



**Waterloo.com**  
"Your Community Portal"

**Media Kit**

## Welcome to Waterloo's Newest Community

The web is maturing and along with it, a more sophisticated and demanding audience. People are looking for an informative, engaging and relevant experience when they travel the Internet today.

### Finding relevant local information is easier with Waterloo.com.

Finally, the region has a dynamic website built just for our local community. This is not a "cookie cutter" portal site and not a cluster of overwhelming links; Waterloo.com combines community views, current events, and information.

You've already made the commitment to get your company on the web and to be accessible to all your customers and clients. Your website is answering your customer's questions, taking your orders and organizing your business even as you read this. It's fantastic! And while there is no question that the Internet can save you time, enhance your customer service and open up new markets, maybe you haven't put the effort into broadcasting your new online services. Are your customers going to find you on a search engine that gets hundreds of thousands of submissions a day? Unless you are prepared to pay top dollar for placement, you may be lucky to be ranked in the top 100.

### It only makes sense to target your local market first.

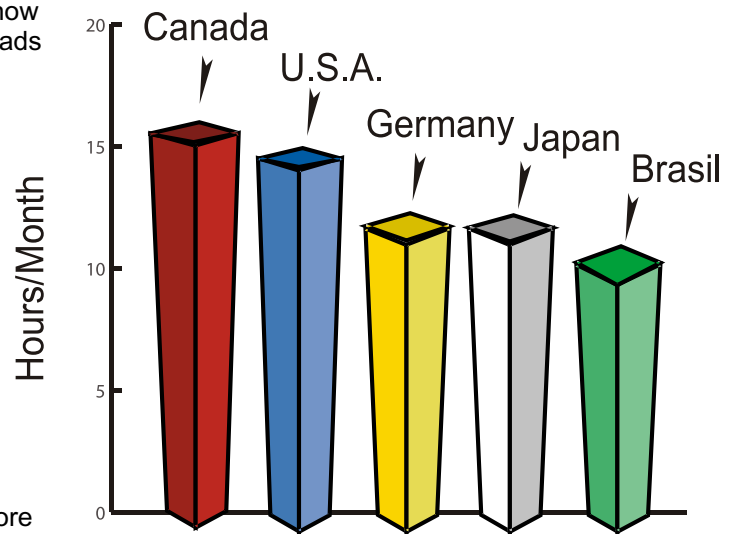
Waterloo.com's top-level domain gives it an edge over other portal sites. We further promote this edge with great up-to-date content and services that keep local residents coming back time and again. We keep a detailed statistical database that tracks our dynamic pages and advertisers to make sure we know what works and what doesn't. We constantly monitor pages to make sure your ads are effective and linking text is profitably phrased in order to attract the right audience.

This kind of accountability simply can't be found in any other advertising medium. Do you know how many people see your Yellow Page ads daily? How many people actually hear your radio promo? Are your advertising dollars being maximized?

Through our exhaustive statistics, we know that Waterloo.com users are primarily looking for links to local sites, events in their community and want to buy local products and services. You have an audience waiting for you to attract them to your website!

Come check out Waterloo.com and see what we offer the community and our sponsors. We invite you to become a more visible part of your community and join in this winning strategy.

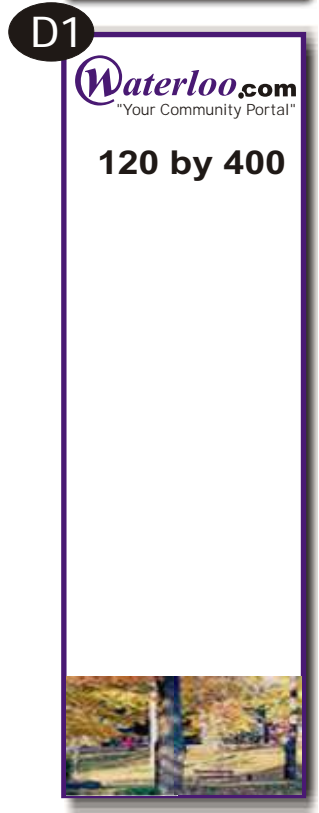
Best Regards,  
Waterloo.com Team



**Internet Use by Country  
in Hours per Month**



Header Content  
Section Content



**A) Exclusive Visibility!** Displayed across the top of all pages. Direct link to your Website! One Corporate Partner per industry permitted.

