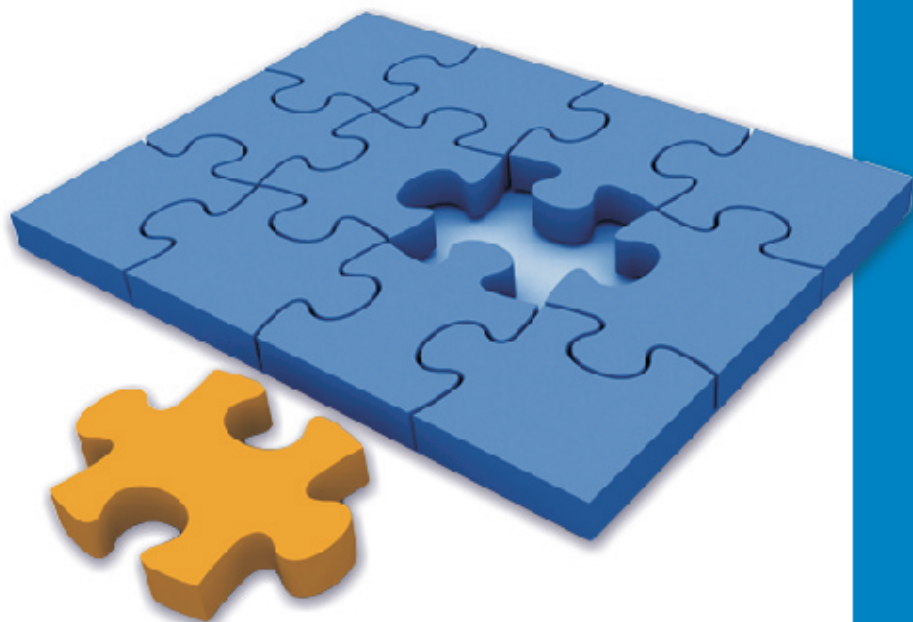


MEDIA KIT



Advertising in Web Business Age

Web Business Age is an industry engine of online business and marketing for business owners, marketing managers, strategists and agency professionals to think about build, run, market and measure their online assets. It contains practical, business-driven strategies, tips, learning, advice and articles, and a products and services directory. Advertise your products, services and content in the world's first and only marketing industry engine.

Why advertise in Web Business Age?

1. Reach an elite audience of agency and corporate managers, marketing professionals, business owners and students.
2. Current offers enable you to lock in long-term contracts at highly attractive rates.
3. In a market teeming with information, reports and advertising options, Web Business Age stands out with a generic name, high quality, authoritative content produced by a mix of journalists and experts.
4. Highly targeted positioning with practical and useful content.
5. Broad range of topics that focuses on a specific high-value audience - important segments of buyers and decision-makers in online space.

Opportunities in:

Sponsored Listings

Web site Display

Newsletter Display

Sponsorships

Sponsored Listings

Advertise your products, services, consulting offers, whitepapers, articles, books, e-books, tutorials, case-studies and training on Web Business Age Directory across one or more relevant categories (e.g., E-mail Marketing, Social Media, Search Advertising etc) and content types (e.g., Reading, Learning, Media etc).

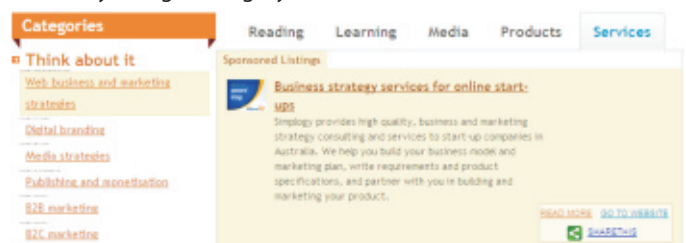
Why sponsored listings?

1. **Lets you control the copy** of your sponsored listings;
2. Allows you to include enhanced action oriented elements - additional link, HTML code (such as code a text box to subscribe newsletter or feed) and images;
3. Enables you to list in a range of relevant categories and content types to display your full range of content and offerings on Web Business Age.

What are sponsored listings?

Sponsored listings are enhanced listings that are displayed under categories that correspond to areas of interest (such as E-mail marketing, Web development etc) and also by content types of Reading, Learning, Media, Products, and Services. Our directory neatly presents the best of the industry as listings in an organised way. These are displayed at the top and positions can be reserved.

Summary listing at category level



On clicking through the listing, the listing's own single page provides the full details and may include your logo, common HTML code to display video, subscription form, table, additional links to your Web site and additional images.

Listing on its own page



How do I participate in sponsored listings?

There are three ways:

1. Let our advertising experts do it for you:

Our advertising experts would browse your Web site and identify sponsored listings opportunities based on your budget and objectives. They will identify landing pages, write the listings, list the cost of each listing, submit it for your review, make any changes based on your feedback, and wait for your approval.

Call us at **61-403569410**,
e-mail bizdev@webbusinessage.com or
fax the form enclosed ("SL-P-1") to **61-2-98371247**:

2. Do-it-yourself:

- Sign up or upgrade to an advertiser-member (it's free) at <http://www.webbusinessage.com/signup>.
- Access the advertiser panel
- Submit listing(s) and pay online

3. Send a bulk listing form:

- Prepare your listings in a CSV spreadsheet in the format enclosed ("BL-P-3")
- Send it to bizdev@webbusinessage.com.
(Please contact us again if an acknowledgement or response is not received within 3 working days)
 - After receiving your listings file, we will review, confirm and attach ready-to-publish listings and send an insertion order.
 - Confirm and pay the required fee as detailed in insertion order

Display Ads

Limited number of display ad slots are offered on the home page and newsletter

Header top banner

468x60: \$3000 per month

Header button

125x60: \$500 per month

Sidebar (1 place available)

274x250: \$1500 per month

Sidebar (4 places available)

125x125: \$300 per month

Please contact us for more details

Newsletter

Display Banner (2 Issues)

468x60: \$500 per month

Sponsorship

Please contact us.

