

WEB SITE BANNER ADS

OVERVIEW

With more than 110,000 foodservice operators enrolled in Foodservice Rewards®, thousands of operators visit the Web site each day. Delivering your marketing message to these operators is easy and inexpensive with the 2008 Foodservice Rewards banner ad packages.

FOODSERVICE REWARDS.COM TRAFFIC*

Each month, on average, www.foodservicerewards.com has:

- 125,000+ web site visits per month
- 63,800+ unique visitors per month
- 1,120,000+ page views per month

HOW IT WORKS

Space is limited to three advertisers per banner location. Reservations are accepted on a first-come, first-served basis. Getting started is easy. Reserve your 2008 banner package today.

1. Select your frequency – 1 month, 3 months, 6 months, or 12 months.
2. Select your package – choose from three options (each strategically designed to deliver an equal number of impressions).
3. Select a banner ad location – choose from four options.
4. Contact John Neupauer at (952) 844-4566 or Sandy Younger at (952) 844-4762 to reserve your 2008 banner package today.

PACKAGE OPTIONS

Package 1	Package 2	Package 3
<ul style="list-style-type: none"> ▪ Home Page ▪ My Promotions ▪ My Promotions Detail Page ▪ Login Page ▪ Foodservice Articles Page ▪ Enrollment Confirmation ▪ Enrollment Confirmation—Add a delegate ▪ Enrollment Confirmation—For DSR/DPM 	<ul style="list-style-type: none"> ▪ Enter Single Codes Confirmation ▪ Participating Products ▪ Rewards Catalog ▪ Mail In Reward Codes ▪ Refer & Earn ▪ ExtraPoints eNewsletter ▪ Contact Us ▪ Email Me ▪ Call Me ▪ Forgot Password Pages ▪ Set New Password Confirmation ▪ My Statement 	<ul style="list-style-type: none"> ▪ Enter Reward Codes – Multi-Code Entry ▪ Entry / Scan ▪ Multi-Enter/Scan Codes Confirmation ▪ Service Partners ▪ Services and Point Values ▪ How It Works Pages – DSR and Ops ▪ Distributor Page ▪ Favorite Links ▪ My Profile Pages

BANNER LOCATION

Choose from four banner location options (see below):

1. 468 x 60 Header. *If your ad references a Foodservice Rewards bonus point offer, this location includes complimentary placement on Foodservice.com.*
2. 140 x 100 Button Top.
3. 140 x 100 Button Bottom.
4. 335 x 150 Oversized.

The screenshot shows the Foodservice Rewards website interface. Four red boxes highlight specific banner locations, each with a corresponding number in a yellow box to the right:

- 1:** A 468 x 60 header banner for Splenda No Calorie Sweetener, located at the top of the page.
- 2:** A 140 x 100 button located in the 'EARN EXTRA POINTS' section, featuring a photo of a man.
- 3:** A 140 x 100 button located in the 'PRODUCTS' section, with the text 'and want to learn more.' and a green arrow.
- 4:** A 335 x 150 oversized banner located at the bottom right, featuring a woman and text about budget-friendly rewards.

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FACTSHEET

PRICING

	1 month	3 month	6 month	12 month
Location 1: 468 x 60 Header	\$ 1,600	\$ 3,000	\$ 5,000	\$ 8,000
Location 2: 140 x 100 Button Top	\$ 1,200	\$ 2,000	\$ 3,500	\$ 6,500
Location 3: 140 x 100 Button Bottom	\$ 1,200	\$ 2,000	\$ 3,500	\$ 6,500
Location 4: 335 x 150 Oversized	\$ 1,200	\$ 2,000	\$ 3,500	\$ 6,500

SPECIFICATIONS

	Location 1 Header	Location 2 Button Top	Location 3 Button Bottom	Location 4 Oversized
Size:	468 x 60 pixels	140 x 100 pixels	140 x 100 pixels	335 x 155 pixels
Maximum File Size:	35k	100k	100k	100k
Resolution:	72 dpi			
Format:	JPEG GIF (RBG format only) or Animated GIF .SWF Flash			

* WebSideStory HBX Analytics