



# Spotlight Sample Sales Sheet

Welcome to the platform designed to reach the audience you need.

The {media partner name} has the market-leading **interactive local experience**, and we'd like to help you **capture this segment** of highly-motivated young adults who are **passionate about their community**.

## In a nutshell

The {media partner name} is launching a new online photo/social web experience called {CaptureAreaName}. {CaptureAreaName} is an online photo contest with huge ambition. Users register for free, then upload tens of thousands of photos to be voted on. Millions of votes are cast by thousands of users, with the highest-rated photos winning prizes. The result? A super active community of local folks who are passionate about their community. Put your brand in front of this audience as a {CaptureAreaName} Spotlight sponsor.

## What is a Spotlight?

The spotlight is like a mini-contest within the Capture web site. We group a few categories together, or stipulate photos must be taken over a certain time period, then give users editorial feedback and award prizes to Spotlight winners. We'll have a new spotlight every month, which means you get to be the focal point for an entire month. Plus, because a Spotlight is a grouping of categories, you can secure the Spotlight that fits you best.

## Mass activity

In terms of pageviews, we've got a load of them to deliver to your brand. But more than untargeted, raw pageviews, our traffic is interactive in nature. Users spend more than 10 minutes on the site daily – voting for more than 20 photos each visit, commenting on other users' photos and sharing the site on Twitter and Facebook.

## Taking your brand viral

Because users want more votes for their photos, they use our Twitter and Facebook integration to reach out to their friends and ask them to get involved in the project. For example, Facebook/Twitter referrals account for nearly 50% of new visits to {CaptureAreaName}. That means your brand reaches new people in new ways, virally.

## What do you get?

A Spotlight sponsor secures a number of unique advertising opportunities in the {CaptureAreaName} project. Check out the list below and the visual snapshot for more details. A Spotlight sponsor gets:

- Exclusive ownership of a month-long Spotlight.
- Hard-wired branding on Spotlight home page (Sponsored by {logo}).
- Link to sponsor web site in lead header on Spotlight home page.
- Spotlight home page ad slot roadblock (100% of impressions).
- Sponsor name mentioned whenever Spotlight is promoted (promo, emails).
- [Determined by media partner] A dedicated {media partner name} ad campaign (see {media partner name} campaign sheet for more info).

## A package deal

A {CaptureAreaName} Spotlight sponsorship is a great start to a well-conceived marketing campaign. Fortunately, we're in the business of crafting complete marketing strategies for businesses like yours. Because we're excited to have you on board as a {CaptureAreaName} Spotlight sponsor, we're packaging {media partner name} promotion with your {CaptureAreaName} Spotlight sponsorship, and offering it together at a great value.

## A simple pricing table

With 12 Spotlights to choose from, you'll find the perfect opportunity for a targeted sponsorship. You can even sponsor more than one Spotlight if you'd like! The pricing schedule below. Check out the list of available Spotlights to pick your sponsorship and the visual snapshot for more details.

SPOTLIGHT	PRICE
1 MONTH	<b>\$2,000</b>

Make Spotlight targeting work for your brand.



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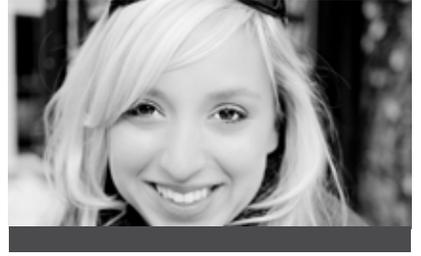
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# A visual snapshot

## VOTE FOR THE BEST

Users vote for their favorite photos across your Spotlight. Our algorithm determines the best from the rest and features them on your Spotlight home page.

## HARD-WIRED LOGO/BIO

Your logo and bio are presented first on the page, showing users your brand and a bit about who you are.

## CONNECT THE COMMUNITY

Users share their photos on Facebook, Twitter and via email. Your brand is put in front of new eyeballs at an amazing rate.

## HARD-WIRED NAME/LINK

Users see your sponsorship front and center. The button links to your web site or special offer.

## DOMINANT AD IMPRESSIONS

Your ads are the only ads to appear on category home page – 100% of ad impressions!



## A RICH USER EXPERIENCE

The experience starts simple, but users quickly find themselves addicted to voting, sharing their love of photography with the community and spending countless hours interacting with your brand.