



VerticalResponse Active Response Ad Program



Engage Active SMBs Working, Learning and Networking Online

VerticalResponse is introducing a new advertising program to help you reach those active small businesses online who are building their businesses through email marketing and other online marketing methods. Every day, thousands of SMBs use VerticalResponse to maintain and grow their businesses and also visit our website and blog to learn and network. Whether you are trying to connect with small business owners, entrepreneurs or internet marketers, VerticalResponse helps you capture them when they are at their most active -- working, learning and making decisions about their businesses.

VerticalResponse Active Response Advertising Packages

VerticalResponse's Active Response Program gives you an active presence throughout the VerticalResponse Marketing Lounge, blog and newsletters. This special package will help you generate active traffic and leads, while building your brand. Active is the key word. We deliver your potential customers while they are in the work mode, researching, planning and networking.

As a Charter Sponsor, you will receive a comprehensive value-added package, giving you a high impact presence in the content sections of the VerticalResponse Newsletter, Marketing Lounge and Marketing Blog, for a relationship-building connection to our base of active customers, subscribers and visitors.

Tier One: **Active Response Power Package**

Reach over 200,000 VerticalResponse small business customers through a targeted program designed to build your brand, engage and drive response. Package includes:

High Impact Email Marketing Support

- **Newsletter Sponsorship**
 - **High-impact Ad Unit Placement**
 - Premium placement in the weekly newsletter
 - Position: Top of page
 - Unit: Masthead (468x60)
 - **Bonus Placement in Marketing Lounge Newsletter**
 - **Gain additional visibility and branding**
 - Position: Top of content area
 - Unit: 468x60

Active Response Power Package (cont.)

Online Advertising Support

- **High-impact Ad Unit Placement in Marketing Lounge**
 - High-impact placement in VR Marketing Lounge
 - Position: Top of page
 - Unit: 475x100
- **Premium Ad Unit Placement in VR Blog**
 - High-impact placement in VR Blog
 - Position: Top of page
 - Unit: Leaderboard (728 x 90)

Research Support

- Complete performance tracking on all online advertising activity
- Delivery and response tracking for email newsletter program

Pricing

- Contact us about special charter pricing

Tier Two: **Active Response Action Package**

Reach over 200,000 VerticalResponse small business customers through a targeted program designed to support your brand, engage and drive response. Package includes:

High Impact Email Marketing Support

- **Newsletter Sponsorship**
 - **Premium Ad Unit Placement**
 - Prominent placement in the weekly newsletter
 - Position: Left Column content area
 - Unit: Content Hero (300x250)
 - **Bonus Placement in Marketing Lounge Newsletter**
 - **Gain additional visibility and branding**
 - Position: Content area
 - Unit: 400x150

Active Response Action Package (cont.)

Online Advertising Support

- **Premium Ad Unit Placement in Marketing Lounge**
 - Premium placement in VR Marketing Lounge
 - Sponsor of Lounge Forms Pages
 - Position: Top of content area
 - Unit: Masthead Bar (700x50)
- **Premium Ad Unit Placement in VR Blog**
 - Premium placement in VR Blog
 - Position: Right side, above the fold
 - Unit: Skyscraper (160 x 600)

Research Support

- Complete performance tracking on all online advertising activity
- Delivery and response tracking for email newsletter program

Pricing

- Contact us about special charter pricing

Tier Three: Active Response Starter Package

Reach over 200,000 VerticalResponse small business customers through a targeted program designed to engage and drive response. Package includes:

High Impact Email Marketing Support

- **Newsletter Sponsorship**
 - **Prominent Ad Unit Placement**
 - Prominent placement in the weekly newsletter
 - Position: Right Side, above fold
 - Unit: Square (125x125)
 - **Bonus Placement in Marketing Lounge Newsletter**
 - **Gain additional visibility and branding**
 - Position: Content area
 - Unit: 400x150

Active Response Starter Package (cont.)