**B) Rotating Banner** across Header of all pages. Direct link to your Website! Grab their attention and display targeted messages!

**C) Eye -catching Banner** within a targeted section. Identify your target audience and promote!

Exclusive - one industry permitted per targeted section. Banner displays for all viewers, every single visit!

Rotating - rotating banner within targeted section. Great visibility!

**D) Place your ad** directly in the "eye's path"! Surfers' sight naturally sweeps to the right side of the page when they read!

Exclusive - one industry permitted per targeted section. (D1 and D2 only)

Banner displays for all viewers, every single visit!

\*Placement of D1 supercedes D2 & placement of D2 supercedes D3 (applies to Exclusive only)

Rotating - rotating banner within targeted section. Great visibility!

• Sizes, in pixels, vary with screen resolution.  
• Actual size may not be exactly as shown but are proportional.

## Targeted Ad Packages ~ Save up to 34%!

### Corporate Partner

*Exposure across the top of every page of the website! 2 Exclusive Banners in the Section of your choice! Exposure on all pages throughout the entire website! Web Promo allows specific, targeted info to be presented to this market audience.*

A ~ Corporate Sponsor, C-e ~ Exclusive Banner C - One section, C-r ~ Rotating Banner C - Site Wide, D1-r ~ Rotating Banner D1 - Site Wide, D2-e ~ Exclusive Banner D2 - One section, W3 ~ 3 Page Personalized Web Promo

### Market Audience Exposure

*Eliminate Distractions! Take a Section and command attention! Web Promo allows specific, targeted info to be presented to this market audience.*

C-e ~ Exclusive Banner C - One section, D1-e ~ Exclusive Banner D1 - One section, W3 ~ 3 Page Personalized Web Promo

### Site Wide Exposure

*Benefits: Exposure on all pages of the website!\* Varied Ad sizes and locations for maximum visibility! Web Promo allows specific, targeted info to be presented to this market audience.*

B ~ Rotating Header Banner, C-r ~ Rotating Banner C - Site Wide, D2-r ~ Rotating Banner D2 - Site Wide, W3 ~ 3 Page Personalized Web Promo

### Economy Exposure

*Need a Web Presence? Want maximum exposure to your local market for minimum money? \*\* Includes a Preferred Listing in the Business Section!*

D3-r ~ Rotating Banner D3 - Site Wide, W5 ~ 5 Page Web Promo

### A-la-Carte!

Choose any 3 "Letter" named Banners and **Save 20%**!

Choose any 2 "Letter" named Banners and **Save 10%**!

"Letter" name Banners include A, B, C, D, W

## Promotional Websites @ Waterloo.com!

### What are the benefits of Your Company @ Waterloo.com?

1. **Local Targeted Audience** - Why spend advertising dollars to advertise to Wyoming or Wisconsin?
2. **Unrivaled Local Website Traffic** - Everyday more and more potential local customers come to Waterloo.com. Waterloo.com is advertised DAILY in the Phoneguide's Talking Pages.
3. **Personalized Website Address** at Waterloo.com (i.e. [www.waterloo.com/yourcompany](http://www.waterloo.com/yourcompany)) Immediately show your potential customers that you are a Local company! (even if you're not!)
4. **A Website!** If you don't already have a website you can use us! Put your personalized web promo address on all your Promotional Materials, Business Cards, Yellow Page ads, etc!

### What else do you get?

1. Your Corporate Logo prominently displayed on all Web Promo pages
2. A Direct Link to drive website traffic to your Corporate Website (if available)
3. A Choice of 1 Background for your Web Promo, repeated on all pages
4. Text navigation will easily permit access to all other pages of your Web Promo (if applicable)

### Which Web Promos are available?

W1 - One Page Web Promo, includes up to 2 photos and a Listing in the Business Section

W3 - Three Page Web Promo, incl. up to 6 photos and a **Bolded** Listing in the Business Section

W5 - Five Page Web Promo, incl. up to 10 photos and a **Preferred Listing** in the Business Section

W7 - Seven Page Web Promo, incl. up to 15 photos, a **Preferred Listing** in Business Section, **Rotating D3 Banner** across the entire Waterloo.com Site!

