



## PARTNERSHIP

This is a win-win-win opportunity for you. You are not only getting advertising at a prominent Seattle website, you are forging a relationship with the community and promoting your company all at the same time. This is essentially an exchange of goods and an excellent chance for you as a local business to get your name out in the community.

How it works: we give you ad space on a front page relevant to your goods or any page that you like. In return you give us goods and services from your business, such as tickets, dinner passes, gift certificates, etc. We, in turn, use these goods for promotions on our site. In the end bringing people back to your business.

## SPONSORSHIP

Our Sponsorship program is a much more traditional approach to advertising. You, the business, pay a certain amount for advertising on one or more of our pages.

## COMBINATION

Of course you can mix the two together, half sponsorship and half partnership. We can create a situation that works best for you. Contact us and let us know how we can work with you.

## WHY ADVERTISE WITH US?

Q. Why advertise with Seattle.net?

A. Maximum exposure.

1. Distinction of namesake

“Seattle.net”. When “Seattle” is looked up, your business will be looked up.

2. Net Rating

When “Seattle” is searched on the internet we always come up in the top ten sites listed, giving you the most exposure possible. This is due to our constant refreshing of content (stories, reviews, galleries, etc).

Also, every site on the internet is rated in a worldwide scale of attendance (1 being the best). Seattle.net is currently rated under the 200,000 mark, putting us in the top 15% of visited sites on the web.

3. Static Advertising

Unlike many other sites, our advertising is static while remaining dynamic. Meaning that your ad will not be in a rotation; it will always be there when the prospective consumer is viewing our pages.

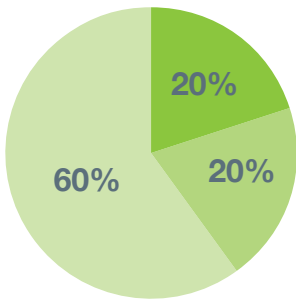
## Partnership Case Study

**Savor Seattle Food Tours** are a recently launched business that offers tours of the Pike Place Market. Savor Seattle and Seattle.net formed a partnership in July 2007. In return for a feature article with video about the tours, as well as a listing on our business pages, Savor Seattle gave Seattle.net four tour gift certificates to give away to our readers during the month that their article was featured.

“ Seattle.net really helped to promote my business and get my name into the community.  
-Angela Shen, Owner of Savor Seattle Food Tours  
www.savorseattletours.com ”

## Demographic Information

Twenty percent of our visitors are from the local Seattle area; 60% are nationwide prospective tourists and business men and women; and the remaining 20% are from around the world. All of them are wanting to connect with a thriving Seattle businesses like yours.



- Out of Town Visitors
- International visitors
- Local Seattlites

## Pricing Chart

Size	Location	1 Month	3 Months	6 Months	12 Months
Big Banner 728 x 90 (px)	Main Page	\$200	\$500	\$900	\$1300
	Section Main	\$100	\$200	\$300	\$500
	All Others	\$50	\$75	\$100	\$150
Skyscraper 160 x 600 (px)	Main Page	\$200	\$500	\$900	\$1300
	Section Main	\$200	\$200	\$300	\$500
	All Others	\$50	\$75	\$100	\$150
Rectangle 300 x 250 (px)	Main Page	\$175	\$375	\$675	\$975
	Section Main	\$75	\$150	\$225	\$375
	All Others	\$15	\$55	\$75	\$115
Half Banner 468 x 49 (px)	Main Page	\$100	\$250	\$450	\$650
	Section Main	\$50	\$100	\$150	\$250
	All Others	\$25	\$40	\$50	\$75
Half Skyscraper 160 x 300 (px)	Main Page	\$100	\$250	\$450	\$650
	Section Main	\$50	\$100	\$150	\$250
	All Others	\$25	\$40	\$50	\$75
Partnership	The exchange of goods for advertisement is based on straight monetary conversion.				

**Notes**

Contact us for customized ad schedules.  
All text ads are 50% off.



