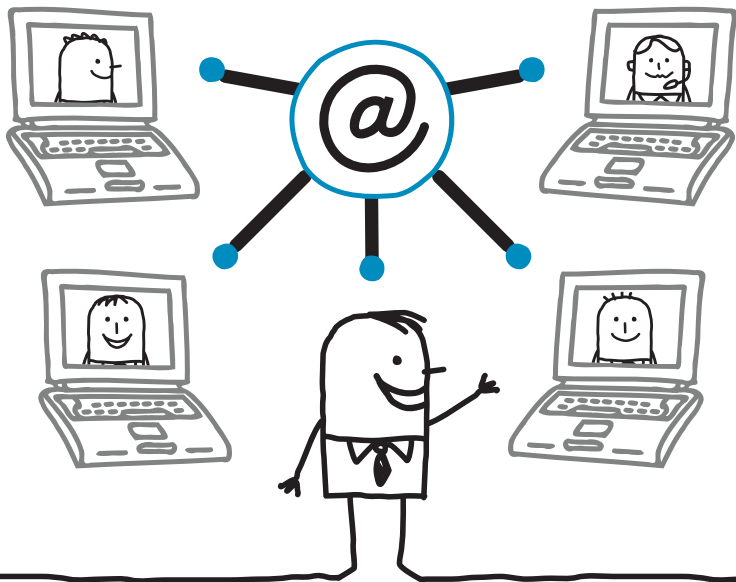


THE BOBIT BUSINESS MEDIA
Guide to Web Advertising



A primer on getting the **BEST RETURN**
for your **ONLINE INVESTMENT**



Integrating Online into a B2B Marketing Plan



Your print campaign sparks – and builds – brand awareness

E-blasts, webinars, e-newsletters are PUSH marketing, driving visitors to your website

PR and direct mail pique interest, create brand identity

An integrated program creates brand awareness — which creates buzz and incites search activity — and drives web traffic, supports customer service, generates sales leads, and helps make sales.



Tradeshows and events create face-to-face selling opportunity



Online advertising is extremely flexible, trackable, and effective

At this stage of the game, if you don't understand **how the Internet works**, you may feel hopelessly out of sync. You know that online advertising is essential to your media mix, but perhaps you feel ill-equipped to make the decisions necessary from among the many online opportunities available to today's marketer.

Should you go with paid search? Try google ad words? Or should you go viral and create organic buzz on your own? If you rely on the trade publications where you advertise in print, are they experts in online marketing as well? Can they advise you well?

How will you know if your money is being well spent, whether your campaigns are working? Should you focus on brand-building, lead generation, or interactivity? And, while we're at it, can someone please explain social networking?

This little guide is designed to help you answer some of those questions for yourself. In our experience with thousands of

clients, across every industry from beauty products to automobile tires, we've seen a consistent pattern in the needs of our customers: They want to make an informed decision based on comparing apples to apples. They just might not know how to do that when it comes to online marketing.

You don't have to be Bill Gates or a 23-year-old computer geek to master this. All you need to know are a few simple terms, how to work a calculator, and have a willingness to fail. The Internet is the greatest place for failure. You can test things out, fall on your face, and retool and start over again very quickly. You just need to understand a few technical details.



Online Resources

Interested in learning more about online marketing? Here are some websites and articles that might be of interest. They delve deeper into these topics and others of interest to people buying advertising online. The worldwide web is unique in how “measurable” it is. An advertiser can measure ROI in a variety of ways and determine whether an ad campaign is working, delivering leads, creating buzz, or falling flat, as long as you know what you’re looking for.

➤ **Bobit Studios** www.bobitstudios.com

We have created an online “studio” for our customers to read about and visualize the advertising opportunities on our various websites. You’ll find sizes, specs, and samples here.

➤ **Common Craft** www.commoncraft.com

Common Craft produces short, simple videos (many of which are posted on YouTube) that explain complex subjects in plain English. You can watch a video explanation of many of the web terms in this guide, including RSS, Social Networking, Twitter, and many more.