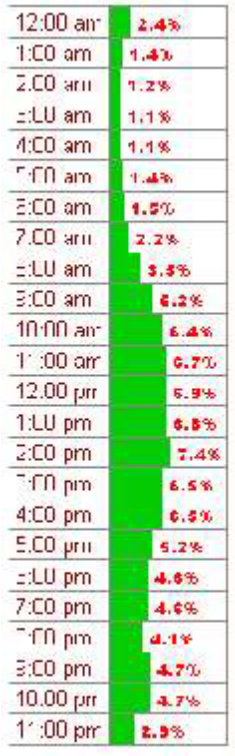
## Detailed Statistics

We keep detailed statistics including internet browser type, hourly usage, screen resolution and page hits, plus much more. This all goes to serve the Waterloo.com user and helps us help you target your advertisements better.

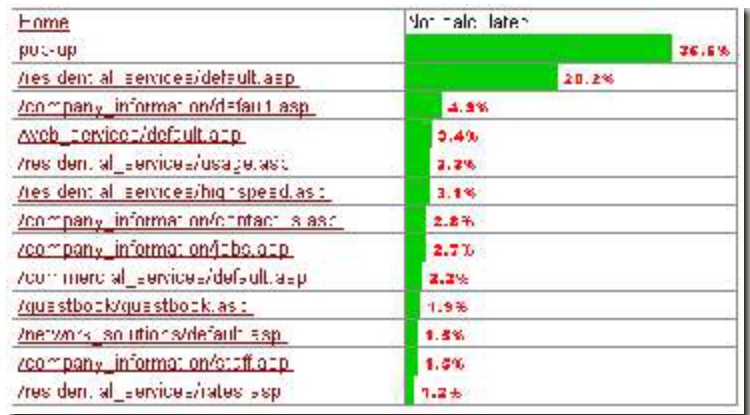
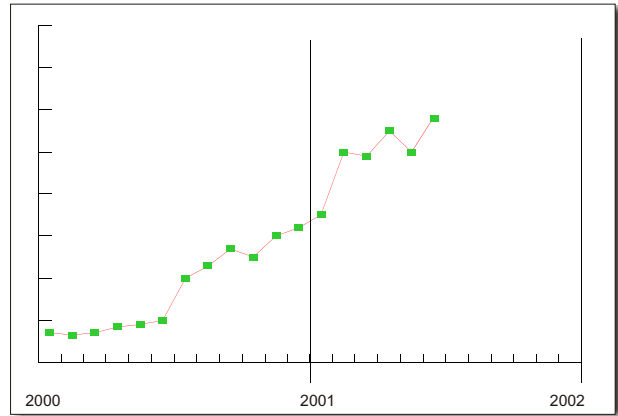
### Browser Type



### Average Hourly Usage



### Average Monthly Usage



Page Hits



### Resolution Types

Banner Advertisement: Phone Guide



Banner Advertisement: Centre in the Square



- Sizes vary with screen resolution
- Actual size may not be exactly as shown, proportions are accurate
- Optimal resolution for websites set at 72 dpi

## Additional No Charge Services!

As an added bonus to advertising on Waterloo.com, we offer local businesses many other great ways to target the KW community. And, at no additional charge!

### Local Links

Advertise your site in our Local Business Database. Choose from various categories including Business, Entertainment, Real Estate & Internet, and submit your website address. For free! Based on your site description, users will be able to search for your business without being overwhelmed by global links. Waterloo.com is also currently registered with the world's top Search Engines; so, adding your link to Waterloo.com automatically includes your company's website with all these Search Engines!

### Classified Ads

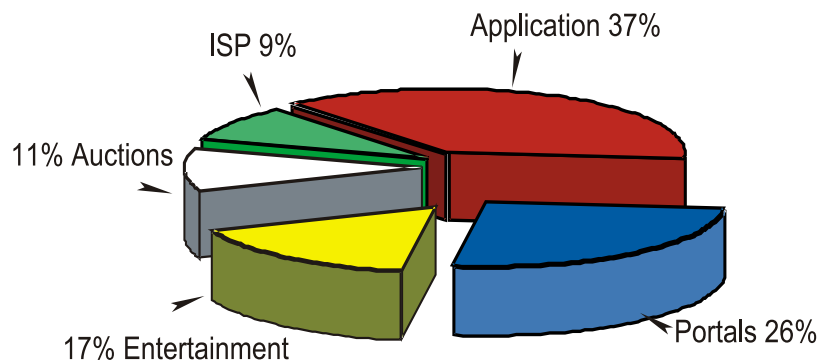
Using our list of numerous categories you can place targeted ads for your products and services. By entering a category and clicking on **Post New Ad**, you are just seconds away from being seen by thousands of viewers every month.

