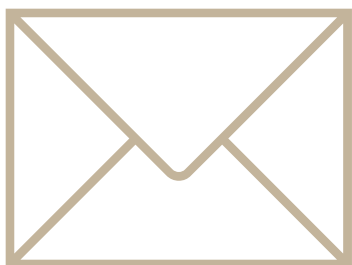




2008 Marketing Partnership Program



Marketing Partnership Program

As America's Best Companies moves forward into 2008 we will be expanding the ways and frequency in which we communicate with our members. With additional opportunities to reach our members, beginning in April, we will be launching our Marketing Partnership Program. The program will feature bundled advertising opportunities across a variety of advertising media, all at greatly reduced pricing. This program will only be made available to our approved partners and was designed to assist those partners who are interested in increasing sales through a greater penetration of our member base.

One of the new ways we will be communicating with our members, and coinciding with the launching of our Marketing Partnership Program, will be the start of our e-mail program. Twice monthly, we will be sending to all our members an informational partner highlight e-mail. As the year progresses, we will be looking to increase the frequency and the variety of the e-mails that we send.

With the addition of the e-mail campaign, ABC will be able to offer approved partners advertising opportunities that include online ads on our official website (www.gowithabc.com), print ads in our Member's Guide, magazine (America's Best), direct mail and of course our e-mails. With our Marketing Partnership Program we have taken the variety of advertising opportunities and bundled them into packages to offer them at drastically reduced pricing. The program will offer the frequency and variety of media needed to accomplish your goal of greater penetration and increased sales to our members.

Our ABC Marketing Partnership Program will have five levels of participation allowing you to choose a program that's a perfect fit for your business and budget. The higher the level of participation, the greater the value you will receive. Each level of participation will contain certain core benefits which we will continue to provide for free. These benefits include the hosting of your logo and text on our official website (www.gowithabc.com), a listing of your company name and short description in the Member's Benefit section in all six issues of our magazine (America's Best), as well as a listing in our Member's Guide.

Throughout the year, we will be adding additional advertising programs and opportunities within our Marketing Partnership Program which will enhance the value of these already attractive packages. It is our hope, that this program will encourage our partners, to be more proactive in advertising to our members. We are constantly striving to strengthen our relationships with our partners and to have these partnerships be beneficial to all involved.

2008-09 Participation Levels:

Diamond Partner

The highest level of partner participation. Take advantage of a heavily discounted package of advertising including all forms of contact with our members. All ad placements are premium. *Receive an additional 30% off all other available advertising.*

Platinum Partner

Our next highest level of participation. Premium advertising opportunities in print, online, e-mail and direct mail. Includes access to our mailing list and much more. *At this level, we offer 25% off all other contracted advertising.*

Gold Partner

This participation level is designed to offer incredible value at an affordable price. We've bundled multiple ad opportunities across a variety of formats. *Plus, advertisers receive 20% off all other contracted advertising.*

Silver Partner

An introductory level of advertising including combinations of Web and e-mail ads, as well as print ads in every issue of our magazine. *Receive 15% off all other contracted advertising.*

Bronze Partner

All approved partners receive the core benefits associated with this level at no charge. *All other contracted advertising is available at 10% off.*



Partnership Participation Levels

Diamond Partner

 (Limited to 6 annually)

Advertising Benefits:

1. Print

America's Best Magazine (published 6 times per year)

7 premium advertising placements

2 Cover pages **Super Exclusive**

2 Full-page ads

2 Two-page spreads

1 BRC **Exclusive**

Member's Guide (distributed to all new members)

1 Half-page listing

Details

Cover-page/full-page - 8 1/2" x 11"

Two-page spread - 17" x 11"

Half-page - 8 1/2" x 5 1/2"

BRC - 6" x 4"

2. Online

gowithabc.com (America's Best Companies' official site)

First-page listing in Member Discount section **Exclusive**

1 Leaderboard. All pages + homepage **Super Exclusive**

3 IMUs

2 Banners

Leaderboard - 728 x 90

IMU - 300 x 250

Banner - 468 x 60, 600 x 60

Member Discount listing - 200 words max

3. E-Mail

Advertising opportunity on 10 e-mails (banner or text)

4 Full-page custom e-mails

Banner on all new member e-mails **Exclusive**

Full-page custom e-mail

Banner - 468 x 60

Partner Highlight (headline: 50 characters; body: 300 characters max)

4. Direct Mail

Access to our member mailing list 4x/year

Welcome Kit insert **Exclusive**

Welcome Letter partner mention **Super Exclusive**

Welcome Kit insert - 8-1/2" x 3-1/2"

(Qty: 5,000)

***Bonus

Additional 30% off of all other advertising opportunities on Rate Card

Price: \$8,500.00

Value: \$24,000.00

Full
Year!

