

# REGISTER.COM MEDIA KIT

# ABOUT REGISTER.COM

# Register.com has been a leading provider of Online Business Solutions for over 10 years

What We Do

Sell domain names and value added services to small business owners looking to make an impact online

Market Leadership

Premium value proposition and widely recognized by industry and customers for service excellence

Comprehensive Solutions

Provide advertising opportunities for like-minded partners looking to reach small business owners

People visit Register.com to buy web services for their business, to manage their existing products and to learn how to make their business successful

The screenshot shows the Register.com homepage. At the top left is the logo "register.com" with the tagline "Don't just make a website. Make an impact." Below this is a navigation bar with links: "Get a Domain", "Add eMail", "Build a Website", "Host a Website", "Secure Your Site", "Market Your Site", "Learn", and "Your Account". A secondary navigation bar contains "Experience the difference great service can make. Call us toll free at 1.877.316.4987" and "Log In" and "Cart (0)".

The main content area is divided into several sections:

- Get started:** A search bar for domain names with ".com" selected and a "Find It" button. Below it, text says "Enter the domain name you want or multiple names separated by spaces." and links for "Whois Lookup" and "Advanced Domain Search".
- Get a Professional Website:** A promotional offer starting from "\$12.95 per month" with a "Choose a Package" button. It lists "FREE Domain", "Hosting", "eMail", and "Web Analytics".
- Get the Essentials:** A list of services and prices: "Email Packages from \$14.95/yr.", "Website Design from \$12.95/mo.", "Web Site Hosting from \$8.95/mo.", "Marketing from \$20.00/mo.", and "Business Insurance from \$39.99/mo.".
- Small Business Success #21:** A testimonial for "clothespal.com" with a photo of a man holding a white shirt. The text says: "Register.com helped me go from a traditional dry cleaning store to a completely online business without any wrinkles."
- Award-winning customer service:** A section with the phone number "1.866.921.8024" and the text "Speak to a knowledgeable service specialist any time you have questions - 24/7." It includes several award logos.
- Partner Section:** Two small images of people with their respective business names: "unitedscapesofamerica.com" and "sunnysideshorts.net". Below them is a link: "See All of Our Online Success Stories".

Three callout boxes are overlaid on the image:

- A green box pointing to the "Your Account" link in the navigation bar, containing the text: "Users manage their accounts and web services like email, website builders & SEO".
- A green box pointing to the domain search bar, containing the text: "Register.com's search function allows users to find the perfect domain names for their business".
- A green box pointing to the testimonial for clothespal.com, containing the text: "Visitors access our Learning Center, where they can read blog articles on how to improve their business. They can also carefully selected partner offers in our Partner Section".

There are many sites & networks providing an SMB audience, but only Register.com has paying customers who are engaged, ready to shop and actively trying to improve their businesses while on our website

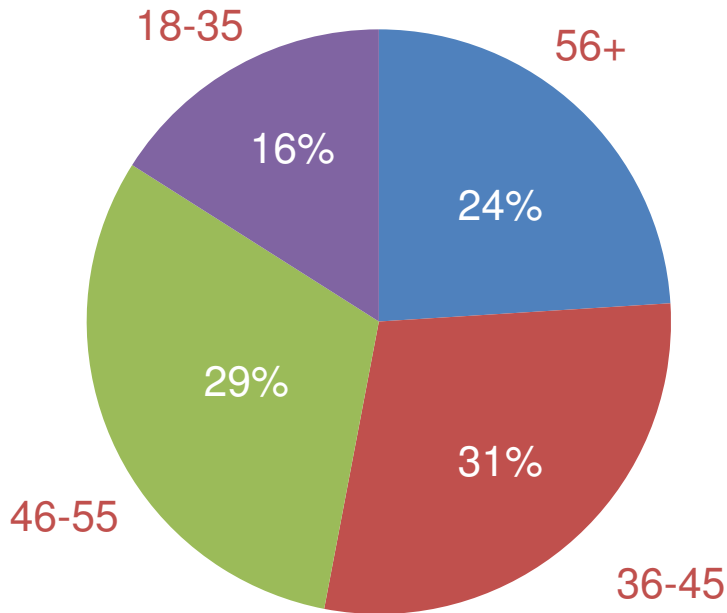
- Nearly 1 million paying small business retail customers
- Smart individuals who are willing to pay a premium for great service
- Highly diversified by industry but strong verticals include Insurance, real estate, health care, retail, legal, home building/improvement & restaurants

