



# 2010 Marketing Partnership Program

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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**

- x2 Cover pages **Super Exclusive**
- x2 Full-page ads
- x2 Two-page spreads
- BRC **Exclusive**

**Member's Guide** (distributed to all new members)

- Premium placement **Exclusive**

### 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"

Member's guide listing: 40 words max

### 2. Online

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

- First-page listing in member discount section **Exclusive**
- x3 IMUs
- x2 Banners
- Sponsored article profile

IMU: 300 x 250

Banner: 468 x 60, 180 x 150

Member discount listing: 400 words max

### 3. E-Mail

- Advertising on 10 e-mails (banner or IMU)
- x12 Full-page custom e-mails **Exclusive**
- Banner on all new member e-mails

IMU: 300 x 250; Banner: 468 x 60

Full-page custom e-mail: 680 pixel width

### 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: \$41,700.00**

Full  
Year!

FOR MORE INFORMATION

Contact your ABC advertising representative or  
Al Lifchultz, Advertising Director, [al@gowithabc.com](mailto:al@gowithabc.com), 877-885-2378 ext 244.  
[www.gowithabc.com/mediakit](http://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**
  - x6 Full-page ads or x5 full-page ads + two-page spread
- Member's Guide** (distributed to all new members)
  - Priority placement

### Details

- Two-page spread: 17" x 11"
- Full-page: 8-1/2" x 11"
- Member's guide listing: 40 words max

### 2. Online

- gowithabc.com** (America's Best Companies' official site)
  - Platinum partners listing in member discount section
  - x2 IMUs
  - Banner

- IMU: 300 x 250, 180 x 150
- Banner: 468 x 60
- Member discount listing: 400 words max

### 3. E-Mail

- x7 Ad placements  
(banner or partner highlight)
- x8 Full-page custom e-mails

- Full-page custom e-mail: 680 pixel width
- IMU: 300 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: \$27,960.00**

**Full  
Year!**

## 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**

- x6 Half-page ads

**Member's Guide** (distributed to all new members)

- Partner section listing

#### Details

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

Partner Section listing: 40 words max

#### 2. Online

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

- Gold partners listing in member discount section

- IMU

- Banner

IMU: 300 x 250, 180 x 150

Banner: 468 x 60

Member discount listing: 200 words max

#### 3. E-Mail

- x4 Ad placements (banner, partner highlight or text)

- Custom e-mail

Full-page custom e-mail

IMU: 300 x 250; Banner: 468 x 60

Partner highlight: 300 characters max

**Price: \$2,500.00 Value: \$10,820.00**

## 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)

- x6 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: 40 words max

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

- Silver Partners listing in member discount section

- IMU

Member discount listing: 200 words max

IMU: 300 x 250, 180 x 150

#### 3. E-Mail

- x4 Ad placements  
(banner, partner highlight or text)

IMU: 300 x 250; Banner: 468 x 60

**Price: \$1,250.00 Value: \$7,020.00**



# 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: \$41,700*

**Gold Partner: \$2,500**  
*Value: \$10,820*

**Platinum Partner: \$6,000**  
*Value: \$27,960*

**Silver Partner: \$1,250**  
*Value: \$7,020*

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 of this Effective Date. **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:** Full payment is due prior to the Effective Date as set forth herein. **Cancellations/Refunds:** Cancellations will be accepted but no refunds will be issued. **Performance:** 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 Effective 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	