Online Advertising Support

- **Premium Ad Unit Placement in VR Blog**
 - Prominent placement VR Blog
 - Position: Footer in content area
 - Unit: Leaderboard (728x90)

Research Support

- Complete performance tracking on all online advertising activity
- Delivery and response tracking for email newsletter program

Pricing

- Contact us about special charter pricing

VerticalResponse Newsletter and Online Advertising Rates

Run-of-Site Newsletter, Blog and Marketing Lounge banner positions are also available, contact us for more information.

VerticalResponse Audience Profile

Reach: Over 300,000 unique online marketers, entrepreneurs and business owners who are subscribers, customers, fans and followers of VerticalResponse

How They Spend Their Online Dollars

- **81 percent of US SMBs say they will maintain or increase their online spending this year (The Kelsey Group and ConStat)**
 - 47% expect to maintain their spending in the next 12 months, and 34 percent expect to increase it.
 - Only 9% plan a decrease.
- Those figures are similar to last year and indicate that the economic downturn is not negatively affecting online spending for SMBs.
- A large percentage of SMBs expect to continue adopting Web 2.0 technologies in the next 12 months
 - 40% plan to add customer reviews to their own websites.
 - 30% will add links or place ads on social sites or blogs.
 - 26% will incorporate video on their websites.
- Spending by SMBs on "non-advertising" marketing will reach \$1.63 billion by 2013 (Borrell Associates)
- Non-ad spending on things like Web sites or online promotions or public relations efforts will increase from 7.9% to 18.1% of interactive marketing budgets from 2008 to 2013.
- 43% of SMBs are reporting IT budget increases for 2010. (Spiceworks)
- Nearly half (47%) of 2010 IT budgets is allocated to new hardware purchases, 34 percent to new software and 19 percent to IT services.
- 80% of SMBs planned new desktop, laptop and server purchases in the first six months of 2010
- 55% of SMBs planned software purchases in the first six months of 2010.

Ad Specifications

VR Newsletters

Vertical Response Newsletter (Weekly)

- Masthead (468x60)
- Content hero (300x250)
- Square 125x125 Masthead (468x60)

Marketing Lounge Newsletter (Bi-Weekly)

- Masthead (468x60)
- Content Ad (400x150)

File size: Maximum 40K

File format: GIF or JPG (sorry, no flash files)

Animation: No more than 4 seconds, with no more than 3 loops. Ads should continuously loop.

Target URL: All supplied URLs must be active when ad is submitted

Web Advertising

VR Blog

- Masthead (728x90)
- Skyscraper (160x600)
- Footer (728x90)

VR Marketing Lounge

- Home page (475x100)
- Forms pages (700x50)

Standard Ad Units:

VerticalResponse follows IAB Guidelines.

- Animation: Cannot exceed 15 seconds in length. May not loop more than 3 times.
- File Size Limit: 40KB max size (image files only, no html "forms")
- Image File Types: GIF, JPEG (for Flash specs, see below)
- Alt Text: 30 characters or less.
- Additional Information: Banners cannot mislead the viewer. They may not resemble or mimic Windows/Macintosh/Unix dialogue boxes, error messages, or the like.
- Must be Flash versions 6,7,8 & 9 (AS2 only)
- 40KB download and up to 4 additional download streams upon user click are permitted. Each additional stream may not exceed 100KB.
- Frame rate may not exceed 24 frames per second. Banners that exceed 24 frames per second will not be accepted. 12 frames per second is recommended.

Rich Media:

Incorporates animation, sound, video, and/or interactivity used singularly or in combination with the following technologies: streaming media, audio, Flash, and programming languages such as Java, JavaScript, and DHTML. VerticalResponse is compliant with the [IAB Rich Media Guidelines](#). All Rich Media Ads must be third-party served.

Please submit all advertiser content to: advertising@leadtail.com

All information submitted via e-mail must include:

- Advertiser name
- Campaign start and end dates
- Creative files
- Alternative text (if applicable)
- Linking URL
- Third-party tags (if applicable)
- Instructions on how ad element(s) should run/rotate
- Allow at least 72-hour lead time

For more information, contact Leadtail, Inc. Just call Johnathan Robinson at (888) 901-9244 or email johnathan@leadtail.com