Male/Female	70% / 30%
Age	35 to 45
Median Income	\$69,500
Education	64% College/Grad
Occupation	Small
Business Owner	
Married	76%
Home Value > \$300k	46%
Owners	69.1%

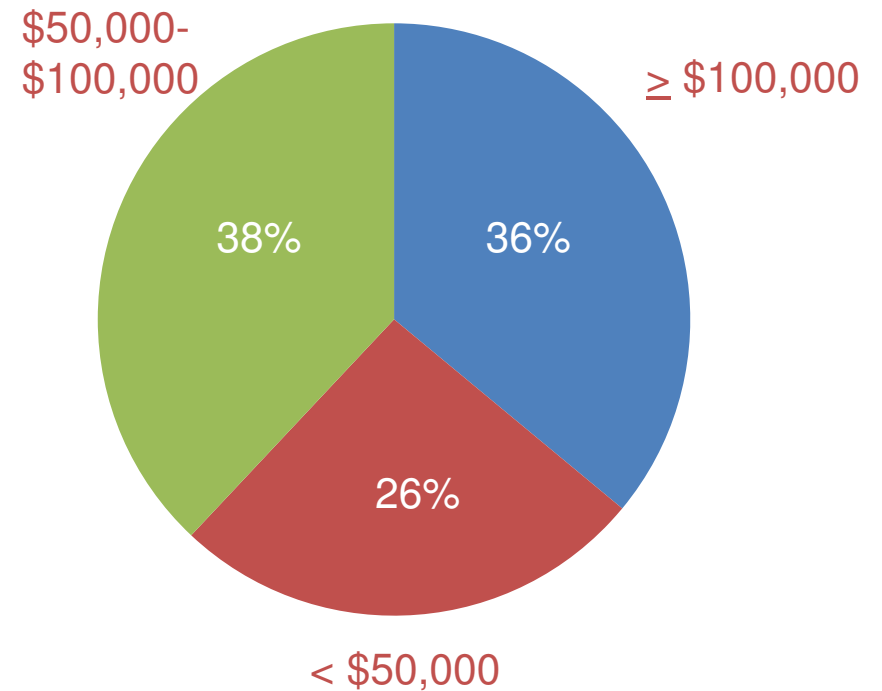
Index vs General	
Pop'n	
Self Employed	241
\$125,000+ Income	228
Premium Gold Card	198
Completed Graduate School	195
\$300k+ Home Value	189
\$100,000 - \$124,999 Income	172

