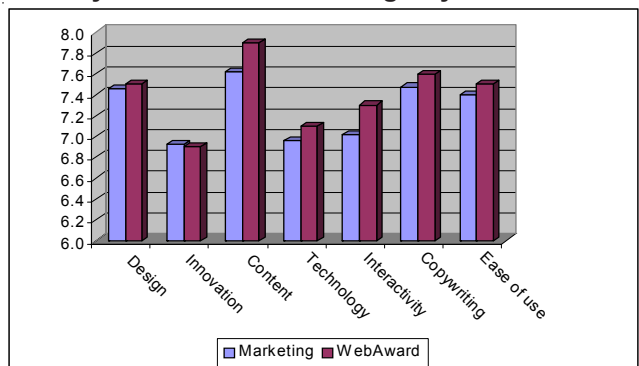


Analysis

The marketing category joined the WebAwards in 2002. They have outperformed the ISAR index in all years except 2006. Marketing Web sites matched the 5-year criteria benchmark average for innovation and design and narrowly missed the benchmark in technology, copywriting, and ease of use. As an industry, marketing sites are best at content, design, and ease of use.

Marketing Web sites understand the need to engage the user and create a brand experience that matches offline efforts to win the loyalty of consumers. The best sites are using multimedia to create a dynamic user experience.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Hanson Dodge Lime	Product Launch
2006	Rare Method	Silvertip Resort
2005	Nurun Ant Farm	Nurun Ant Farm Interactive Website
2004	Vérité, Inc.	Symantec Client Security 2.0 Channel Launch Kit
2003	Zugara	The Getaway
2002	Disc Marketing, Inc.	Disc Marketing Corporate Website

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org



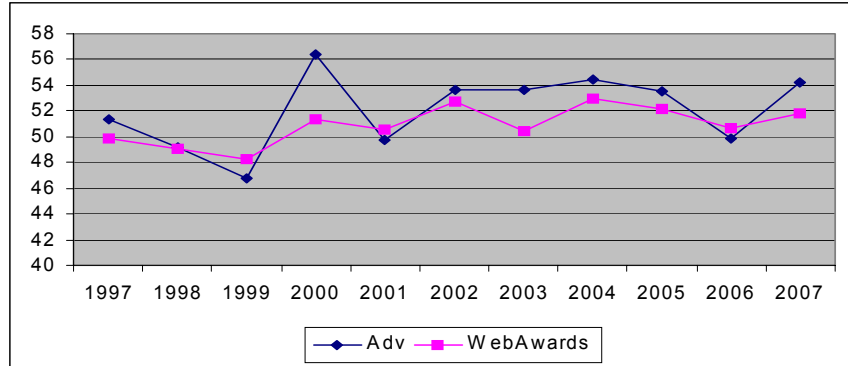
WebAward Internet Standards Assessment Report

2008 Advertising Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Adv	WebAwards
1997	51.4	49.9
1998	49.2	49.1
1999	46.8	48.2
2000	56.4	51.3
2001	49.7	50.5
2002	53.7	52.7
2003	53.7	50.4
2004	54.4	52.9
2005	53.5	52.2
2006	49.9	50.7
2007	54.2	51.8

Score out of a possible 70 points

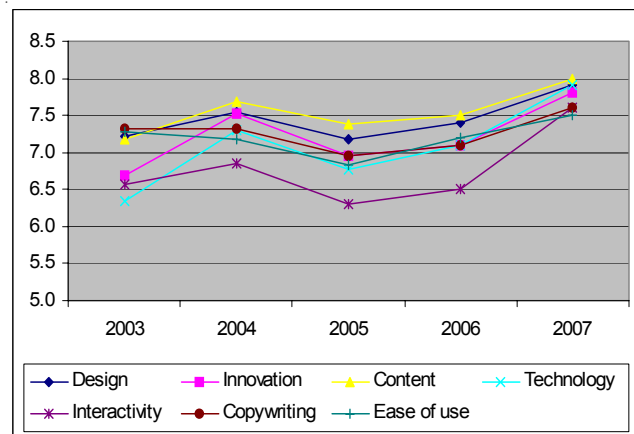


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.2	7.6	7.2	7.4	7.9
Innovation	6.7	7.5	7.0	7.1	7.8
Content	7.2	7.7	7.4	7.5	8.0
Technology	6.3	7.3	6.8	7.1	7.9
Interactivity	6.6	6.9	6.3	6.5	7.6
Copywriting	7.3	7.3	7.0	7.1	7.6
Ease of use	7.3	7.2	6.8	7.2	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

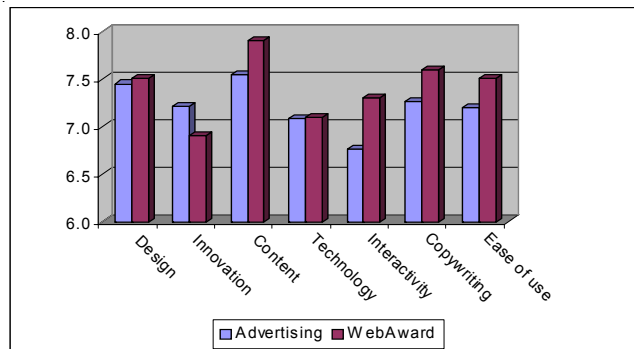


Analysis

Advertising Web sites have generally been in line with the ISAR index. They have met or exceeded the index in eight of the past eleven years, but underperformed in 2006. Advertising sites are continuously strong in design and content due to their goal to display a firm's best work. Advertising sites also show increasing scores and strength in innovation and technology. In prior years, advertising sites have historically scored lowest in interactivity; however, in 2007 these scores have caught up with the other criteria areas.

