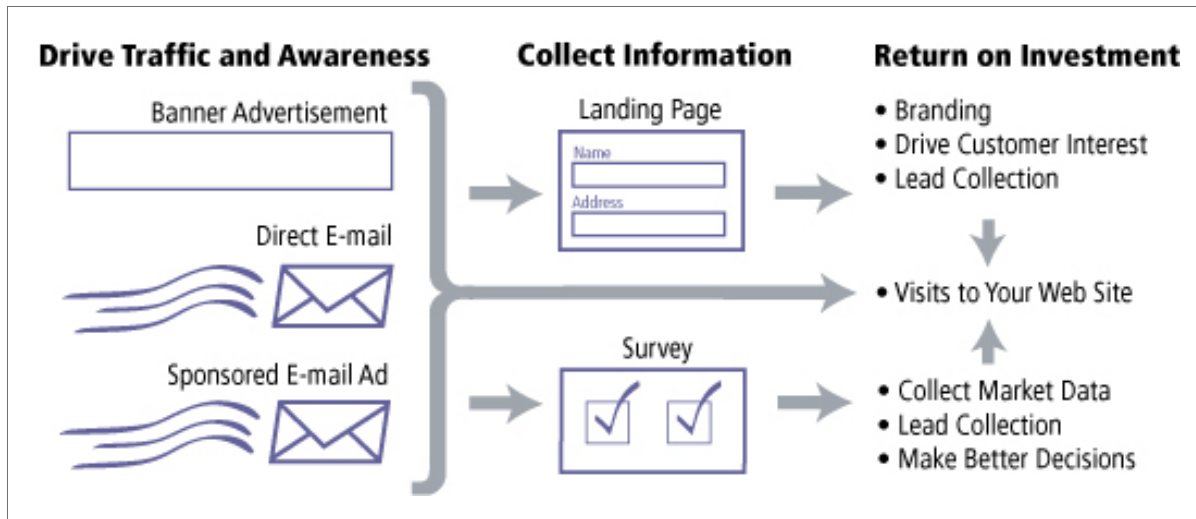


## Marketing & Creative Services

Marketing and Creative Services Offered



- **Custom Banner Design** - Simply provide us with your logo and artwork, and the specific offer or message you want to communicate, and AuntMinnie will design ads that are optimized for the Web and meet your specific requirements.
- **Direct E-mail** - Put your offer directly into the inbox of AuntMinnie.com's active member community with an e-mail broadcast. Do you have questions about the best format or what works? AuntMinnie provides services to help you create an effective e-mail broadcast.
- **Sponsored Newsletter** - Sponsoring an e-mail newsletter is an ideal way to place your marketing message before some of the most active members of the AuntMinnie.com community. Sponsorships include AuntMinnie's Letter from the Editor that is sent twice weekly and the Case of the Day Pop-Quiz that is sent three times a week.
- **Landing Page** - Do you want to collect sales lead information created by your ads on AuntMinnie.com? AuntMinnie can create a custom landing page to help you capture this valuable information and then forward it onto your company in the format you prefer. Don't let these potential sales leads get away!
- **Market Surveys and Online Research** - Are you trying to learn more about how your potential customers feel about your company, products or services? AuntMinnie can help you gauge the feelings of your market on a wide variety of topics and provide guidance on survey design, and then administer and tabulate the survey results for you.
- **Branding** - Gain repeated and measurable exposure to your target audience with your marketing message.
- **Drive Customer Interest** - Take a proactive stance to finding new customers by taking advantage of AuntMinnie's "push" direct mail and newsletter sponsorships.
- **Lead Collection** - Gather contact information on self-qualified prospects for future follow-up with your sales force.
- **Visits to Your Web Site** - Increase traffic to your Web site by raising customers' interest and awareness among AuntMinnie's 145,000+ member base.
- **Make Better Decisions** - Hear directly from your customers about what they are looking for and what you will need to do to be a part of their future buying cycles.