# Register.com customers are experienced business owners who have an attractive income and demographic profile

Age Data

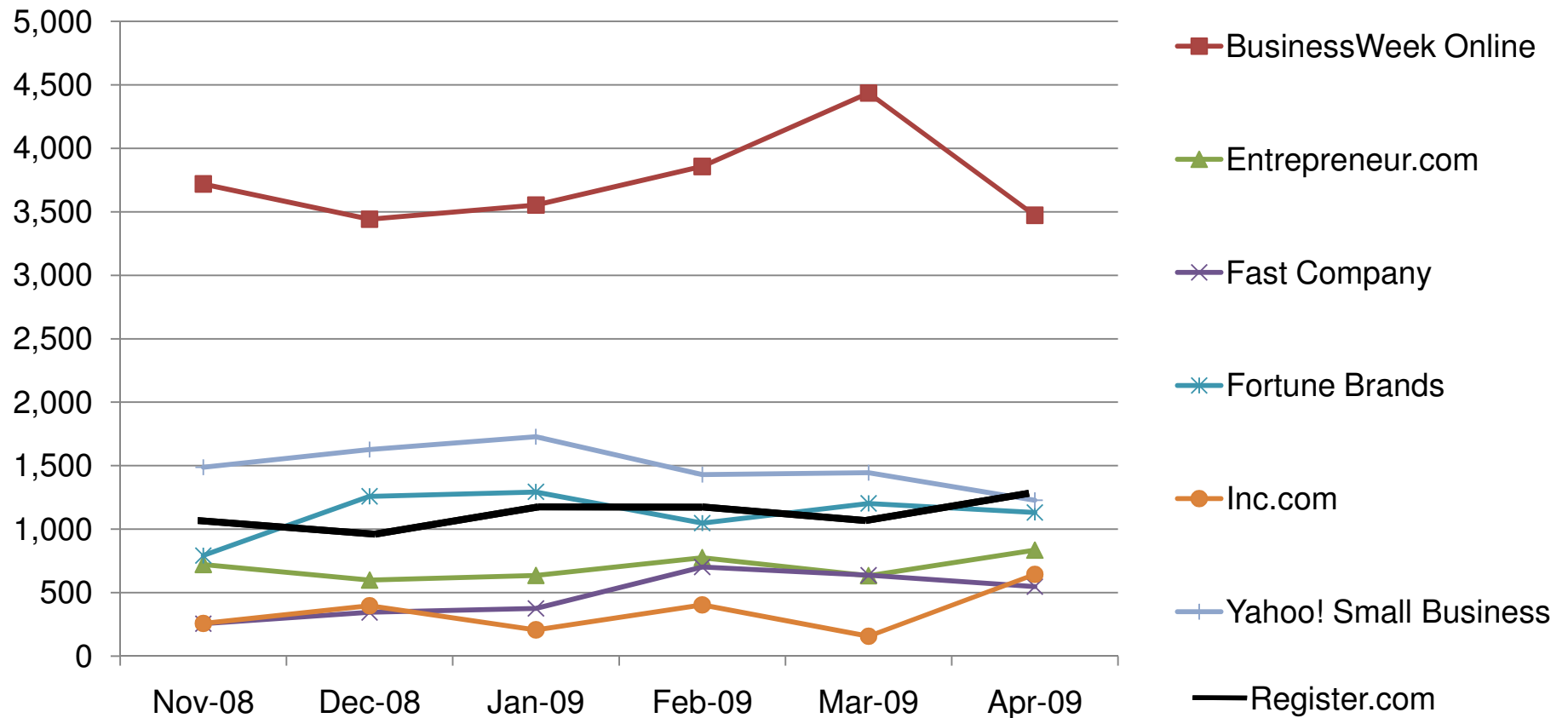


Income



# Register.com has strong reach amongst SMBs; site traffic is comparable with other top sites known for their SMB audience

'000 Monthly Unique Visitors\*



\*Source - Nielsen Net Ratings, April 2009

Approximately 80% of our monthly site traffic comes from customers we have an existing relationship with; we have built strong targeting capabilities to reach them individually





# Our customers are loyal and trust us; we are known as a leading provider in our industry and are widely regarded for providing excellent customer service to our customers

- Every call answered by a real person
- Dedicated and tenured account managers
- 24x7 customer service, 365 days a year across all time zones
- Multiple in-house call centers in Canada speaking English, French and Spanish
- 800,000 calls answered per year
- 120+ hours of initial agent training and 50 hours of refresher training each year
- JD Power & Associates certified – 4 consecutive years



