



The local advertising industry is changing and media publishers are responding to the evolution that online advertising brings. Publishers who are able to deliver valuable online advertising directly to their clients, using an integrated approach that leverages existing products and relationships, will benefit most.

How can you increase the amount of advertising your clients buy from you?

Today's small businesses seek online promotion and advertising exposure. They face a bewildering choice of online advertising options; their own website, banner adverts, search marketing and search engine optimisation (SEO). As a media publisher, you can maximise this opportunity by focusing on supplying the most effective online products and packages to your clients.

Are you supplying the right online products to your local businesses?

Online media can deliver a great user experience and strong traceability to advertisers. Leveraging these characteristics with full reporting to the advertiser will greatly enhance the appeal of your products and increase the resulting revenue opportunity.

How best to defend your existing revenue streams?

The growth of online advertising options can distract local businesses away from your existing advertising services. By creating a solid online offer that augments your existing channels it is possible to increase your relevance with local business advertising and defend your existing revenues.

Online Marketing to SMEs

More and more local businesses are choosing the internet as the core medium to promote their business. As they continue to review their marketing strategy and budgets, they are looking beyond the traditional channels of news-print and yellow pages. Online marketing is very much a growth market with revenues predicted to exceed Newspaper revenues by 2013 (US data).

There are a wide variety of online formats available and being able to offer an integrated solution across these formats will enable you to increase your market penetration and relevance with advertisers.

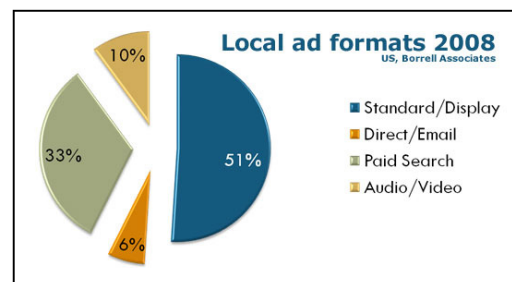


fig 1. Variety of online advertising formats

About Skupe Net's Ad-Centric™ Online Marketing System

Ad-Centric™ offers a comprehensive solution to enable media publishers to offer a range of online marketing services to local businesses. Implemented as a fully managed service, it offers you a cost effect and efficient route to access this growing market. The online marketing service integrates seamlessly with your existing content and can be delivered across your entire range of media titles.

Using best of breed technology and innovative design, Ad-centric™ delivers a comprehensive range of online marketing services which include business directories, classified search, banner advertising and business websites.

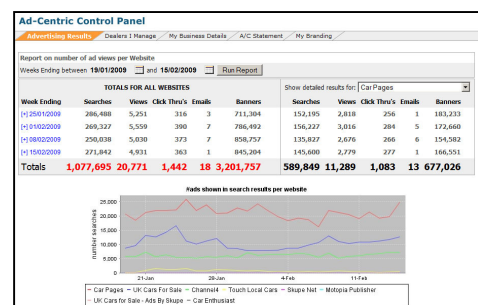


fig 2. Sample advertiser control panel



Ad-Centric™ has been designed to allow media publishers to offer complete online marketing solutions for local businesses. It enhances the product offering to your existing clients while creating new opportunities to significantly grow your client base.

What Ad-Centric™ allows you to offer local businesses...

Ad-Centric™ offers a white label range of online marketing solutions for local businesses, including;

- ⇒ Internet websites for local businesses. These video enabled websites are easy to use and can be self administered by the client, they include an online product and promotions catalogue and are upgradeable to include full e-commerce capabilities.
- ⇒ Internet Yellow Pages. The easy to use local business search can accommodate all categories of business and enables you to include basic free listings and upgraded paid listings.
- ⇒ Classified advertising. Ad-Centric allows you to create full strength classified search websites to integrate with your media titles. Online classified advertising is an important channel for many local businesses and is an ideal way to increase your relevance with key advertisers.
- ⇒ Banner advertising. Display advertising on local media websites is a great way to promote both the brand and products of a local business. The easy to use system allows you to deliver highly targeted local campaigns for local businesses.



fig 3. Local Business websites



fig 4. Local Business directory

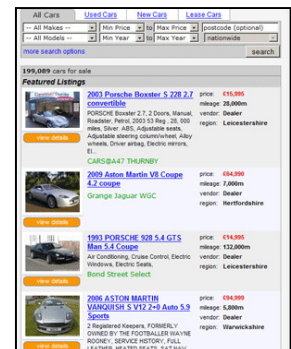


fig 5. Local Classifieds



fig 6. Banner & Display advertising

Key Benefits

- ⇒ Video enabled and designed to deliver a great user experience, quickly enabling users to find the local services and products they need
- ⇒ The full range of online offers enables you to reach new clients and cement existing relationships
- ⇒ Extendable platform with customisable modules for cost-per-click advertising, private classified advertising and mobile.
- ⇒ Flexible control panel is easy to use for your clients

Technology

- ⇒ Ad-Centric is built using the latest technology and is designed to give leading levels of performance and scalability.
- ⇒ It integrates easily with your existing media content platform.
- ⇒ Low cost, fully managed service.

Ad-Centric™ at a glance...

Enables you to grow your revenues and increase your consumer reach.

Enables you to deliver...

- Local Business websites
- Local Business directory (Yellow Pages)
- Local Classified advertising
- Banner & Display advertising

With a low cost of ownership...

- Run as hosted service
- Easy and quick to implement
- Full support service