

# Advertising with us

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## ***Are you a business owner who wants marketing results?***

- ❖ Do you need to stretch your advertising dollar to its maximum value?
- ❖ Is your product or service for a very *specific customer with clearly identified needs*?
- ❖ Do you want to reach the type of customer who does his or her research online before buying?
- ❖ Do you need to know that the sites you choose to advertise on can *deliver* those customers?
- ❖ Do you want to know *exactly* which sites and which pages your ad is going to be displayed on?
- ❖ Do you need to be able to *verify* claims made by the site owners with independent third party statistics?
- ❖ Would you rather be running your business than researching online marketing options?

Most business owners don't open shop so that they can spend their time dealing with sales and marketing. There's a steep learning curve and it takes time away from running your company.

But it has to be done. A company can't grow without new clients.

## **Advertising Online**

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Advertising is a key component of any marketing strategy, and advertising online has one particular advantage to other media – **targeting**.

When you advertise during a popular television show, the audience is there to watch the show. Unless you are selling action-adventure vacations or home luminol kits, your tie-in factor is pretty slim. Even when the show has a narrow focus you are only reaching those people who happen to have their television sets tuned to that station, during that timeslot.

Web sites, on the other hand, are available *24 hours a day, 7 days a week*.

You, as a potential advertiser, can see exactly what content is on the site before you buy, and can make sure it is relevant to and appropriate for your target customer.

You can go to the search engines and *verify* that the web sites are well-positioned to draw the visitors who are searching for the terms related to your product. There are independent tools – like MetricsMarket.com – that gauge the traffic based and you know if the numbers you were given are realistic.

You know immediately how effective your advertising copy is by checking how many people actually clicked through it – on your own server, in your own stats. You can set up different URLs to see which ad is more effective.

***You have more control.***

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## Visibility

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The primary reason for advertising online is the visibility factor. Studies show that it takes between twelve and twenty impressions before a potential customer remembers your product name. If you are trying to build brand recognition, advertising in multiple media is the way to go – as many as you can afford and as frequently as possible. Seeing your ad online reinforces your other efforts.

## Reach Out to Your Market on the Sites They Visit

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Of course, people will also buy your product without name recognition – if they believe it will help them. This means that compelling, credible, and concise copy is critical. More than that, being able to judge the appeal of the website, and even *the specific page where your ad will be placed* can help you focus your ad on the needs of that visitor even more narrowly.

## Search Engines, the Hidden Value

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The other factor that many business owners don't realize is the ability of an advertisement to help their own web site in the search engine placement wars. Google changed the way search engines operate. Now, many search engines have moved to the model of considering the inbound links to a site (and a particular page) as being "votes of confidence" in the relevancy and usefulness of the content on the page.

Have you used the "cached copy" feature of Google and seen the message *these terms only appear in links pointing to this page?* Well Google and many other search engines consider that if someone has a web page and they create a link to your site where the text portion of the link says, "find out more about grapple grommets," then your site must contain info on "grapple grommets."

When someone does a search, the search engine pulls out all the results in its database matching that phrase, and then tries to prioritize them according to relevance. The more sites that "vote" that your site contains useful and relevant information on the subject, the higher your placement.

So, if it is done properly, your ad can be another "vote" for the relevancy of your content, and help raise your listing in search engine results.

***If you would like to learn more about marketing online*** visit our library at <http://pixcode.com/library.phtml> or see our site: <http://AllAboutBusiness.ca> and check the "Business Online" section.

*Next ... Choosing Which Sites*

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## Sites in our portfolio

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**pixcode Inc.** develops and manages profitable Internet properties.

Everything we create is done with our own **BUFF™ Methodology** – which stands for: **Branding, Usability, Function, and Focus**.

**Branding** is more than just the design or the logo; it consists of assessing the target viewer or reader, figuring out what is most important to him or her, and then creating the message. Once you have established that message, and every aspect of the site and marketing materials must be consistent with it. This includes adjusting the look of the page, the tone of the copy, the logo, any related media releases, any events sponsored, etc. so that it matches that message.

Similarly, **Usability** considers more than just the navigational architecture or the ease of filling out forms. It's making the property the best it can be for all stakeholders – visitors, people in the directories, the client (even when the project is internal there is a client), members, content owners, and – of course – those magical web crawlers (search engine robots) we all love because they bring us visitors outside of our sphere of influence. All **Functionality** is also created with input from all of our team, so that the underlying code does not limit or work at cross-purposes with the needs of the stakeholders and design of the site. Our **Focus** is always on creating the best results.

*If you would like more information about our methodology*, visit our web site or you can call us directly at 416-596-9533 ext 290.