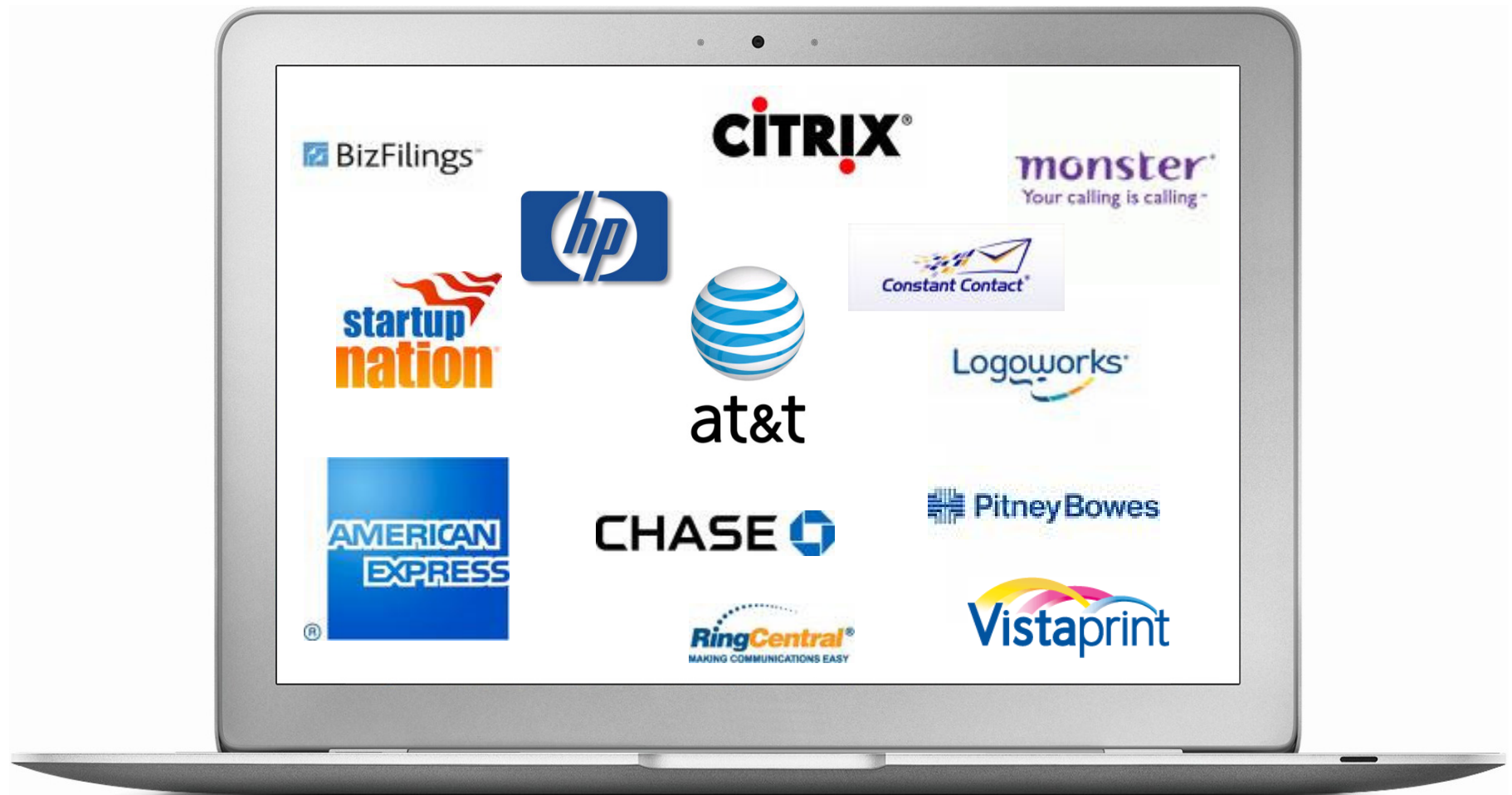
2005, 2006, 2007, 2008  
J.D. Power and Associates  
Certified for  
*“Outstanding Customer  
Service Experience”*

We have combined targeting capabilities that leverage our deep knowledge of our customers with robust delivery mechanisms that can be tailored for advertisers based on specific goals

Geo Targeting	Day - Parting	Contextual Targeting	Behavioral Targeting	Potential Reach (uniques/mo.)	Potential Volume (page views/mo.)
Yes	Yes	Yes	Yes	1,000,000	10,000,000

Display	Email Newsletter	Learning Center & Partner Offers
Register.com offers banner units that can be targeted to existing customer paths (Account manager, Learning Center) and to new customer paths (Who Is, ROS)	Register.com offers a variety of banner units within the monthly email newsletter. 600,000 opt-in customers receive the monthly news bulletin with recent articles and news from the Learning Center	Register.com offers a variety of custom sponsorship packages through its Learning Center. 300,000 visitors per month spend time reading articles and blogs on The Learning Center.

Register.com has a proven track record, successfully partnering with many top tier firms who target SMBs



# EXAMPLE PLACEMENTS

# Register.com Learning Center provides information to SMBs to help them be successful

- The format and content of the Register.com Learning Center brings existing customers and new customers together within the context of articles targeted at helping them build their business.
- Articles: News, information and tips focused on small business by topic area
- Blogs: Register.com experts write blogs based on a subject matter
- Multimedia: Slideshows, audio podcasts and video content bring the special sections to life
- Register.com offers traditional banners in the Learning Center 468x60 & (300x250)

The screenshot displays the Register.com Learning Center interface. At the top, the Register.com logo is accompanied by the tagline "Don't just make a website. Make an impact." and a navigation menu with options like "Get a Domain", "Add eMail", "Build a Website", "Host a Website", "Sell Online", "Market Your Site", and "Your Account". A secondary navigation bar includes "Learning Center", "BUILD YOUR BUSINESS", "WEB 101", "MARKETING", "CUSTOMER SERVICE", "WEB TOOLS", "TRENDS", and "CEO VIEW". The main content area features a "Web Tools" section with a photo of two men, Myles Trachtenberg and Barry Bassin, and a sub-header "Thoughts and commentary from the webtools gurus". Below this, there are two article teasers: "Online Tools You Need to Know About" and "Do's and Don'ts of Website Design". A right-hand sidebar contains sections for "Most Popular" (with links like "Choosing a Domain" and "Improving your e-commerce Revenue"), "Related Products & Services" (with links like "Domain Registration" and "Do It Myself Website Design"), and "Interact with Our Experts" (with a link to "Email your question to expert@register.com").

