

# Acroterion and CitySearch

*CitySearch is partnered with Acroterion Inc. a longstanding, trusted search engine solutions provider to bring our customers Hybrid Search, few days top ranking results on the organic/left side of Google, Yahoo! And MSN.*



**CALL OUR TOLL FREE NUMBER TODAY AT (888) 809-9012**

- Over 60% of the U.S. population is online with over 170 million users in the United States!

- The Internet is viewed more than the newspaper industry and is growing monthly!

- Over 4 Billion searches per month in the US!

- According to Forbes and Kelsey Group, over 1 billion of all searches conducted are for LOCAL PRODUCTS AND SERVICES!*

- All search engines have a common feature - A text box that allows them the ability to simply search for what they need!

- All businesses have the opportunity to ENSURE their product or service is visible when someone is looking for it!



- Citysearch has over 9 years of experience in the local online space

- Citysearch is a leader in keyword optimization services, purchasing more locally driven keywords than any other organization in the industry

- Citysearch has partnerships and/or distribution relationships with most major search engines and local content sites, including Google, MSN, Yahoo!, Ask Jeeves, MSN City Guides, Yahoo! City Guides, & Ask Jeeves Local.

- Citysearch can leverage our technology and relationships to purchase thousands of local keywords for a strong marketing return & to ensure your message is seen by the right audience, while saving you money and time.

- Citysearch simplifies a complex industry and provides a turnkey solution for you, allowing you to focus your attention and time on your business



An Operating Business of InterActive Corp  
(IAC) Media & Advertising

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IAC  InterActive Corp

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- **Citysearch Network At A Glance:**
  - Available In Over 138 US Markets
  - Covering Every Major US Zip Code
  - Over 10 Million Business Listings
  - Over 20 Million Monthly Consumers
  - 32,000 Local Merchants & Customers
  - 350+ Business Categories



## FREQUENT DINERS

- 46% Between The Ages of 25-44



## PROFESSIONAL & AFFLUENT

- 60% College Graduates
- 72% Own A Residence
- 21% more likely than the average internet user to have a HHI between \$100k - \$149k



## ACTIVE TRAVELERS

- Average HH Income of \$75K



## AVID SHOPPERS

- 52% Female

# The Network



Citysearch Reaches Millions Of Consumers Every Month & Connects Them With Local Businesses & Services Through Various Partnerships & Distribution Channels



## Targeted Consumers: 1, 2, 3!

**1.**

Local Consumers Search Online  
For Local Business, Goods &  
Services



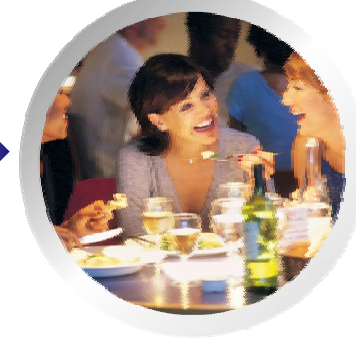
**2.**

Your Advertising Is Targeted By  
City, Neighborhood, Category &  
Keyword



**3.**

Your Potential Customers Find  
Your Business At The Point of  
Decision & Take Action!



**Active Online  
Consumers At The  
Point of Decision!**

+

**Your Business At  
The Right Time &  
The Right Place!**

=

**New Customers  
Through your Door!**

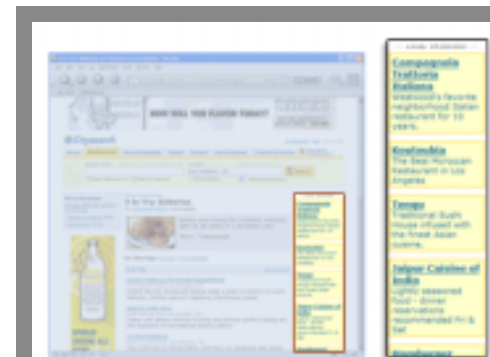
- **Position Your Business Through The Citysearch Local Network!**
- **Reach Consumers How and When They Want to Be Reached!**  
(At The Point of Decision!)
- **Drive New Customers to your Business!**  
(Maximize Your Return on Investment)
- **Month-To-Month Terms**  
(No Long Term Contract!)
- **24/7 Access To Your Business**  
(Tracking & Support through [myaccount.citysearch.com](http://myaccount.citysearch.com))
- **Free & Unlimited Updates & Changes**  
(Keep Your Advertising Fresh!)
- **Dozens of Features To Enhance Your Online Business**  
(Website Integration, Email, Reservation Link, Business Overview, Logos, Photographs, & Promotional Copy)
- **Trackable**  
(Track your business with Citysearch Offers!)



