



Media Kit

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■ About Us

Focalex provides on-line direct marketing solutions that allow companies to identify, target and acquire new customers through its proprietary double opt-in email database and lead generation product suite. Focalex is a leader in the on-line customer acquisition space and consistently delivers a solid ROI for both business-to-business and business-to-consumer ad agencies, list brokers, advertisers and our partners. Focalex utilizes best practices of traditional direct marketing and applies them to email under its permission-marketing framework—allowing companies and individuals to unlock valuable relationships.

Based just outside Boston, Focalex has been providing on-line advertising solutions for marketers since 1998, and has deployed thousands of email and lead generation campaigns for Fortune 500 companies, mid-sized enterprises and small clients over the years. Focalex's ability to deliver results centers around its proprietary database of millions of unique double opt-in email addresses with 400 detailed interests, select Focalex-managed email files with detailed occupational and demographic data, and the Focalex exclusive

network for lead generation. The end result is over 10 million active and receptive email subscribers and the ability to generate thousands of leads per day.

Focalex delivers an end-to-end solution for email marketing and lead generation as well as years of experience and expertise. If you are looking for a true partner that will help you hit your target and achieve a solid return on investment, look no further than Focalex. Stop wasting money and start getting results.



■ Maximizing ROI

Permission:

All of Focalex's products are oriented around user permission. Focalex is a leader in opt-in email marketing because of our unwavering focus on quality—and that starts with subscriber permission. All of our lists are 100% double opt-in and require the subscriber to actively confirm his/her subscription via a separate, independent confirmation message, or be a certified subscriber who signed up through a clear and well-labeled process. And, of course, you can choose to select any or all members of the database who meet your specific criteria. Our lead generation permission process allows our users to sign up to receive your specific information by presenting them with your target questionnaire. The Focalex subscription and lead generation process prevents confusion, spam and almost all bad sign-ups by making sure we obtain permission through a straightforward and clean process.

Precision:

Even the best advertising sent to the wrong people will fail. That's why Focalex helps you to be precise in your targeting, to put your message in front of the right audience. For email, start with your focus, by selecting from one of Focalex's over 400 interest segments—then add in demographic, occupation or geo-targeting selects if you want. Or, use our customized lead generation

products to build a highly targeted and qualified database or collect sales leads. Whether you are looking to reach millions of subscribers or just a few thousand, let us help your aim be true.

Performance:

Both our products and our staff will perform for you. Focalex products consistently convert for our clients and help marketers justify their advertising expenditures. Not only will our products be responsive and deliver results for you, but so will our team. Our focus is to make the marketing process as simple for you as possible. We are dedicated to customer satisfaction. Focalex knows that the bottom line of every campaign is a solid ROI for your dollars and your time. Our sales specialists are able to tailor our products to suit your goals. Whether you have questions about selecting the appropriate marketing medium, creative or form layout, or actual campaign deployment, our dedicated account team will be there for you every step of the way. Capitalize on our years of industry expertise and knowledge base to augment your existing resources and get the best results. We provide an end-to-end, complete solution for customer acquisition.

■ Traffic

All of Focalex's traffic comes from our large, proprietary affiliate network that we have built out and manage. We contextually integrated our sign-up forms to join Focalex, based on the content and traffic of these small- and mid-sized web sites, to ensure that the right users are seeing the most appealing and appropriate topics of interest. Once a subscriber joins, his/her data is delivered to Focalex in real time and a confirmation message is sent out. Our fraud team is continuously analyzing data and reviewing web sites on over 30 qualitative and quantitative points so that our database only has the cleanest, most accurate subscribers. Focalex pays a one-time bounty to sites in exchange for exclusive ownership of the subscriber, so you can rest assured our database is unique—both in terms of subscribers and quality.

During the initial sign-up process Focalex aggregates these users and gives them the option to join a few select other opportunities. The subscriber is already extremely qualified, having been through the initial screening and error checking. Focalex can then segment the users based on the information he/she has provided previously, such as interest selects, country or email address. This allows our clients to build the highest quality databases in the most cost-effective manner. Focalex takes care of the end-to-end collection methodology,

including hosting creative and processing data, and we have a multitude of delivery options from weekly to real time. In the event of any junk leads, Focalex replaces them with fresh ones, hassle free.