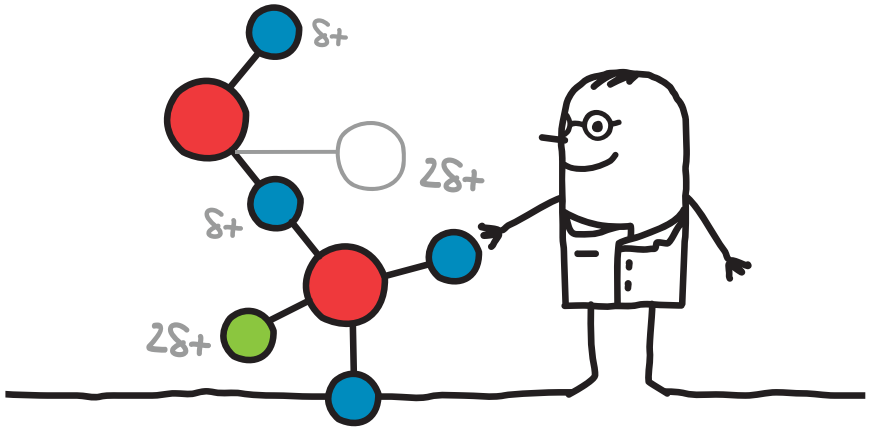
➤ **DoubleClick** www.doubleclick.com

DoubleClick is a provider of digital marketing technology and services and it’s the service that Bobit Business Media uses to track all website advertising. There are white papers and articles on this site for marketers on how to create effective online advertising, measuring, and tips on using new web tools like Twitter.

➤ **Interactive Advertising Bureau** www.iab.net

The Interactive Advertising Bureau (IAB) is comprised of leading media and technology companies who sell online advertising in the U.S. The IAB educates marketers, agencies, media companies and the wider business community about web advertising. The IAB recommends standards and practices and fields critical research on interactive advertising. Bobit Business Media follows IAB guidelines for ad sizes and specs, and keeps current on trends and standards set by the IAB.

What should you look for when evaluating online advertising options?



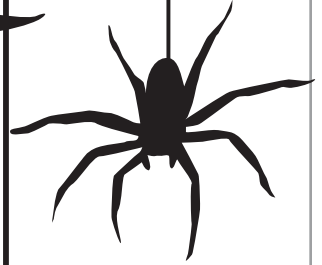
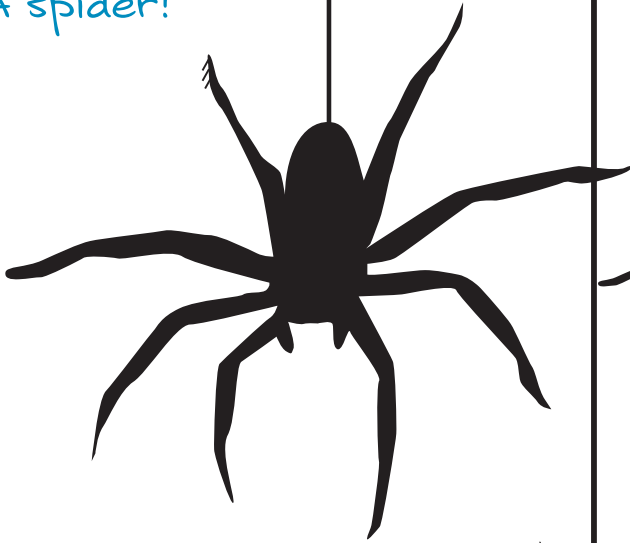
➤ How many “impressions” (or “page views”) does the site deliver?

The number of impressions – without spider traffic (see page 5 for a definition of “spiders”) – is the number of times your ad is seen. If you advertise on, say, a site’s homepage, you receive one impression each time someone views the homepage. Impressions are an excellent measure of a site’s performance and engagement, but they’re not the only measure.

➤ **How many “unique visitors” does a site have?** Unique visitors are like magazine subscribers. These are the number of separate individuals visiting the website. A user may look at a site many times during the month, but that single site-visitor is counted just once, as a unique visitor.

➤ **How long do users spend on the site?** The longer a user spends on a site, the more “engaged” she likely is, just as a reader who spends a long time with a print magazine is engaged. If a magazine – or a website – has lots of relevant, targeted content, a reader, or web visitor, spends more time with it. Ask your sales representative how long users spend on any website you’re considering, how many pages they visit, and how often they return to the site. All these “metrics” are measures of user engagement. The more engaged a user is with a site – staying longer and returning frequently – the more successful your ad will likely be on that site.

Eeeeeeeek!
A spider!