# Pay-For-Performance – “Clicks”

## How It Works:

- 1) Tell Us Your Desired Category & Geographic Target (Ex: Real Estate, Raleigh)
- 2) Acroterion Will Optimize Your Listing Throughout Citysearch Local Network to Ensure You Are Receiving Qualified & Targeted Leads.
- 3) Utilizing Local Search Results, Relevant Editorial Lists, Conquest Ads, & Best of Citysearch, Our Optimization Team Will Target Your Core Audience.
- 4) When a Potential Customer Clicks To View Your Advertisement, You Will Be Charged A Fee (\*Pricing Varies By Category)
- 5) Customers Will Receive 24/7 Access To Reporting



### Product Summary:

- Website Integration & Link
- Sponsored Logo Rotation (100x 50 + 3K Max)
- Photo Enhancement To Business Profile (200x200 + 12K Max)
  - Business Overview (900 Words)
- Enhanced & Sponsored Promotional Tagline (70 Characters)
  - Three Bullet Points (Highlights)
  - Unique Specialty (See Options)
- Keyword, Category & neighborhood Selection
- Menu, Reservation, Event, Photo Link Options
  - Free Citysearch Offer

# Pay-For-Performance – “Calls”

## How It Works:

- 1) Tell Us Your Desired Category & Geographic Target (Ex: Italian Restaurants, Dallas)
- 2) Acroterion Will Place a Trackable Toll Free Number on Your Citysearch Advertisement
- 3) The Toll Free Number will be Displayed EVERYWHERE Your Business is Mentioned on Citysearch
- 4) Utilizing Local Search Results, Relevant Editorial Lists, Conquest Ads, & Best of Citysearch, Our Optimization Team Will Target Your Core Audience.
- 5) When a Potential Customer Calls Your Business, You Will be Charged a Fee (pricing varies by category)
- 6) Pay For Performance Call Customers Receive Details on EVERY CALL & 24/7 Access to Reporting.

### Product Summary:

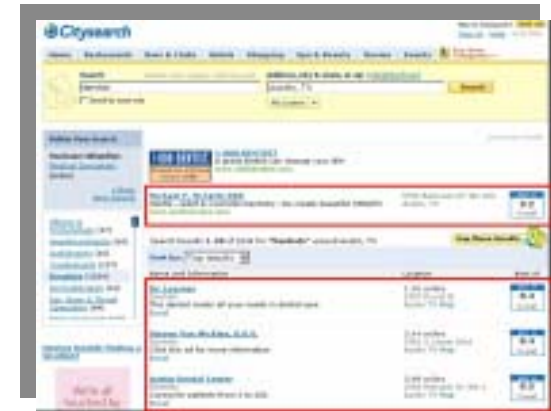
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  - Business Overview (900 Words)
- Enhanced & Sponsored Promotional Tagline (70 Characters)
  - Three Bullet Points (Highlights)
  - Unique Specialty (See Options)
- Keyword, Category & neighborhood Selection
- Menu, Reservation, Event, Photo Link Options
- Free Citysearch Offer



# Pay-For-Performance – “Website Direct”

## How It Works:

- 1) Tell Us Your Desired Category & Geographic Target (Ex: Real Estate, Raleigh)
- 2) Citysearch Will Place Your Website on Major Search Engines Like Yahoo!, Google, Ask Jeeves, MSN, & AOL To Capture Online Customers Seeking Your Business or Service
- 3) Citysearch Will Optimize Your Directory Listing Within Our Local Network to Ensure You Are Receiving Additional Qualified & Targeted Leads
- 4) When a Potential Customer Clicks To View Your Website or Advertisement, You Will Be Charged A Fee (\*Pricing Varies By Category)
- 5) Website Direct Customers Receive 24/7 Access To Reporting



**YAHOO!** SEARCH MARKETING

msn

**YAHOO!**

altavista

InfoSpace

CNN.com

Google

EarthLink

Google

Ask Jeeves

Worldnet

America Online