# Register.com publishes a monthly email newsletter

- Register.com sends a monthly newsletter to over 600,000 opt-in customers
- Each newsletter offers great articles for small business owners who are looking to grow their business
- A great opportunity to reach a highly responsive audience – great open rates

The screenshot shows the Register.com Learning Center News page. At the top left is the Register.com logo with the tagline "Don't just make a website. Make an impact." Below the logo is the page title "Register.com Learning Center News" and a short introductory paragraph. A blue link "Request a Free Letter from Santa!" is followed by a paragraph about Santa's new website and a link "Visit Santa's New Site". A large white box with a black border is annotated with "728 x 90". Below this is the article "The Biggest Marketing Mistakes Entrepreneurs Make" with a short excerpt and a "Learn More" link. Another article "What are SSL Certificates?" follows with a short excerpt and a "Learn More" link. At the bottom of the main content area is a "REGISTER.COM PARTNER OFFERS" section with two white boxes, each annotated with "Partner Offer". On the right side, there is a vertical sidebar. At the top is a blue button "The Learning Center" with a right-pointing arrow. Below it are links: "Build Your Business", "Web 101", "Marketing", "Customer Service", "Web Tools", "News", and "CEO View". Below these links is a "REGISTER.COM PARTNER OFFERS" section with a large white box annotated with "160 x 600". At the bottom of the sidebar is a "Partner Text Links" section with a white box annotated with "Partner Text Links". At the very bottom of the sidebar is a blue link "Click Here For More Partner Offers".

# Targeted Existing Customer path

- This is where current customers manage all of their web services and email. This includes all of login pages for all web services.
- Highly trafficked area with customers generally spending time on this path looking for ways to improve their business through Register.com
- Register.com can target advertising to specific segments of our customer base

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

468 x 60

HOME DOMAINS EMAIL WEB SITES HOSTING ECOMMERCE MARKETING YOUR BUSINESS

HELLO, dellisa MY ACCOUNT: LOGOUT VIEW CART CUSTOMER SUPPORT FAQS WHOIS

**MY ACCOUNT**  
dellisa  
→ My Services  
Delegated Services  
Contact Information  
Assigned Users  
My Wallet  
SafeRenew  
My Password  
My Secret Question

**MY DOMAINS & SERVICES**

Speak with a Web Services Consultant  
Call about phone only specials (888) 734-4783 toll free

Is the world ready for your Web site?  
Optimize it for Google™ and Yahoo®  
[Start Your FREE Trial Now](#)

Do you wish to manage or renew your services?  
For a detailed view click the arrow next to your domain.

**MY ACCOUNTS** **DELEGATED ACCOUNTS**

Domains/Services	Domain Lock	Status	Expires	RENEW
SERVICES FOR ACCOUNT: dellisa				
▼ carlhogheaven.com	🔒	ACTIVE	03/12/2009	<input type="checkbox"/>
↳ Basic Web Site Forwarding		Activate Now!	03/12/2009	
↳ Do It Myself Website - Starter		Activate Now!	03/12/2009	
▼ dellisfamily.com	🔒	ACTIVE	02/07/2009	<input type="checkbox"/>
↳ admin@dellisfamily.com 1GB Business Email 10+ Box		ACTIVE	02/07/2009	<input type="checkbox"/>
↳ Do It Myself Website		ACTIVE	02/07/2009	<input type="checkbox"/>
↳ First-year free Domain Name		ACTIVE	03/06/2010	<input type="checkbox"/>
↳ greatcarslive.com	🔒	ACTIVE	03/06/2010	<input type="checkbox"/>
↳ Do It Myself Website - Starter		ACTIVE	03/06/2010	<input type="checkbox"/>
▼ joelledellis.com	🔒	ACTIVE	02/07/2009	<input type="checkbox"/>
↳ Do It Myself Website - Starter		Activate Now!	02/07/2009	
↳ Basic Web Site Forwarding		Activate Now!	02/07/2009	
▼ nickdellis.com	🔒	ACTIVE	02/07/2009	<input type="checkbox"/>
↳ Basic Web Site Forwarding		Activate Now!	02/07/2009	
↳ Do It Myself Website - Starter		Activate Now!	02/07/2009	

[Collapse All](#) [names listed: 1 - 5 of 5 names] [Renew](#)

[Export to Excel](#)