## Web Sites in our portfolio

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The rest of this document describes our Internet properties, their advertising options, and other services we offer. Detailed web site information including statistics and traffic analysis is available on a site by site basis. To receive a copy of these documents, contact us at **statsanalysis@pixcode.com** for the most recent public documents. Please specify the site(s) of interest.

## NaturalHealthcare.ca (NHC)

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This is a pixcode Inc. property.

The focus of this site is healthy living, illness prevention, and natural remedies. Our visitors are seeking information on wellness – from antioxidants, to stress relief. There are special sections on Workplace Wellness, Aging, Women's Wellness, Herbology, and Therapy Definitions, among other content.

At its core is a directory of practitioners, products, and services that draw hundreds of visitors from across the country seeking specific care or products, in addition to those visitors from around the globe who use the more general information on the site.



## Advertising with us

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### Massage.ca

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Developed and managed for Massage.ca Webholdings Inc.

Similar to NaturalHealthcare.ca in structure, but with a much narrower focus: Therapeutic Massage. Established in 1998, traffic holds steady at around ten thousand highly targeted visitors a week.



Cross-promotion and linking between Massage.ca and NaturalHealthcare.ca ensure that visitors can find the Complementary care they seek, and that they pass along the addresses to friends, family, and colleagues.

### CottageMania.ca

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This is a pixcode Inc. property.



Launched in October of 2004, Cottage Mania Canada is being positioned as the destination site for the high-end cottage lifestyle. Content includes information on renting, buying, building, and renovating a cottage, as well as using the cottage for retreats, the cottage as a romantic getaway, family time at the cottage, sports, food, safety, hot tubs, fireplaces, etc. Content development is ongoing, with new articles being added weekly. Directories of cottages for rent, cottages for sale, and regional builders and suppliers are growing daily.

With a special section on the environment, there is a natural cross over between visitors of this site and NaturalHealthcare.ca. This, of course, helps to raise its positioning in the search engines, and awareness with Internet users.

### BusinessPartnerships.ca (BPC)

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This is a pixcode Inc. property.



Business Partnerships Canada is a networking site for Canadian small business owners. Networking is consistently rated one of the best ways business owners can increase their business revenue. It helps entrepreneurs meet new people and provides an environment in which they can build a trust relationship, allowing them to feel comfortable in recommending the products and services of others in the group to their own network of friends and colleagues.

The site is designed to help entrepreneurs share information with other entrepreneurs for the purpose of growing their businesses. The site allows each member to create a profile and specify what they are seeking, whether as a barter opportunity, creative intelligence alliance, or joint venture – and what they have to offer in exchange. It also gives them the opportunity to link to their website, which helps from both a “find out more about me” stand point and as an additional link for the search engines.

There is considerable cross-over potential with the owners of individual healthy businesses on NHC and Massage.ca

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### AllAboutBusiness.ca (AABC)

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This is a pixcode Inc. property.

All About Business is our newest project targeting people just beginning their business or looking for *information* on pushing their business to the next level. It is a perfect companion site to BusinessPartnerships.ca because it provides information that can be referenced by users of BPC, and it provides new members for BPC.

### New Projects

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#### **BenefitMe.ca – launch date early 2006**

BenefitMe.ca will expand on the small business tool suite by providing information on employee benefits. The target audience is small businesses who do not have a Human Resources Manager on site, or who may have one who needs a hand with the benefits end of their duties.



### Target markets

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**pixcode Inc.** has designed these sites to work well with each other and to promote traffic flow between them. Together they form a *comprehensive suite of sites*, allowing **both the general public** and **business owners** to find the information they need, quickly and reliably.

All sites are built so that search engines can navigate freely throughout the site, ensuring the maximum page density in their databases, creating two distinct advantages:

1. More pages for the search engine to return to users, matching an even greater number of potential search terms, and
2. Higher search engine ranking based on site size and amount of content.

Additionally, Massage.ca and NaturalHealthcare.ca offer free classified ads for spaces to rent, open positions for natural health practitioners, and draw return visits from these professionals.

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### *Specific target markets include:*

- ❖ Affluent cottage owners;
- ❖ Individuals seeking vacation time out of the city;
- ❖ Health-conscious Internet users looking for holistic options;
- ❖ Individual complementary and alternative health care practitioners;
- ❖ Owners of holistic or natural health businesses; and
- ❖ Other Canadian small business owners.

If your target market matches any of these groups of users, contact us to see how we can help you reach our visitors.

### **Statistics and Traffic**

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We don't just analyze the traffic to our site, we run each set of logs through five different pieces of analysis software, and we know exactly what is and what isn't working for us in terms of marketing and promoting our sites.

