



2009 Marketing Partnership Program



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**
- 3 IMUs
- 2 Banners
- 1 Podcast Sponsorship
- Sponsored Article Profile

IMU - 300 x 250

Banner - 468 x 60, 180 x 150

Member Discount listing - 400 words max

Podcast: 80 word advertisement to be read prior to podcast.

3. E-Mail

- Advertising on 10 e-mails (banner, text or IMU)
- 12 Full-page custom e-mails
- Banner on all new member e-mails **Exclusive**

IMU 300 x 250, Banner - 468 x 60

Full-page custom e-mail

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: \$37,900.00

**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
 - 1 Podcast Sponsorship
 - 2 IMUs
 - 1 Banner

- IMU - 300 x 250, 180 x 150
- Banner - 468 x 60
- Member Discount listing - 400 words max
- Podcast: 80 word advertisement to be read prior to podcast

3. E-Mail

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

- Full-page custom e-mail
- IMU 200 x 250, 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 25% off of all other advertising opportunities on Rate Card

Price: \$6,000.00

Value: \$25,300.00

Full Year!

Gold Partner

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

Annual Advertising Benefits:

| 1. Print | Details |
|---|--|
| <p>America's Best Magazine (published 6 times per year)</p> <p>6 advertising placements</p> <ul style="list-style-type: none"> 6 Half-page ads <p>Member's Guide (distributed to all new members)</p> <ul style="list-style-type: none"> 1 Eighth-page listing | <p>Half-page - 8 1/2" x 5 1/2"</p> <p>Eighth-page listing - 2 1/8" x 2 1/4"</p> |
| <p>2. Online</p> <p>gowithabc.com (America's Best Companies' official site)</p> <ul style="list-style-type: none"> Gold Partners listing in Member Discount section 1 IMU 1 Banner | <p>IMU - 300 x 250, 180 x 150</p> <p>Banner - 468 x 60</p> <p>Member Discount listing - 200 words max</p> |
| <p>3. E-Mail</p> <ul style="list-style-type: none"> 4 Ad placements (banner, Partner Highlight or text) 1 Custom e-mail | <p>Full-page custom e-mail</p> <p>IMU 300 x 250, Banner - 468 x 60</p> <p>Partner Highlight - (body: 300 characters max)</p> |
| <p>Price: \$2,500.00 Value: \$9,300.00</p> | |

Silver Partner

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

Annual Advertising Benefits:

| 1. Print | Details |
|---|---|
| <p>America's Best Magazine (published 6 times per year)</p> <ul style="list-style-type: none"> 6 Quarter-page ads <p>Member's Guide (distributed to all new members)</p> <ul style="list-style-type: none"> Partner Section listing | <p>Quarter-page - 4 1/4" x 5 1/2"</p> <p>Partner Section listing - 50 words max</p> |
| <p>2. Online (gowithabc.com; America's Best Companies' official site)</p> <ul style="list-style-type: none"> Silver Partners listing in Member Discount section 1 IMU | <p>Member Discount listing - 200 words max</p> <p>IMU - 300 x 250, 180 x 150</p> |
| <p>3. E-Mail</p> <ul style="list-style-type: none"> 4 Ad placements (banner, Partner Highlight or text) | <p>IMU 300 x 250, Banner - 468 x 60</p> |
| <p>Price: \$1,250.00 Value: \$5,500.00</p> | |

Bronze Partner

Bonus: Additional 10% off of all other advertising opportunities on Rate Card

Annual Advertising Benefits:

| 1. Print & Online | Details |
|--|--|
| <ul style="list-style-type: none"> 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 | <p>Member Discount listing - 200 words max</p> <p>Partner Section listing - 50 words max</p> |
| <p>Price: Free</p> | |



ADVERTISING ORDER FORM

MARKETING PARTNERSHIP PROGRAM

Fax or mail this order form to:
Marketing Partnership Program
America's Best Companies
One Tower Lane, Suite 1900
Oakbrook Terrace, IL 60181
(877) 885-2378 • FAX: (877) 519-2378
sales@gowithabc.com

ADVERTISER INFORMATION

| | |
|----------------|---------|
| Advertiser | Website |
| Address | E-mail |
| City/State/Zip | Phone |
| Contact Name | Fax |

MARKETING PARTNERSHIP PLANS

Please Choose Which Partnership Package Your Company Would Like to Participate In:

Refer to Appendix A of Marketing Partnership Program for complete details.

Diamond Partner: \$8,500
Value: \$37,900

Silver Partner: \$1,250
Value: \$5,500

Platinum Partner: \$6,000
Value: \$25,300

Bronze Partner: FREE

Gold Partner: \$2,500
Value: \$9,300

Additional Instructions:

PAYMENT INFORMATION

Credit Card Visa MC Discover Amex **OR** Include Check Made Payable to: America's Best Companies

| | |
|---------------------------|---------------------------|
| Account# | |
| Expiration Date (MM/YYYY) | 3 or 4 Digit Code on Card |
| Name on Card: | |

TOTAL =

\$

ADVERTISING ORDER TERMS AND CONDITIONS

Term: If approved, this Advertising Order shall be effective for a period of ONE (1) year and shall commence no later than (30) days from the set Launch Date of April 1, 2008. If the Advertising Order is executed at any date later than April 1 2008, the Launch Date will be set no later than (30) days of this Effective Date and the term will be ONE (1) year thereafter. **Acceptance:** America's Best Companies, Inc. ("Publisher") reserves the right to update and change these Terms and Conditions from time to time upon written notice to Advertiser. **Payment Terms:** Payment is due in full within (30) days of the Effective Date as set forth herein. Invoices will be considered delinquent after (30) days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum). **Cancellations/Refunds:** Cancellations will be accepted but no refunds will be issued. **Performance:** Advertiser will provide to America's Best Companies all advertising materials for the particular Partnership Package advertiser buys. Advertiser shall provide such materials as soon as reasonably practicable. Publisher shall not be responsible for delay in delivery of advertising materials due. **Advertising Approval:** All advertising is subject to Publisher's approval and agreement by the advertiser and agency to indemnify and protect the Publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of publication of such advertisement. Advertisements or copy having the appearance of editorial material must have the word "advertisement" printed above. **Content:** An advertiser and/or his agency assumes full liability for all content (including any text, representation, illustrations, sketches, maps, words, links, labels, trademarks or other copyrighted matters) in his authorized advertisements. **Advertising Materials:** All advertising materials are due within (30) days from the Launch Date and unless otherwise instructed will be held for the entire length of term. Changes in advertising materials can be made at any time of the year but must be sent in a timely fashion to comply with designated insertion dates. Unless a request is submitted along with the disk to have it returned, all disks will be destroyed (30) days after expiration of term. Materials must be labeled with return address and contact name in order to be returned.

I AGREE TO ALL TERMS AND CONDITIONS SPELLED OUT IN THIS ADVERTISING ORDER.

| | | | |
|------------------------------|--------------|---------------|------|
| ADVERTISER SIGNATURE | PRINTED NAME | TITLE | DATE |
| BELOW IS FOR OFFICE USE ONLY | | | |
| ACCEPTED BY | PRINTED NAME | APPROVAL DATE | |