Advertising Web sites tend to be a showcase to attract new clients and to reaffirm existing ones. They are often high on concept and low on content other than their best work. We still see one too many splash pages on these sites.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Spot Runner	Spot Runner Website
2006	Spot Runner	Spot Runner Website
2005	Young & Rubicam Brands/Wunderman, Detroit	Meet the Lucky Ones
2004	Hanon McKendry	Lake Effect Website
2004	Oasis	Toyota Scion
2003	Google	Google AdWords
2002	Fusebox, Inc.	JCDecaux Airport US
2001	Cole & Weber / Red Cell	Cole & Weber/Red Cell Corp Site
2000	Bravo! Marketing, Inc.	Bravo! Marketing, Inc.
1999	UPSHOT	UPSHOT.NET
1998	BlairLake	Lee Pipes
1997	Ogilvy & Mather	Ogilvy & Mather BrandNet

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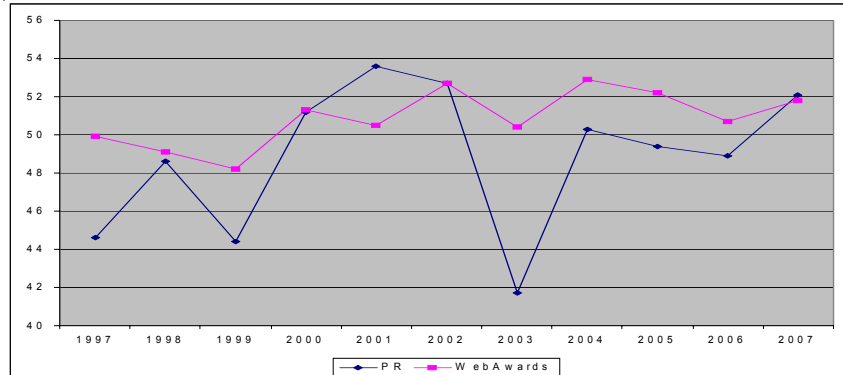
WebAward Internet Standards Assessment Report

2008 Public Relations Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	PR	WebAwards
1997	44.6	49.9
1998	48.6	49.1
1999	44.4	48.2
2000	51.2	51.3
2001	53.6	50.5
2002	52.7	52.7
2003	41.7	50.4
2004	50.3	52.9
2005	49.4	52.2
2006	48.9	50.1
2007	52.1	51.8

Score out of a possible 70 points

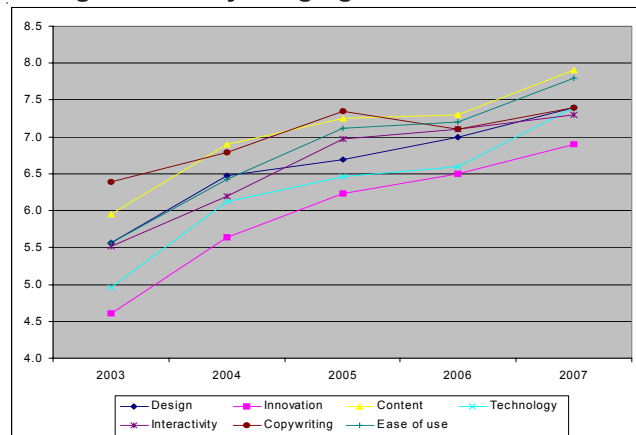


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	5.6	6.5	6.7	7.0	7.4
Innovation	4.6	5.6	6.2	6.5	6.9
Content	6.0	6.9	7.3	7.3	7.9
Technology	5.0	6.1	6.5	6.6	7.4
Interactivity	5.5	6.2	7.0	7.1	7.3
Copywriting	6.4	6.8	7.3	7.1	7.4
Ease of use	5.6	6.4	7.1	7.2	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

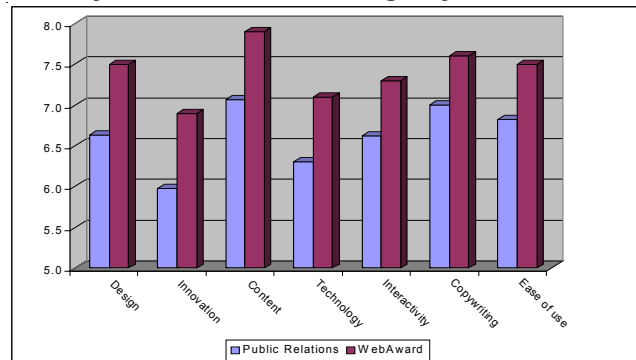


Analysis

Despite matching the ISAR index three times and exceeding it once, the public relations industry has largely underperformed the overall ISAR index seven out of eleven years. The sub par performance of public relations Web sites has resulted in the industry underperforming the 5-year criteria benchmark averages considerably in all areas. Within their own industry, PR Web sites are best at content and ease of use, but lag in innovation.

It appears that most PR firms spend more time on their client's Web sites and not enough time on their own. Many PR firms are missing an opportunity to directly reach out to online visitors with their key messages, rather they are relying on the traditional media.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Wirestone, LLC	Official Site of Dan Wheldon
2006	PRWeb.com	PRWeb.com
2005	Peter A Mayer Advertising	Community Coffee History Site
2004	Cisco Corporate PR	News@Cisco
2003	Weber Shandwick and Benjamin Irvine	Toshiba Tablet PC Launch
2002	Wealth Management News Service	WMNS.org
2001	Cohn & Wolfe	Cohn & Wolfe Website
2000	Blue Hypermedia	Middleberg Euro
1999	Blue Hypermedia	Middleberg Online
1998	Waggener Edstrom	The New Media Group
1997	Medialink Worldwide	Medialink Worldwide Web Site

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