# Targeted New Customer Path

- Register.com offers a variety of placements throughout the site
- These placements are set up on specific paths on the site, and can be used to target either/both existing Register.com customers and new prospects who are shopping
- Register.com offers traditional display advertising units that run across the network

The screenshot displays the Register.com homepage with several advertising units highlighted by white boxes:

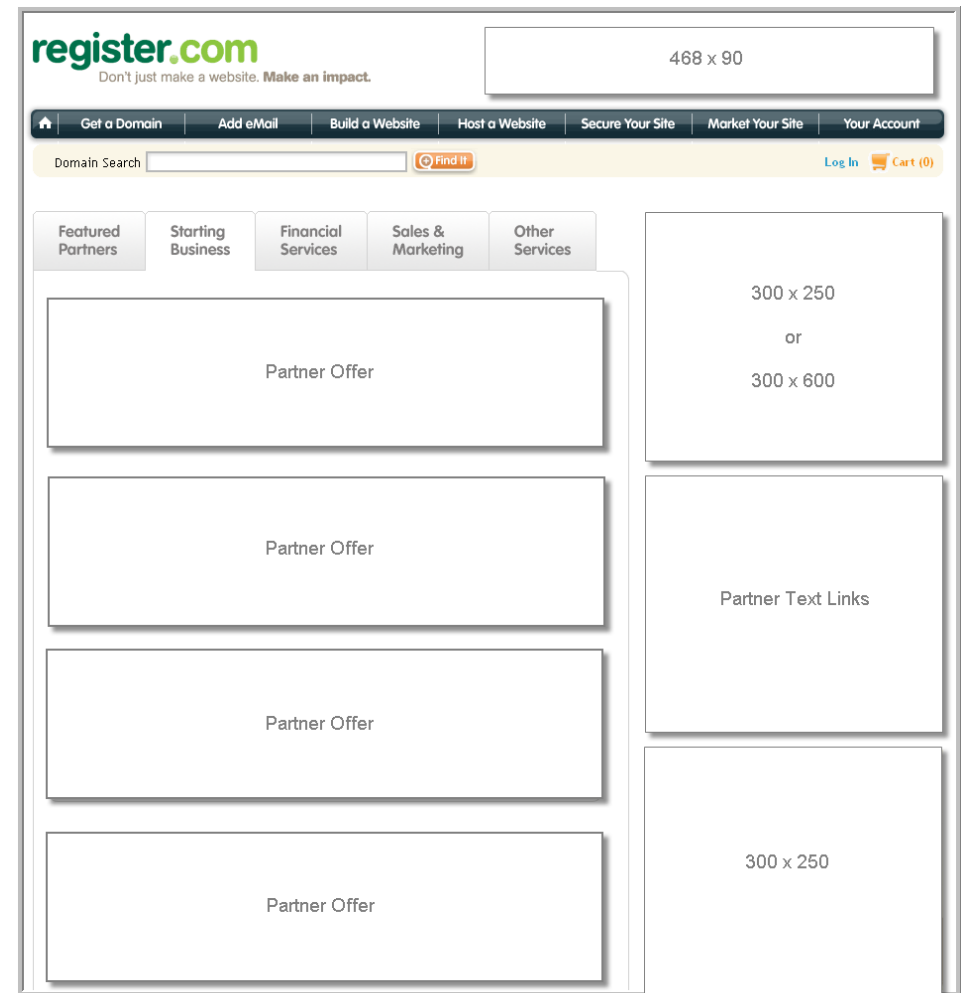
- A 728 x 90 banner ad at the top center.
- A "Whois Lookup" section on the left, featuring a search input field, a "Find It" button, and an example "mybrand.com".
- An advertisement on the right side, labeled "Advertisement", with a 300 x 250 size.
- A "Text Links" advertisement at the bottom right.

The footer contains several promotional banners: "Form an LLC or Corp! Fast. Easy. Nationwide.", "Small Biz PR Toolkit", "GET VANITY 800 NUMBERS", "FILE & ACCESS UP TO 1,000,000 products to sell online", "250 FREE Business Cards & Shipping", and "Logocare Logo Design".