### Job Board

Looking for that perfect employee to fill your vacancy? Post on Waterloo.com's Job Board. You'll be able to pick and choose from KW's top talent. This is currently a free service, but this is a limited time offer!

### Events Calendar

Does your company have an Upcoming Community Event you'd like to promote? Connect with KW using our most popular section on Waterloo.com. Add your events to this interactive calendar, months in advance.



**Top 5 Usage Categories  
for the Internet**

## The Kitchener-Waterloo Market

### City Statistics

2000 - Waterloo population 97,122 with an estimated 1.5% growth per year until 2011<sup>1</sup>

2001 - Kitchener population estimate 198,200 with an estimated 1.25% growth per year until 2011<sup>2</sup>

Current approximated KW population; 300,000

Waterloo Region's GDP for 1999: \$14.0 Billion

Unemployment Rate Breakdown for 1999:	KW	5.9
	Ontario	6.4
	Canada	7.6

### Global Internet Growth<sup>3</sup>

Internet Commerce in 1999: \$193 Billion

Expected Commerce in 2004: \$3,900 Billion

### Canadian Internet Growth<sup>3</sup>

Canadian Internet Commerce in 1999: \$4.4 Billion

Canadian Internet Commerce in 2004: \$151.5 Billion

Estimated 1999 E-commerce Use:  
*Business to Business* 87%  
*Business to Consumer* 13%

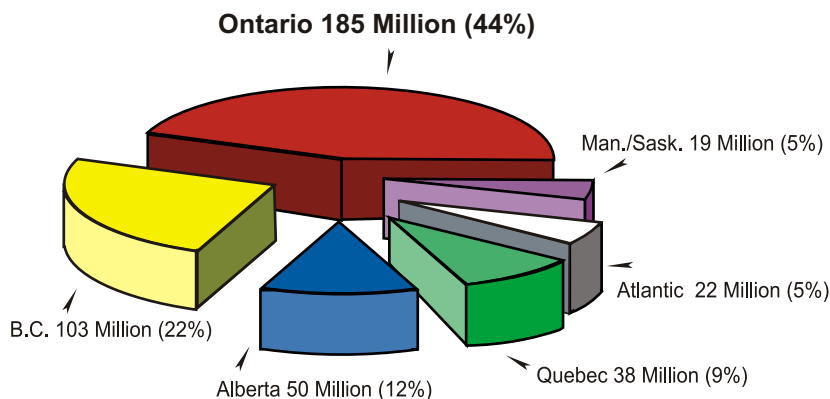
### Internet Access<sup>3</sup>

Canadians accessing the Internet

2000	57%	(Ontario 60%)
1996	23%	

Users purchasing over the Internet

2000	31%
1996	11%



**Household e-commerce Spending on the Internet**

**Sources:**

1. City of Waterloo - <http://www.city.waterloo.on.ca/downloads/review.pdf>
2. City of Kitchener - [http://www.city.kitchener.on.ca/pdf\\_files/profile\(1\).pdf](http://www.city.kitchener.on.ca/pdf_files/profile(1).pdf)
3. Industry Canada - <http://e-com.ic.gc.ca/using/en/e-comstats.pdf>



## Waterloo.com Contact Information

Visit us on the web at any of these URLs:

- [www.waterloo.com](http://www.waterloo.com)
- [kitchener.waterloo.com](http://kitchener.waterloo.com)
- [www.k-w.ca](http://www.k-w.ca)

tel: **519.885.8795**

fax: **519.725.1070**

email: [exposure@waterloo.com](mailto:exposure@waterloo.com)

mail: **122 King St. N.**

**Waterloo, ON.**

**N2J 2X8**

A Spectralis Commerce Systems Inc. Company

View our advertising info online at [www.waterloo.com/ads](http://www.waterloo.com/ads)

[www.k-w.ca](http://www.k-w.ca)

[www.waterloo.com](http://www.waterloo.com)

[kitchener.waterloo.com](http://kitchener.waterloo.com)