



Advertising with WebChannelU.com

WebChannelU.com is the new media platform for coalition marketing. Most of you have probably never heard of coalition marketing. It is a simple but powerful concept: Businesses with common interests pool resources to market together.

Advertising with WebChannelU.com isn't just putting out another electronic sign. We leverage and promote the character that small business brings to a community. We understand that our success depends on your success. That's why we have plans to add a loyalty program and to continue to re-invest in advertising and technology.

Consider the WebChannelU advantage:

- Small business focus
- Geographic control
- Exclusive message
- Run by an entrepreneur
- Leveraged technologies
 - Search Engine Optimization
 - Video Ad options
 - Web Page options
- Cost less than other marketing campaigns

WebChannelU is owned and operated by Gaslight Media, a marketing firm that specializes in new media advertising, loyalty, retention, and coalition marketing. When you place your ad, you put us to work for you.

There are three types of advertisements on WebChannelU.com:

1. Landing Page Ads
2. Activity Ads
3. Category Ads

Ads are targeted toward three markets:

1. Region
2. Area
3. City

Ads are priced based on total market reach. For example: an Ad on the Region's Landing page (WebChannelU's home page) is more expensive than an ad on a City's Category page (Milford, Cleaning).

This structure allows advertisers to target the people most likely to do business with them. For instance, while a major league baseball team may draw customers from the entire region, a small dry cleaner likely won't. The ball club can benefit from taking out an Ad at the highest level, where as the dry cleaner might get the most bang for the buck by introducing or reminding people in the neighborhood of their service.

Contact us at:

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WebChannelU
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PICK YOUR AD IN 3 EASY STEPS

1.

PICK YOUR VIEWERS

We have divided viewers' commercial (buying) activities into 5 major types:

- Do It – Outdoor Activities, Amusement parks, Events, Sports, etc.
- Buy It – Goods for sale.
- Eat Here – Restaurants, Bar and Grills, etc.
- Get It Done – Services, Professionals, Salons, etc.
- Entertain Me - Night clubs, Concerts, Movies, etc.

Each activity type is divided into categories as depicted

EAT HERE

- Fine Dining
- Casual
- Bar & Grill
- Family

BUY IT

Goods

- Home
- Toys
- Apparel
- Specialty
- Health & Beauty
- Electronic

DO IT

- Events
- Fine Arts
- Amusement
- Fitness Outdoors

GET IT DONE

Services

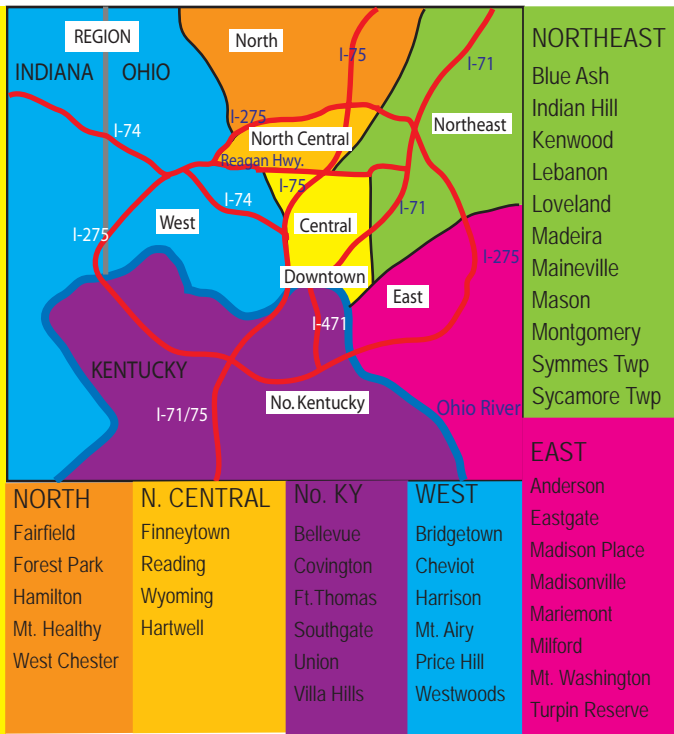
- Home Repair
- Health & Beauty
- Financial
- Domestic
- Transportation / Auto Repair

ENTERTAIN ME

- Bars
- Night Clubs
- Bands
- Movies
- Shows

CENTRAL

Amberly
Avondale
Clifton
Deer Park
E. Walnut Hills
Eden Park
Evanston
Golf Manor
Hyde Park
Mt. Lookout
Mt. Adams
Nth. Avondale
Northside
Norwood
Oakley
Pleasant Ridge
Prospect Hill
Silverton
Tusculum
Walnut Hills



2.

PICK YOUR ADVERTISING LOCATIONS

WebChannelU let's you advertise geographically. Most businesses have a natural geography from which they draw their customers. WebChannelU.com has divided the region into areas, then cities, to give you control of where your message goes. We want to help customers in your business geography find you.

3.

PICK YOUR PRICE

| PRICE/Mth | LANDING PG. | ACTIVITY | CATEGORY |
|-----------|-------------|----------|----------|
| REGION | \$ 150.00 | \$ 75.00 | \$ 50.00 |
| AREA | \$ 75.00 | \$ 50.00 | \$ 35.00 |
| CITY | \$ 50.00 | \$ 35.00 | \$ 15.00 |
| +Set-Up | \$ 50.00 | \$ 50.00 | \$ 50.00 |

Then contact Us at

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