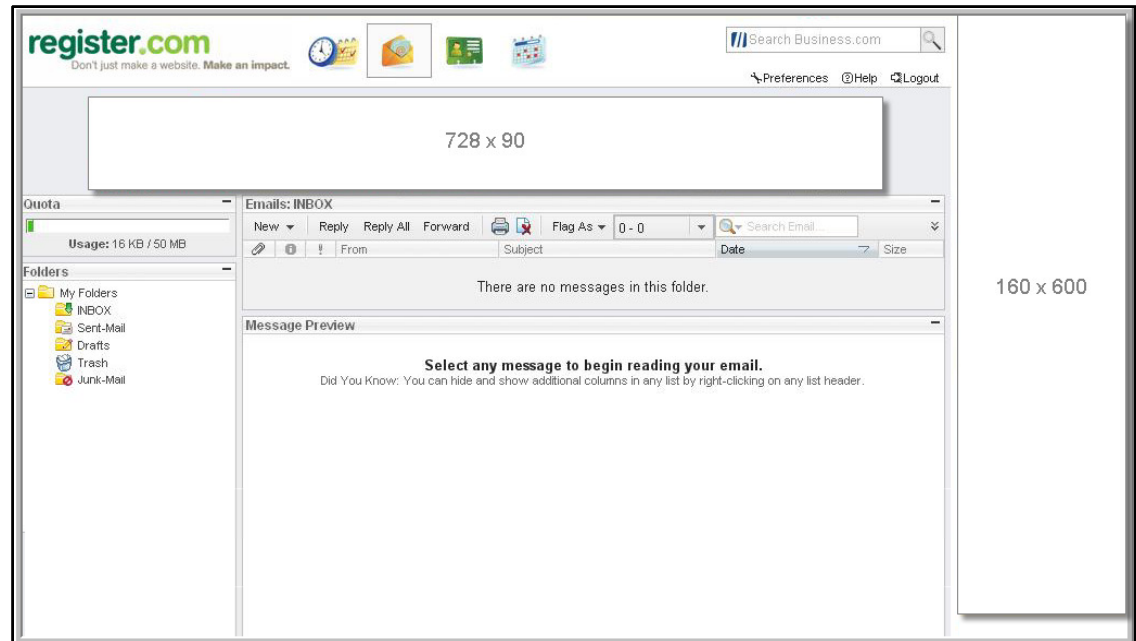
# Register.com's Partner Offers section is a great online resource for customers looking for services

- Our customers are trying to get their business started or grow their existing business
- As their trusted web services partner Register.com wants to provide our customers with the tools, resources and recommendations they need to be successful
- The centerpiece of the Register.com partner offer strategy is the new Partner Offer section as well as several different approaches to reach those customers through display, text and email messaging
- The Partner Offer packages can be mixed and matched to meet your needs



# Register.com can reach customers when they are thinking about business; while they use their Business Email

- Register.com offers an opportunity to advertise within our new business email interface via leaderboards (728x90) and skyscraper (160x600) ad units
- The average small business owner spends 5 hours per day using email
- This opportunity is perfect for targeting small business owners when they are in the act of thinking about their business



# Other Examples from the Register.com website

register.com  
Don't just make a website. Make an impact.

Get a Domain | Add eMail | Build a Website | Host a Website | Secure Your Site | Market Your Site | Your Account

Search for a domain by entering a name or key words:  [Find It!](#) [Log In](#) [Cart \(0\)](#)

**Whois Lookup**  
Check to see who has registered any Web address. If the Web address is available, you can register it through Register.com.

EXAMPLE: mybrand.com [Find It!](#)

Need help with international characters or special symbols?

ADVERTISEMENT: **SitePal** - Let Me Say Anything You Want. [Free Trial!](#)

ADVERTISEMENT: **GoToMeeting** - Try GoToMeeting FREE. [Click Here!](#)

ADVERTISEMENT: **GoToMyPC** - Access Your PC via the Web. [Click Here!](#)

ADVERTISEMENT: **BizFilings** - Form an LLC or CORP in as little 24 hrs! [Click Here!](#)

ADVERTISEMENT: **VistaPrint** - Promote your Web site! [Click Here!](#)

ADVERTISEMENT: **250 Premium Business Cards for Only \$1.99** + **140 FREE Address Labels!** [Order Now!](#)

register.com  
Don't just make a website. Make an impact.