A SPIDER (OR
"SPIDER-BOT" OR
"CRAWLER") IS
A SEARCH
ENGINE TOOL

Spiders are a nuisance, whether they're in your house or crawling around your website. It takes an exterminator to get rid of them at home, but on your website, they're harder to deal with.

On the Internet, a spider (or "spider-bot" or "crawler") is a search engine tool that goes from website to website gathering information (they're mostly used to help Google and other search engines work their magic). The process is automated (humans do not control these spiders) and every time one visits a website it counts as a "site visitor," and every page it visits gets counted as a page-view or impression. If you advertise online, you probably want to know how many real visitors a site has, not how many spider visits it has.



There are ways to filter out the spider visits and count only human web traffic. Bobit Business Media uses a service called Omniture to count – and verify – the traffic on our websites without counting spider traffic. This way, you know that the numbers we provide you are all real, human, interested, and engaged site-visitors, not spiders.

When you're looking at a website's performance, always ask, "Do these metrics include spider traffic?"

How a web ad works

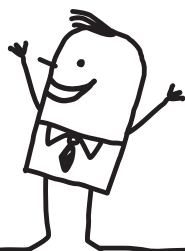
When a user clicks on your ad, it activates computer code that is tracked by an independent ad-tracking service. Bobit Business Media uses a company called DoubleClick to track all web advertisements, assuring advertisers of independent reporting of ad performance. You will receive reports from your sales representative showing how many impressions/page views are delivered for your ad, as well as how many click-throughs the ad had. It's important to take both numbers into account, as you're looking for exposure to a particular market, as well as actions taken on your ad.



We recommend that you use a URL that goes straight to a page (referred to as a "landing page") on your website that will help a user find exactly what he is looking for. The homepage is not always the best place to jump a user as it can be confusing and not consistent with your promotion's design, copy and offer. You can also use a landing page to collect useful information that will help you tailor your follow-up to his needs (and provides you with a good sales lead).



Advertising Opportunities



Attention-grabbing banner ads provide you with the most cost-effective way to build your brand and provide additional impact to your print advertising program. Banners build brand awareness, drive traffic to your website and can help you develop highly qualified leads. You'll find samples of these ad types on www.bobitstudios.com.

➤ **Rich Media** Rich media includes expandable ads, site overlays, floating ads, takeovers, backgrounds, cursor ads and audio ads. These high-impact marketing vehicles can provide an exciting new way of driving new customers to your products.

➤ **Prestitials** These high-impact ads appear ("pop up") before a website's homepage. They are a great way to generate traffic and awareness as they have been found to drive more user clicks. These advertisements are typically "full page" (window) and are presented without competing ads in the window space. Imagine the results you will receive from a "full page" ad presented BEFORE the homepage opens. This premium ad placement brings your brand and product line to the attention of every targeted website visitor.



➤ **Page Peels** Starting as a page curl in the upper corner of the home page, when moused over, the page peels down to present a 800x600 advertisement. This dramatic presentation is a great way to launch a new product or announce an event. There is an example of a page peel on page 14 of this booklet.

Using video

▶ Video can provide an innovative way to present your brand. Nothing better explains how a product works or gets the personality of a company across like a moving picture. But the thing about video is to know *when* to use it and *how* to use it.



➤ Video can be incorporated into any banner ad (that is, your ad shows up in a banner format and plays video within that banner frame). Video can also be used as a special ad unit, as an prestitial, for example (this means that the video pops up on the user's screen before the homepage appears and the user can either watch the video or click on "skip video"). Video is also used editorially, with many sites offering video of technicals, how-tos, interviews, etc.

➤ Video is an excellent way to feature representatives from your company to discuss or demonstrate your products or introduce your company's philosophy. A short video can add visual impact to your overall marketing campaign.

➤ **Evaluating video advertising:** There are a few metrics to use in evaluating the success of video advertising. Ask your salesperson first what is available for your project. The key thing is how many impressions/page views are delivered on the page where you video views.

Podcasts

A podcast is an audio program. It can be a way of providing editorial content or advertising or both.



➤ Podcasts are a dynamic way to connect with customers and prospects. A podcast is audio content that can be listened to on an iPod, on the computer, or on any MP3 player.

➤ There are various formats for advertising with podcasts: You can sponsor an editorial podcast (such as an interview with an industry expert or an editor-led discussion group). Sponsorship usually includes a short audio commercial before each podcast begins. You can create the audio commercial yourself or our team can provide “voice talent” for you.