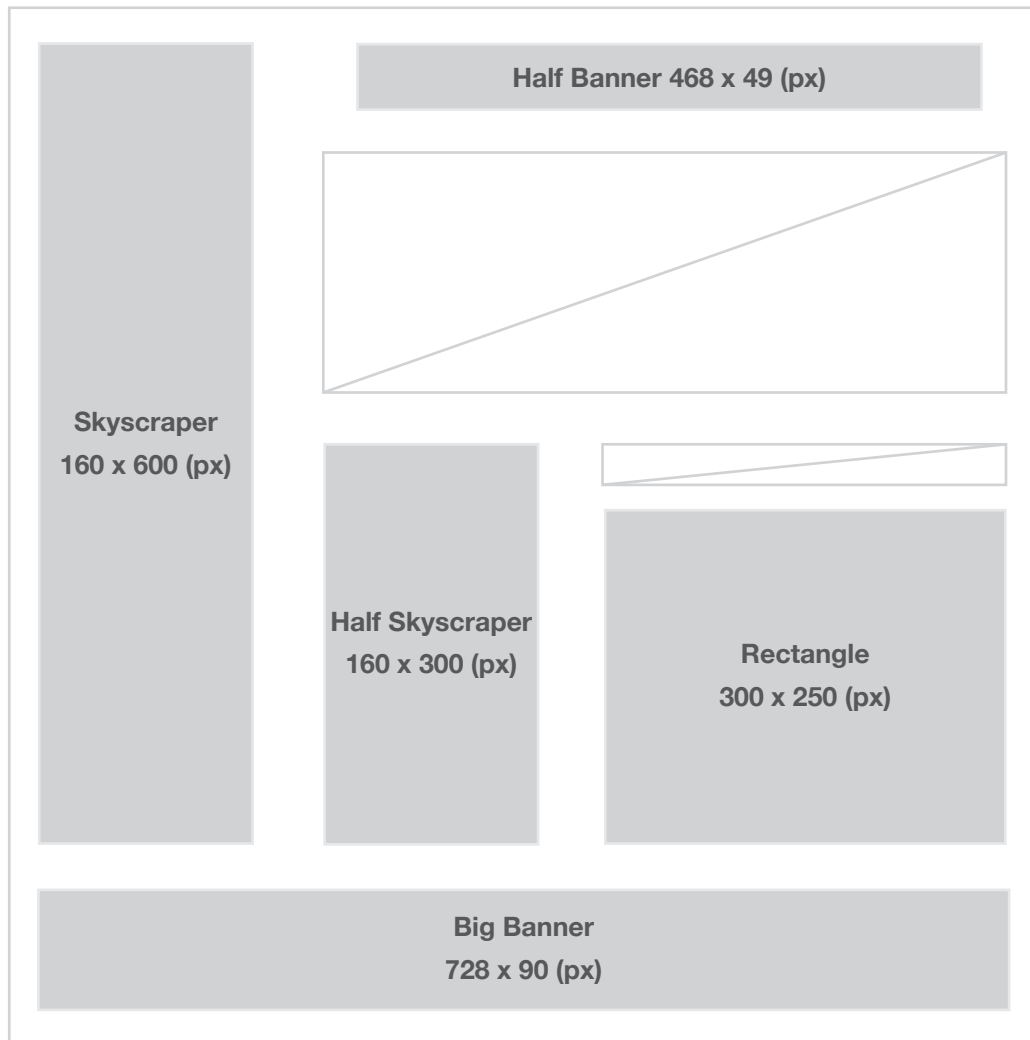
## Advertisement Plans to Save

1. Contact us for our best price packages and current discounts.
2. Buy a skyscraper ad for a year and get a half banner free for 6 months.
3. Buy six months of any ad size and get one month free.
4. Combine a partnership and sponsorship and get two months of advertising free.
5. Get one month of free advertisement for each referred buying customer.

1. Introduction 2. Overview 3. Price Chart and Discounts 4. Size Chart PARTNERSHIP/SPONSORSHIP

## Advertisement Size Chart

The following diagram shows some commonly used sizes (to scale). We ask that all advertising submissions are in one of the following formats: JPEG, GIF or PNG, and should weigh no more than 40kb. We can also accept a flash file if you use an animated advertisement. However, we cannot guarantee that all of our readers will have a flash player. If you or your business needs design assistance, we can provide help from our in-house graphic designers.



See examples live on [www.seattle.net](http://www.seattle.net):

- Entertainment: [www.seattle.net/entertainment/](http://www.seattle.net/entertainment/)
- Music: <http://www.seattle.net/entertainment/seattlemusic/>
- Savor Seattle Feature: [www.seattle.net/entertainment/articles/savor\\_seattle\\_article/](http://www.seattle.net/entertainment/articles/savor_seattle_article/)