

2009 Advertising Media Kit

Reach hard working small business owners who are seeking help to enhance their business

register.com

Don't just make a website. **Make an impact.**



Register.com is one of the pioneers in domains and we have evolved to also be a leader in web services

Pioneer in the Domain Industry

- Established in 1994
- First competitive registrar accredited by ICANN
- 2.5 million domains under management

Fill a Key Gap for Small Businesses

- Consumers are moving to the web to search and transact
- Small businesses need to have a professional website
- Owners are looking for help to grow their businesses

Offer Comprehensive Solutions

- Fully-integrated online business services provide premium value
- "One-stop-shop" for full lifecycle of customers' online presence needs
- High touch customer service experience

Provide content and learning resources

- Blended media website and blog platform
- Articles about business ideas to help small businesses grow
- Topic Areas: Innovation, Technology, Website 101,



There is a great opportunity to partner with the most trusted provider of web services for small businesses



2005, 2006, 2007, 2008 J.D. Power and Associates Certified for ***"Outstanding Customer Service Experience"***



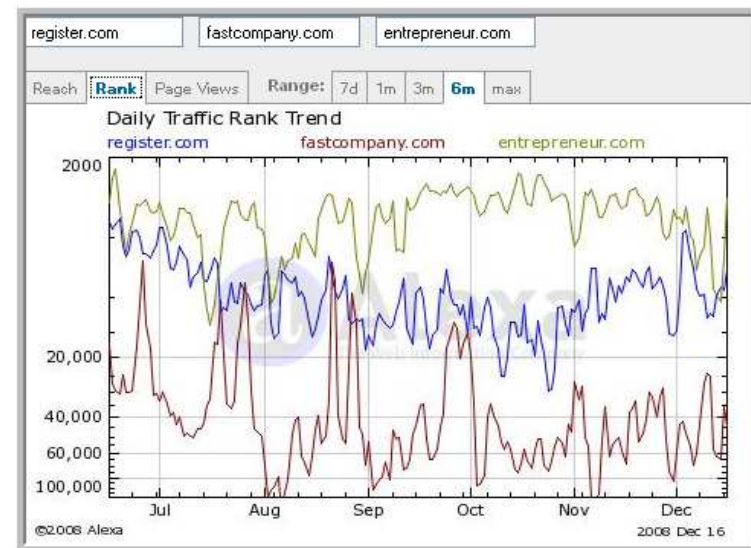
Advertising with Register.com is a great way to target decision makers

- ▶ Consistently high new user traffic (60% of monthly visitors) ready to spend money
- ▶ Existing customers visit frequently to manage their purchased web services & get advice
- ▶ Learning Center and Monthly opt-in newsletter reaches more than 600,000 customers
- ▶ Strong monthly page views that equal or beat traditional publishers

Monthly Site Metrics

Unique Visitors	977,808
Total Page Views	10,284,158
Newsletter Subscribers	600,000
Customers	1,000,000

Source: Omniture Reports (2008)



Our customer base is large and we are experts at serving small business

- ▶ Nearly 1 million small business customers
- ▶ Highly diversified by industry but strong verticals include real estate, health care, retail, legal, home building/improvement, restaurants, personal services (spas and salons)



Reach affluent, educated small business owners

- ▶ Small business owners who are seeking help to enhance their business
- ▶ Smart individuals who are willing to pay a premium for great service and expertise
- ▶ Influential, frequent travelers and have interests in real estate, wine, sports, stocks/bonds and technology.

Male/Female	70% / 30%
Age	35 to 45
Median Income:	\$69,500
Education	64% College/Grad school
Occupation	Small Business Owner
Married	76%
Vehicles	48% more than 2 vehicles
Home Value > \$300k	46%
Self Employed	69.1%

	Index vs General
Population	
Self Employed	241
\$50,000+ Car Value	240
\$125,000+ Income	228
Premium Gold Card	198
Completed Graduate School	195
\$300M+ Home Value	189
\$100,000 - \$124,999 Income	172





Advertising Solutions

- Each business has unique goals, so register.com offers an array of advertising solutions to help you meet them
- We offer traditional display advertising on our site right through to completely custom solutions
- Get great exposure, credibility and foster a closer relationship between your brand and small business owners
- We offer Page-level Targeting, Performance driven optimization, Behavioral Targeting (New site visitor vs Existing Register.com customer), Geo-targeting (DMA, State, etc), Day-parting

Display Advertising	Email Newsletter Advertising	Learning Center Advertising	Partner Offer Packages	Business Email Marketing	Customized Advertising Solutions
<p>Register.com offers a variety of banner advertising units, including leaderboard (728x90) and IMU (300x250) including (300x600)</p> <p>We accept standard banner creative, and a wide assortment of rich media</p>	<p>Register.com offers a variety of banner units within the monthly email newsletter. The newsletter can be sponsored. Each newsletter has a maximum of one sponsor per month</p> <p>600,000 opt-in customers receive the monthly news bulletin with recent articles and news from the Learning Center</p>	<p>Register.com offers a variety of banner advertising units, including leaderboard (728x90) and IMU (300x250) within our Learning Center</p> <p>200,000 visitors per month spend time reading articles and blogs on The Learning Center.</p> <p>The Learning Center can be sponsored, including ownership of specific topics, high SOV media, and advertorials</p>	<p>Register.com offers an opportunity to be promoted as a 'partner' through a menu of options like ROS banners and text links, newsletter placements as well as feature spot within our partner section</p> <p>The partner section is a great way to reach small businesses with products and services and it carries a credibility because it is recommended by Register.com</p>	<p>Register.com offers an opportunity to advertise within our new business email product via banners (160x600) and 728x90)</p> <p>Most small businesses will use web based email product for an average of 5hrs per day which makes it a great chance to target them</p>	<p>Register.com can mix and match any combination of advertising programs to create custom solutions</p>



Reach a valuable small business audience today

- ▶ Register.com could be the hidden gem in your media plan so why not run a small test with us and allow us to prove it
- ▶ The perfect platform to engage with small business owners who rely on Register.com for advice on growing their business
- ▶ Multiple advertising options allow you to deliver your advertising message in a highly relevant and efficient manner
- ▶ Don't forget that Register.com has 1,000,000 customers and 1,000,000 visitors per month who have a strong voice and actively seek information
- ▶ Advertising packages on Register.com are designed to hone in on your exact target in a relevant way and you can mix and match any way you like and rely on us to optimize in real time



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Contact us to learn more about our unique opportunities



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