Though the data is never correlated back to a specific user (which would violate our Privacy Policy), each site is carefully monitored for fluctuations in traffic and for other factors including:

- ❖ the origins of our visitors;
- ❖ search terms used in finding the sites;
- ❖ what percentage of traffic is sent via email or direct link;
- ❖ average number of pages they visit before exiting the site; and
- ❖ what issues are important to them.

It helps us spot industry trends – for instance the herbal remedy page on the açai fruit was receiving between ten and fifteen visitors a day, when suddenly it spiked to over a thousand hits in a two day period. In tracking down the origin of the spike, we discovered that Oprah had made a recommendation on her television show. Since then, an entire industry has sprung up promoting açai berry juices as the best anti-aging remedy.

On a weekly basis we perform a mini-analysis for the purposes of tracking our search engine tweaks; once a month we do a full analysis and private statistics run for clients only; and twice a year we issue a public analysis for our members and advertisers.

Contact us at [statsanalysis@pixcode.com](mailto:statsanalysis@pixcode.com) for the most recent public document. Please specify which site(s) you are interested in.

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## Advertising Options & Pricing

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**Different advertising options are available on different sites.** For instance, directory listings are the most basic form of advertisement we offer. They are part of [Massage.ca](#), [NaturalHealthcare.ca](#), [CottageMania.ca](#) and they will be a part of both [BenefitMe.ca](#) and [AllAboutBusiness.ca](#), but are not a part of the Business Partnerships Canada business model. On the other hand, you can sponsor content on Business Partnership Canada as a discreet inline text link that readers readily notice.

**NaturalHealthcare.ca** and **Massage.ca** both support *Ad Exclusivity*, meaning you can opt to “buy” a specific definition (e.g. “organic”), and only your advertisement will be displayed on that page. Your ad will also continue to appear in the general rotation for the other non-exclusive pages.

There are options to fit all budgets.

## Types of Ads

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Fee Schedule as of March 12, 2005. Check web sites for current pricing.

### Directory Listings

#### ❖ **Massage.ca listing types:**

- **Class A:** Practitioners (RMT);
- **Class B:** Suppliers;
- (Unpaid listings: Accredited Schools and Associations).

#### ❖ **NaturalHealthcare.ca listing types:**

- **Class A:** Practitioners (see website for types);
- **Class B:** Stores, Suppliers, and Venues;
- (Unpaid listings: Accredited Schools and Associations).

#### ❖ **CottageMania.ca listing types:**

- **Class A:** Cottages for rent, cottages for sale, lots;
- **Class B:** Boats, Contractors, Suppliers;
- (Unpaid listings: Activities/Attractions, Local Associations).

#### ❖ **BenefitMe.ca listing types:**

- **Class A:** Practitioners (Dentists, Massage Therapists, treatments covered by regular and extended care)
- **Class B:** Insurers

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## Directory Listing Prices

Class A listings:	Class B listings:
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- |   |                                    |               |
|---|------------------------------------|---------------|
| ❖ basic listing is free (company name, address, contact method) | ❖ Basic listing + link to own site | \$10.00/month |
| ❖ Basic listing + link to own site                              |                                    | \$7.00/month  |
| ❖ Basic listing + 1 templated page                              |                                    | \$10.00/month |
| ❖ Basic listing + 3 templated pages                             |                                    | \$16.00/month |
| ❖ Basic listing + 8 templated pages                             |                                    | \$27.00/month |

### Text Link

- ❖ Currently, text links are only available in the batch link options.

### Static images (JPEG, PNG, or GIF):

- ❖ gif/jpg/png 160 x 90 pixels (Button) \$30/month
- ❖ gif/jpg/png 160 x 250 pixels (Short Tower) \$45/month
- ❖ gif/jpg/png 160 x 350 pixels (Full Tower) \$50/month

### Animated GIFs:

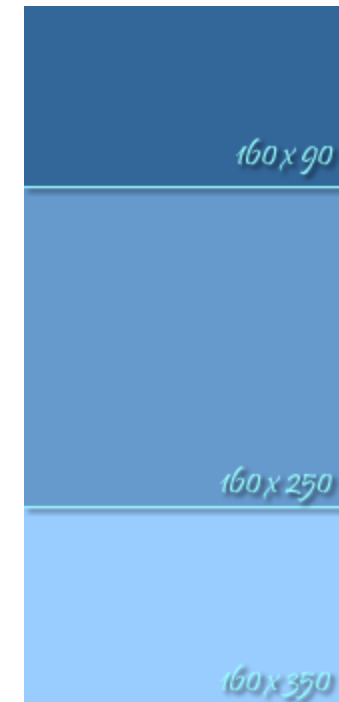
- ❖ 160 x 90 pixels: \$30/month
- ❖ 160 x 250 pixels: \$45/month
- ❖ 160 x 350 pixels: \$50/month

### Flash Ads

- ❖ Flash (maximum display 200 x 200 pixels) \$60/month

### Preferential Placement:

The system seeks out exclusive ads first, then ads that match the keywords for that particular page, and if no matches have been found, it pulls a random ad from general rotation.