➤ Podcast links are usually displayed or linked from the homepage of our websites featuring the sponsoring advertiser. Bobit Business Media puts all its podcasts on iTunes so users can update their podcast every time they dock their iPod. Our podcasts are fully searchable on iTunes.



Understanding E-Newsletter Performance



E-newsletters are pervasive and they work well because they tend to cover news and features that are targeted to specific industries and niches within those industries. Most trade print publications have a varied suite of e-newsletters that go to segmented portions of their audiences. Advertising on e-newsletters is a great way to get directly to the customer who WANTS to read your message.

At BBM, we are very serious about our open rates and focus on all factors that affect them. We've researched extensively what time of day and which day works best to ensure our e-newsletters arrive when the highest percentage of readers will read them. We are constantly testing and consulting our experts so that we can provide expertise to our advertisers on improving the return on their online investment.

When deciding the best e-newsletter to use, consider:

- Is the e-newsletter going to an audience that has been screened to receive the message? If the audience is readers of the print magazine with a specific area of specialization, an e-newsletter is an ideal vehicle.

- Has the user specifically asked to receive the e-newsletter? When your readers “**opt in**” and agree to receive an e-newsletter, it's an assurance that the e-newsletter will be opened with higher frequency than if they haven't previously agreed to receive it.

- All respectable publications require that all email material to their readers allow a reader to “**opt out**” of receiving email material from the publication or its partners. This allows a user to choose only those e-newsletters or promotions that interest him, and allows the publisher to best target promotional and editorial opportunities to him.

Email promotions

E-promos/E-blasts We can send your designed promotional material to our readers or we can help design a promotion for you. Any promotions deployed/sent by email to our readers must carry certain information that allows readers to not receive them (to “opt out”). Because of the strict nature of spam laws as well as the sensitivity of email lists, we are very careful what we send to our readers and how often we send material. This caution assures that your message is seen in an environment of credibility.

If you're sending email promotions, be aware of factors that can cause your email to not be delivered or to be labeled as spam. Using quotation marks, dollar signs and exclamation points in subject lines will frequently trigger spam filters, as well as using all capital letters. You should also never put a toll-free number in the subject line or use a font size larger than 2+, or you could trigger some spam filters.

One of the easiest things you can do to avoid being labeled spam is to eliminate triggering words. This is just a sampling of some of the more common spam-triggering words: *Free! 50% off! Click Here, Call now!, Earn \$, Discount!, Eliminate Debt, You're a Winner!, Reverses Aging, Information you requested, Compare, Removes, Collect, Amazing, Cash Bonus, Promise You, Credit, Loans, Satisfaction Guaranteed, Serious Cash*

E-promos/e-blasts An emailed promotional message, can be just text or can be created with visuals and images.

open rate An “open rate” is the percentage of emails opened, not including bounced emails (emails sometimes bounce back because the address is outdated, but also may bounce back because the user's in-box is full, the user does not accept email from an unknown source, or there's a problem with the user's server).

To view this as a webpage, follow [this link](#)

Thanks for stopping by our booth at The LCT Show in Las Vegas.

We enjoyed presenting our In-Flight Entertainment System, Mobile Internet and would welcome your thoughts on our all-new 120" Painted Raised Roof on anything else we can do for you, your business and your customers.

CLICK HERE TO TAKE PART IN A BRIEF 6-QUESTION ONLINE SURVEY!

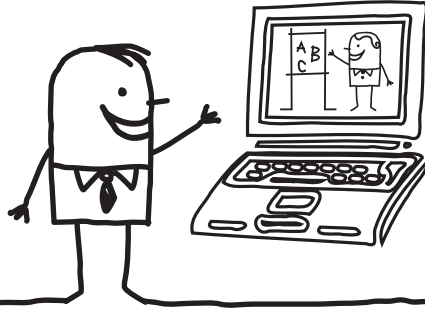
Dialogue Coach Builders

Limousine & Chauffeur Transportation Magazine is sending you this message as a service to keep you better informed as to the news, products and information affecting your industry. Remember to add Limousine & Chauffeur Transportation Magazine (edirect@lctmag.com) to your Address Book to ensure delivery to your inbox and to view all images.