Get a Domain | Add eMail | Build a Website | Host a Website | Secure Your Site | Market Your Site | Your Account

Domain Search:  [Go!](#) [Log In](#) [Cart \(0\)](#)

ADVERTISEMENT: **GoToMeeting** - Try GoToMeeting FREE. [Click Here!](#)

ADVERTISEMENT: **GoToMyPC** - Access Your PC via the Web. [Click Here!](#)

ADVERTISEMENT: **BizFilings** - Form an LLC or CORP in as little 24 hrs! [Click Here!](#)

ADVERTISEMENT: **VistaPrint** - Promote your Web site! [Click Here!](#)

ADVERTISEMENT: **250 Premium Business Cards for Only \$1.99** + **140 FREE Address Labels!** [Order Now!](#)

ADVERTISEMENT: **American Express Business** - Earn 40K Bonus Points & Save 3-25%. [Apply for the Gold Card from OPEN.](#)

ADVERTISEMENT: **Application available now at American Express Business**

register.com  
Don't just make a website. Make an impact.

## Register.com Learning Center News

The Register.com Learning Center is a free resource center full of tips, know-how and ideas to help small businesses make an impact online. The Register.com Web Experts are adding articles regularly on the topics you need to know about. Here's a sample of what you will find on the Register.com Learning Center this month.

[Request a Free Letter from Santa!](#)

As a holiday treat for kids - young and old - Register.com has announced the launch of Santa's new home on the Web, [SantaNewSite.com](#). This new website was donated to Mr. Claus by Register.com. One of the best features of this new site is the ability to request a letter from Santa for everyone on your holiday list. Take a minute and check out Santa's new site - then pass it along to your friends and family!

[Visit Santa's New Site](#)

**American Express Business**

Earn 40K Bonus Points & Save 3-25%. Apply for the Gold Card from OPEN.

Application available now at [American Express Business](#)

\*Terms and conditions apply

**The Biggest Marketing Mistakes Entrepreneurs Make**

Scott Ginsberg ([NameTapTV.com](#)) asks Learning Center visitors: "What is the Biggest Marketing Mistake Entrepreneurs Make?" Scott's new video - which can be found on our Learning Center - talks about this 'big mistake' and explains how to avoid falling into this trap. Check out this month's video today!

[Learn More & Check out our New Video!](#)

**What are SSL Certificates?**

As more businesses move to the web and explore selling products online, the necessity to provide customers with a secure shopping experience has become more and more important. With this in mind, many companies (Register.com included) have begun offering SSL Certificates at affordable prices that are easy to implement and offer various levels of security. These new certificate offerings uncover some of the mystery of SSL's - but questions still exists in some business owners' minds ... "what is an SSL certificate?" and "do I really need one?"

[Learn More](#)

**REGISTER.COM PARTNER OFFERS**

**mailstation 2** [Save time and money - Enjoy the convenience of the digital postage meter](#)

- 60-day Free Trial
- \$100 in Postage Coupons (redeemable after the trial)
- Save time, money and gas by not having to go to the Post office
- Never overstamp again

**GoToMeeting** - Try GoToMeeting FREE

- Online Meetings Made Easy
- Try online meetings FREE
- Hold a meeting from your PC

**The Learning Center**

Build Your Business Web 101  
Marketing Customer Service Web Tools  
News  
CEO View

**REGISTER.COM PARTNER OFFERS**

**Grow Your Business with PR**  
Distribute your news releases easily and affordably. Use PR to drive traffic to your Web site & increase sales. FREE membership - access to free & discounted services

**Self-Service Advertising on NYTimes.com**  
Create your ad now. NYTimes.com Self-Service Advertising

**Compare Pre-screened Vendors**  
Compare Price Quotes from Pre-screened Online Marketers  
Compare Price Quotes from Pre-screened VOIP Providers

**Promote your Web site! Free 250 business cards.**  
Get 100 Free Postcards and SAVE 50% on printing

[Click Here For More Partner Offers](#)

register.com  
Don't just make a website. Make an impact.

Search Business.com

Preferences | Help | Logout

**Hurry! Limited-time offer.** **250 Business Cards for Only \$1.99** + **Plus 1 FREE Stamp!** [Order Now!](#)

ADVERTISEMENT: **VistaPrint** - Promote your Web site! [Click Here!](#)

ADVERTISEMENT: **GoToMeeting** - Try GoToMeeting FREE. [Click Here!](#)

**Vendor Center!**

Compare Pre-screened Vendors

- Incorporate a Business
- Web Design
- Online Marketing
- Appointment Setters
- Business Cash Advance
- Business Plan Writing
- Bookkeepers
- Credit Card Processing
- Phone Systems
- VOIP

100+ Categories!

[COMPARE VENDORS](#)

ADVERTISEMENT: **mailstation 2** [Save time and money - Enjoy the convenience of the digital postage meter](#)

ADVERTISEMENT: **GoToMeeting** - Try GoToMeeting FREE

# Thank You

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**register.com**

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