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## **Keyword Placement is \$5 per month per keyword plus:**

❖ gif/jpg/png 160 x 90 pixels	\$30/month
❖ gif/jpg/png 160 x 250 pixels	\$45/month
❖ gif/jpg/png 160 x 350 pixels	\$50/month
❖ Flash (maximum display 200 x 200 pixels)	\$60/month

## **Exclusivity**

Where available (as it is in the glossaries on NaturalHealthcare.ca) exclusive “ownership” of a keyword or term costs:

❖ gif/jpg/png 160 x 350 pixels	\$150/month
❖ Flash (maximum display 200 x 200 pixels)	\$200/month

## **Terms:**

The minimum ad rotation (payment term) is three (3) months, with additional three-month intervals available. There is a 10% discount for advance payments of 12 month, and 15% for 24 months.

## **Design Fees**

**For our advertising clients only:** we will create a custom banner advertisement integrating your artwork (logo) that you can then use on other websites as well.

❖ <b>Static tower ads:</b> (160 x 90 pixels, 160 x 250 pixels, or 160 x 350 pixels)	\$50
❖ <b>Animated tower ads:</b> (160 x 90 pixels, 160 x 250 pixels, or 160 x 350 pixels)	\$100
❖ <b>Flash™ ads:</b>	pricing specific to design specifications

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### Advertising across multiple properties:

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You can choose to advertise on multiple properties at a discounted rate. Pay full price on the first website and:

- ❖ Choose a second website and pay only **50%** for the second site. That's a saving of 25% per site.
- ❖ Advertise on three or more websites for *an incredibly low* **30%** for each subsequent site.

If you were placing Full Tower ads on one site, it would be \$50 a month. But if you placed that same ad on two sites, say Massage.ca and NaturalHealthcare.ca, you pay only \$75 a month. And if you choose to advertise on three sites, *you pay only \$80 per month!* You would get the third site for only \$5 more!

Contact us at 416-596-9533 ext 290 or email [adinfo@pixcode.com](mailto:adinfo@pixcode.com) to find out how you can benefit from this fantastic deal.

### Other Services

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The following marketing services are priced on a project by project basis. Contact [adinfo@pixcode.com](mailto:adinfo@pixcode.com) or 416-596-9533 ext 290 for more information.

### Web Site Optimization

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**pixcode Inc.** offers site optimization services to existing clients. Our in-house search engine expert keeps up to date on all changes to search engine algorithms to keep our sites consistently placed for our terms of choice, many of which are very competitive and involve a lot of jockeying for position. For instance, at this precise moment, we are positioned third in Google for the phrase "workplace wellness programs," but fifth for "workplace wellness program." Currently, we are the second and third websites listed (top sites often have two pages listed for a term), but by next week, or maybe in two weeks, our competitors will tweak their sites, and the game will begin anew.

If you would like to be placed higher for your desired terms, or make your listing more desirable than the first listing, call us at 416-596-9533 ext 290 or email [adinfo@pixcode.com](mailto:adinfo@pixcode.com).

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## Batch Links

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One of the lesser-known ways of raising your placement for a specific term is to purchase batches of text links with the key phrase you want. This industry secret is commonly used by those in the know, yet remains below the average web site owner's radar. Link batches are typically sold by the thousand, but the batches can be split into multiple key phrases.

pixcode Inc. has thousands of web pages across multiple domains that you can put to work for you.

Call 416-596-9533 ext 290 for information, or email [adinfo@pixcode.com](mailto:adinfo@pixcode.com).

## Website Development

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**pixcode Inc.** still does a limited number of client sites each year for companies who want to invest in a priority Internet presence. If you are developing a site and want to ensure that all aspects of website development (marketing, usability, branding, functionality, stakeholders, and search engines) are considered through every step of the process, then call us for information: at 416-596-9533 ext 290 or email [adinfo@pixcode.com](mailto:adinfo@pixcode.com)

## Consulting

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### ***Need help improving your conversion rate?***

If you have the traffic and yet can't quite seem to get your website to help you make the sale, then you have a conversion issue. It might be a structural problem – your visitors may not be able to find the information they need, they may not be able to figure out your shopping cart, or the copy just may not be appealing.

We can review your website and coordinate a focus group to find out what it is that is stopping your visitors from buying.

### ***Affiliate programs***

If you have been thinking about affiliate programs and wondering if they are a viable means for your company to drive new sales to your website, we can help you analyze the available options – third party providers or locally run software – to find out which is the best plan for you.

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