OPT OUT
To unsubscribe from our email list, please follow the link below:
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For additional information, please contact Hot Rod & Restoration Magazine, Bobit Business Media, 3520 Challenger Street, Torrance, CA 90503, edirect@hotrodshow.com

Webinars



A webinar is a web seminar, held online either live or recorded. Webinars are great tools for developing leads. Everyone who attends a webinar must register (even if the webinar is free) and that demographic data is provided to the sponsor. Unlike people wandering a tradeshow floor, these attendees are signing up to learn about your specific topic. Whether there are 100 or 500 attendees, they will be interested in what you have to say.

➤ The process is interactive. Web seminars allow you to develop a subject in depth. Attendees can ask questions during and after the session, giving you the opportunity to make the sale by problem solving.

➤ A post-event survey is sent to attendees for feedback and additional lead cultivation. Web seminars are also archived on our websites for future downloads and additional leads.

➤ What kind of topics make good webinars? Product demos, which require a visual presentation, are great webinars. They should be under 15 minutes and focus on specific technical challenges rather than theoretical problems. Complex legislative issues or changes in industry guidelines make good webinar topics. A sponsor associated with this kind of webinar is seen as an expert and a leader.

➤ Our magazine editors will develop content, assemble an expert panel, and moderate a discussion. OR, your company can develop the content from start to finish.

FLEET-CENTRAL

REGISTRATION

Selecting the Best Lease Option

Date: February 10, 2007

Time: 11:00am PST - 12:00pm PST

Sponsored by: **AMERICAN LEASING**

- An overview of your company fleet
- How to structure lease for structure?
- How are the benefits and drawbacks of lease and what should you know?
- How will different lease structures affect your budget and taxes?

Get the answers to your questions and more insights from the industry's leading experts. Register now to attend this webinar and see the results of benchmarking your fleet.

For more information and to register, visit www.fleetcentral.com/leasingsolutions

Speakers

Greg Smith
Technical Sales Manager
American Leasing

Mark Brown
Fleet Director
New America Trucks
"The Fleet Guy"

FLEET BUSINESS FLEET GOVERNMENT FLEET FINANCIALS

above the fold/below the fold:

Taken from the newspaper industry, above the fold means literally that a story is placed above where the newspaper folds, or in online terms, is placed on the screen a user sees before scrolling.

blog: Created from the words “web” and “log,” a blog is basically an online journal or editorial, written with a distinct point of view or opinion.

bounceback: When an e-mail is returned to sender. A bounceback sometimes happens because the recipient’s email box is full, no longer exists, or the address is otherwise wrong. It can also be a server error. After an email has bounced back at least three times, it’s likely that there’s a problem with the email address.

channel (sometimes called a **microsite**): A section of a website that is devoted to one topic/category of content. Think of a channel like an online supplement.

Flash: A type of digital file format that is used to display animation.

landing page: A generic term for the first page a person sees when linking to a website. Sometimes a landing page is a “pop up” page designed specifically for users



• **leaderboard:** An ad format with the dimensions of 728x90 pixels.



• **links:** These are the connections between Web pages; these are sometimes called **hotlinks** or **hyperlinks**

who click on a banner ad.

metrics advertisers should pay attention to are pageviews/ impressions, unique visitors, and unique visits.

microsite: Think of a microsite as a single-sponsor section on a website or like an advertorial. A microsite is usually devoted to a single topical category.

opt-in/opt-out: See page 10 for explanations of these e-newsletter measurement terms.



page peel: A high-impact advertisement that has “dog-ear” (or page peel) in an upper corner on a website. See page 7 for more detail on page peel.

page view: This is a very important metric to evaluating online performance. See page 4 for information on page views (which are sometimes called **impressions**).

RSS or RSS feeds. short for “Really Simple Syndication,” these are primarily used by news sites and blogs. RSS is a tool that filters specific types of information, and when a web-user receives a feed, he receives an update every time new information on that site is posted. In order to read RSS feeds, you must use a “feed reader,” which formats the code into an easily readable format.

search engine: An application that helps users find information on the Internet by searching web pages. Think of the search engine like a librarian: You ask for all the resources in a certain topic or with certain phrases and the librarian, or search engine, finds them for you.

rich media: See page 7 for an explanation of rich media.

rollover: A technique when using JavaScript that allows for an alternate image to be displayed when the mouse rolls over a specific line of text or graphic on the Web page.

URL: A website address. Every single web page, even if it's not the home page, has a URL.

AUTOMOTIVE

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www.autorentalnews.com

Automotive Fleet

www.automotive-fleet.com

Business Fleet

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