

Do you provide a service that helps online merchants grow their businesses?

Deliver your message with AuctionBytes.com, the **TOP information site for Internet Retailers!**

AuctionBytes Readers are multi-channel sellers:

98% sell on online auction sites

75% operate their own ecommerce website or online storefront

56% sell on classifieds websites

29% of readers with an online store/website say those sales generate more than 50% of their total sales volume

AuctionBytes Readers are active marketers:

38% include marketing material inside customer orders

31% use email marketing

29% use search-engine advertising programs such as Google AdWords and Yahoo Search Marketing

13% publish a blog

AuctionBytes Readers are Online Retailers who account for over \$5.5 Billion in annual GMV:

37% generate over \$100,000 in annual Gross Merchandise Volume

3% generate over \$1 million in annual Gross Merchandise Volume

1% generate over \$5 million in annual Gross Merchandise Volume

***Results based on 2007 survey of AuctionBytes readers.**

HERE'S THE BUZZ ON AUCTIONBYTES

Quoted in:

Wall Street Journal
New York Times
BusinessWeek
Smart Money Magazine
Fortune Small Business
CNET
USA Today
San Jose Mercury News
Boston Globe
Boston Herald

Appeared on TV and radio:

Public Radio's Marketplace
National Public Radio's On Point
eBay Radio
CNBC
Squawk Box
CNN Anderson Cooper 360
CNBC's "Closing Bell"
Bloomberg Radio's Tomorrow



"Priceless Advice"

Seth Godin

Best-selling author, marketing guru, founder of Squidoo.com



Forbes "Best of the Web"
two years running



AuctionBytes Blog featured in
 "Blogging Heroes: Interviews with 30 of
 the World's Top Bloggers" (Wiley 2007)



"A great source for the SERIOUS eBay Seller!"



*"Ina Steiner does a fabulous
 job covering the world of
 online auctions from the
 perspective of the auction user."*

Alan Meckler

CEO, Jupitermedia



*"Thank you for being the
 voice of the community."*

Meg Whitman

CEO, eBay



*"There is not much I can say
 about this free newsletter,
 except if you buy or sell online --
 Why aren't you on the
 subscriber list?"*

Barb Crews

About.com Collectibles

Banner Advertising

Reach online retailers and those who follow commerce by placing your ad on the AuctionBytes website.

AuctionBytes receives over 1/2 million visitors and generates 5 million pages views monthly.

Vendors who wish to reach this important and influential group of prospective clients will find that AuctionBytes is the best and most affordable direct marketing option.

*125x300 Banners are included in newsletter campaigns

Leaderboard 728x90
(top of page)
\$7/CPM



Large Tower 120x600
(Right of Page)
\$7/CPM

*There is a minimum buy of 50,000 impressions for all CPM banners.

Newsletter and Banner Campaigns

Take advantage of all the ways that we deliver content to our readers with campaigns that include newsletter text ads and banner ads on our site. Our campaigns allow to you reach all of our readers and also offer great value!

ABN Campaign

4-line sole sponsorship in AuctionBytes NewsFlash email newsletter

125x300 Banner Rotation on AuctionBytes Web Site

1-month campaign:
2 text ads + 50,000 impressions

\$1,200

3-month campaign:
6 text ads + 100,000 impressions

\$3,300

6-month campaign:
12 text ads + 200,000 impressions

\$6,000

ABU Campaign

8-line sole sponsorship in AuctionBytes Update email newsletter

125x300 Banner Rotation on AuctionBytes Web Site

1-month campaign:
1 text ad + 1 month banner

\$1,200

2-month campaign:
2 text ads + 2 months banner

\$2,200

4-month campaign:
4 text ads + 4 months banner

\$4,000

**19,000 Opt-in
Subscribers**

**48%
Open Rate**

**98.5%
Delivery Rate**

**38%
C/T Rate on
Articles**

**4.2%
Avg C/T Rate
on Ads**

**22,000 Opt-in
Subscribers**

AuctionBytes Newsflash is a 3x weekly email containing the latest breaking industry news.

AuctionBytes Update is published twice monthly, and contains practical information about ecommerce.



Popular Features on the AuctionBytes.com Website

Readers are drawn back to the AuctionBytes website through links in the email newsletters news-site coverage (Google News, Yahoo News), RSS feeds, search-engine exposure and links on industry forums. Many readers have favorite features bookmarked and check back regularly. Some of the most popular website features include:

- Breaking news stories
- The AuctionBytes Blog, where people come back to read comments left by their colleagues and leave their own comments.
- Tools and charts to help Online Retailers find and compare service providers (see the Cool Tool charts on the left nav bar)
- Ecommerce Industry Soundbytes podcast featuring exclusive interviews with CEOs and top executives of major marketplaces and service providers. The podcast also features a comments section where readers can leave feedback through comments and the AuctionBytes Hotline!
- Forum, including the Online Marketing forum where Online Retailers exchange marketing tips and techniques.

AuctionBytes Editorial Coverage 2010

AuctionBytes delivers compelling content to online retailers in a variety of formats (including online articles, email newsletters, blog and podcasts, video) on critical topics. We help retailers sell online more profitably. Planned Editorial Coverage for 2010 includes:

- Surveys and trends on ecommerce topics
- Ecommerce software
- Product-sourcing
- Email marketing
- Postage, shipping and fulfillment
- Online payments
- Internet and search-engine marketing (SEO and paid-search)
- Website hosting and design
- Analytics
- Customer service and communications tools
- International selling and cross-border challenges
- Professional photography techniques
- Multimedia features in auction, ecommerce listings
- Ecommerce meets social networking
- Creating additional revenue streams through affiliate marketing, writing and training

Reach Internet Retailers!
***Advertise in AuctionBytes, the leading independent
online trade publication for online merchants.***

For more information and to reserve your spot, contact:

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Natick, MA 01760
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Email: dsteiner@auctionbytes.com

Please note the following:

Prepayment is required for all advertising space. 60 days advance notice must be made for cancellation of advertising campaign.

Ads must conform to stated layout requirements and will be edited to fit if necessary.

Inquire from a valid email address from the domain you wish to advertise. Inquiries from anonymous email accounts (Yahoo, Hotmail, Gmail...) will not get responses. AuctionBytes will not accept advertising from services that have hidden domain registration information in the WHOIS database.

Ads for multilevel marketing (MLM), adult sites, etc., are automatically rejected. No deceptive ads allowed. AuctionBytes.com and Steiner Associates LLC reserve the right to decline any advertisement for any reason. Advertising Rates are subject to change at any time for any reason.