Web site:

<http://www.webbusinessage.com>

E-mail:

bizdev@webbusinessage.com

Skype:

[simply1](https://www.skype.com/user/simply1)

Phone:

61-403569410

Fax:

61-2-98371247

Address:

**27/169, Walker Street, Quakers Hill,
NSW 2763, Australia**

A product of:

Simply Web Business Pty. Ltd.

ABN: 89 139 200 258

Bulk listings form (CSV Spreadsheet)

Column	Header	Contents
A	ID	Blank for a new listing. If an existing listing is being modified, please enter the listing ID of the listing to be modified.
B	URL	Specify the last part of the URL of the listing's own page. E.g., in the URL: http://webbusinessage.railsfactory.com/listing/2009/07/20/building-a-web-strategy , the highlighted portion is specified by this field. . Try to include company name and keywords separated by hyphens.
C	Title	Maximum limit is 150 characters, try to keep to an average of 70 characters or 8-10 words. Describe concisely to give an idea of what to expect in a glance. User should form an opinion of whether to click by reading the title only.
D	Description	Describe the item in more detail. Cover why it may be needed, what it is, what its benefits are and what it is made of (platforms, languages if applicable), who it is meant for (audience), any geographical targets / limitation. You may include HTML code limited to commonly used HTML tags only. Total length should not exceed two screen-scrolls.
E	Category	Please select a category that this listing will be displayed in. Select one out of all Web Business Age categories. E.g., Web business and marketing strategies, e-mail marketing, business blogging etc.
F	Content type	Please select a content type. Please note a combination of category and content type is charged as a unit. Please select one out of Reading, Learning, Media, Products, Services.
G	Short-description	(Optional) A short text-only description that will appear in listing summary if present. It can help you present a targeted message in summary form. Maximum 400 characters.
H	Destination-URL	URL of the advertiser Web page where the visitor will be taken

I	Display-URL	The URL that will be displayed in the listing. E.g., Visit this Web page at webbusinessage.com .
J	Tags	(Optional) Mention keywords that describe this listing's page. Maximum 5 separated by comma.
K	Specific - content -type	Leave blank. Editor will select.
L	User-level	Please select one out of beginner, intermediate, advanced and Any (default).
M	Geo-location	Select one out of Australia and NZ, UK, Europe (outside UK), USA & Canada, India, Asia, Middle-east and Global (default). If your listing is relevant to more than one region, select Global.
N	Author	Log-in e-mail of the advertiser-member who is submitting this listing.
O	Comments	(Optional and would not be published) Any message to Web Business Age advertising editor.
P	Type	Enter Sponsored
Q	Rank	(Optional) Enter the rank or slot that you would like to reserve for this listing. If reserved, it will display at the reserved or better rank.
R	Period	Select 6 months or 12 months – duration that your listing would remain active.
S	Activated-from	(Optional) From when should this listing be activated. Keep blank if asap.

Process of bulk listing submission:

1. Prepare your spreadsheet to the above guidelines. Save it as a CSV file.
2. Send it to bizdev@webbusinessage.com.
(Please contact us again if an acknowledgement or response is not received within 3 working days)
3. After receiving your listings file, we will review, confirm and attach ready-to-publish listings and send an insertion order.
4. Confirm and pay the required fee as detailed in insertion order

Current sponsored listings rates

A combination of category and content type is one listing unit.

Note: Same listing creative may be used in multiple combinations of category –content types / multiple listing units but it needs to be submitted, processed and paid as multiple listing units.

General rate per listing unit for 6 months: US\$299

General rate per listing unit for 12 months: US\$399

Premium to reserve rank 1: 85% over general rate

Premium to reserve at least rank 2: 65%

Premium to reserve at least rank 3: 55%

Examples:

US\$399 lets you own one listing in one category in one content type for 1 year.

US\$1996 (399*5) lets you own listings across all 5 content types in your category.

US\$3692 (1996 + 85% premium for rank 1) lets you own the top listing across your entire category.

US\$7384 (1996 + 85% premium for rank 1 multiplied by 2 categories) lets you own the top listings across two categories.

Sponsored listings terms and conditions

1. Listings can be changed once every month. So, you can keep your listings fresh especially if you are advertising in Reading or learning content types.
2. Listings bought at the General rate without any premium for rank will be displayed at any available rank position within sponsored listings. The rank or position may change from time-to-time.
3. We cannot guarantee that your listing will be included as featured on home page.
4. Rank premiums do not apply when listings are featured on home page.
5. Listings bought at premium to reserve rank 1 will always be displayed at rank 1.
6. Listings bought at premium to reserve rank 2 will be displayed at rank 2 or better. These may display at rank 1 only at times when rank 1 is available.
7. Listings bought at premium to reserve rank 3 will be displayed at rank 3 or better. These may display at rank 1 or 2 only at times when these ranks are available.
8. We may add, remove or restructure categories at the discretion of editors of Web Business Age. If a category is removed, we will move the sponsored listings to another category. Names of categories and content types may change.
9. If you have listings across an entire category (i.e., you have a listing in each content type in your category), and we add a new content type, then we would add your listing in the new content type at no extra cost to ensure that your full coverage remains.

Review your Web site for advertising opportunities

SL-P-1

* Web site address:

* Your advertising objectives :

* Budget : \$

* Name :

* E-mail :

* Phone :

Proposal development fee of US\$39 applies. This proposal fee of US\$39 would be credited back to you when you advertise.