FOR MORE INFORMATION

Contact your Advertising Rep or
Al Lifchultz, Advertising Director, al@gowithabc.com, 877-885-2378 ext 244.
www.gowithabc.com/mediakit

Helping small businesses stay in business, grow their business, and make more money in their business.

Platinum Partner

Annual Advertising Benefits:

1. Print

- America's Best Magazine** (published 6 times per year)
- 6 premium advertising placements**
6 Full-page ads or 5 full-page ads + 1 Two-page Spread
- Member's Guide** (distributed to all new members)
1 Quarter-page listing

Details

- Two-page spread - 17" x 11"
- Full-page - 8 1/2" x 11"
- Quarter-page - 4 1/4" x 5 1/2"

2. Online

- gowithabc.com** (America's Best Companies' official site)
Platinum Partners listing in Member Discount section
- 2 IMUs
- 1 Banner

- IMU - 300 x 250
- Banner - 468 x 60 or 600 x 60
- Member Discount listing - 200 words max

3. E-Mail

- Ad placement on 7 e-mails
(banner or Partner Highlight)
- 2 Full-page custom e-mails

- Full-page custom e-mail
- Banner - 468 x 60
- Partner Highlight (headline - 50 characters;
body - 300 characters max)

4. Direct Mail

- Access to our member mailing list 2x/year

- Welcome Kit insert - 8-1/2" x 3-1/2"
(Qty: 5,000)

***Bonus

Additional 30% off of all other advertising opportunities on Rate Card

Price: \$6,000.00

Value: \$13,000.00



Gold Partner

Bonus: Additional 20% off of all other advertising opportunities on Rate Card

Annual Advertising Benefits:

1. Print

America's Best Magazine (published 6 times per year)

6 advertising placements

6 Half-page ads

Member's Guide (distributed to all new members)

1 Eighth-page listing

Details

Half-page - 8 1/2" x 5 1/2"

Eighth-page listing - 2 1/8" x 2 1/4"

2. Online

gowithabc.com (America's Best Companies' official site)

Gold Partners listing in Member Discount section

1 IMU

1 Banner

IMU - 300 x 250

Banner - 468 x 60

Member Discount listing - 200 words max

3. E-Mail

4 Ad placements

(banner, Partner Highlight or text)

Full-page custom e-mail

Banner - 468 x 60

Partner Highlight - (body: 300 characters max)

Text ad - 100 characters max

Price: \$2,500.00 Value: \$4,750.00

Silver Partner

Bonus: Additional 15% off of all other advertising opportunities on Rate Card

Annual Advertising Benefits:

1. Print

America's Best Magazine (published 6 times per year)

6 Quarter-page ads

Member's Guide (distributed to all new members)

Partner Section listing

Details

Quarter-page - 4 1/4" x 5 1/2"

Partner Section listing - 50 words max

2. Online (gowithabc.com; America's Best Companies' official site)

Silver Partners listing in Member Discount section

1 IMU

Member Discount listing - 200 words max

Skyscraper - 300 x 250

3. E-Mail

4 Ad placements

(banner, Partner Highlight or text)

Banner - 468 x 60

Text ad - 100 characters max

Price: \$1,250.00 Value: \$2,000.00

Bronze Partner

Bonus: Additional 15% off of all other advertising opportunities on Rate Card

Annual Advertising Benefits:

1. Print & Online

Partner Section listing in America's Best and Member's Guide

Bronze Partner listing in Members Discount section online

Your flyer inserted included our New Member Welcome Kit

Member Discount listing - 200 words max

Partner Section listing - 50 words max

Price: Free