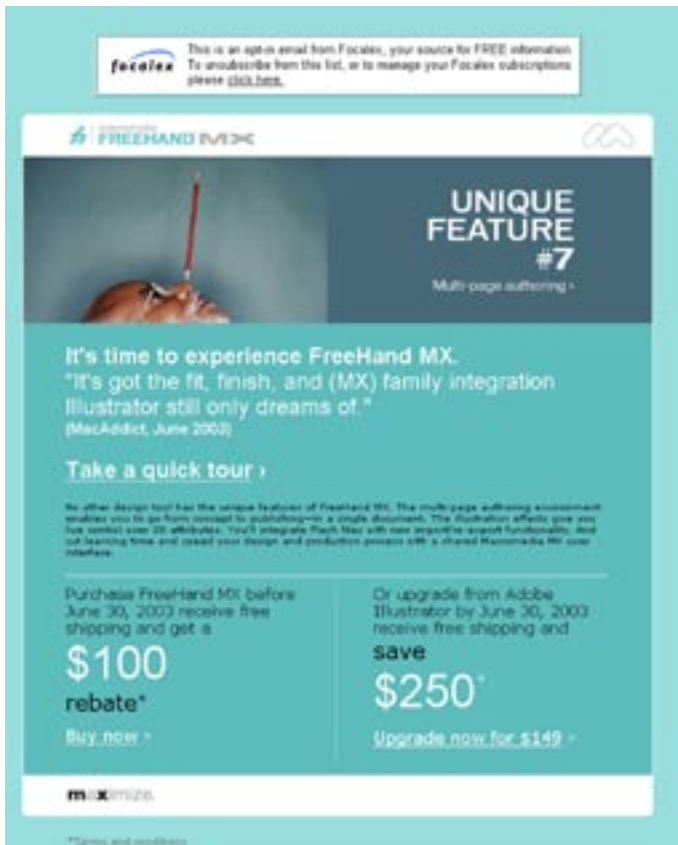
Focalex currently employs two main types of collection forms: embedded forms and targeted pop-up windows. Embedded forms are part of the existing web page and do not spawn any additional windows. Once a subscriber completes the form and clicks submit, the data is sent in real time to Focalex and the additional opportunities are presented in the original web-browser window. After seeing the available opportunities and being thanked, the user is then returned to the referring web site.

Another way a user can enter Focalex's system is through popup windows. Popups are new web-browser windows that open when a user enters a web site. Once the subscriber completes the sign-up form in the popup window, Focalex's Lead Generation product begins showing the applicable opportunities in the popup window. After seeing the available advertisements, the user is thanked and the window closes.

■ Focalex Rate Card

Focalex, a leader in the email direct marketing space, offers a complete solution to marketers to access a robust database of mailing lists and related demographic information.

Focalex's double opt-in permission marketing database helps marketers get better results by providing qualified lists. Advertisers reach the right subscribers, at the right time, with the right message. Through Focalex, the subscriber only receives information on the topics he/she chooses.



Four Million Double Opt-In Email Addresses B2B and B2C

On-line Datacard:
<http://www.focalex.com/datacard>

Functionality:
 Text, HTML and Rich Media

Update Information:
 Real Time

Minimum Order:
 \$1,000

Base File:
 Approximately 400 categories of interest selections at \$75.00 to \$150.00 CPM

Additional Selects:

- Age..... \$20.00 CPM
- Domain Suppression \$20.00 CPM
- Gender \$20.00 CPM
- Geography..... \$35.00 CPM
- International Names \$75.00 CPM

FREE:

- Click Tracking
- Open Rates
- Delivery
- Merge/Purge
- Image Hosting

CPM: Cost Per Thousand
 (All prices are gross)



■ Date.com Rate Card

Focalex also provide's exclusive access to the Date.com four plus million certified opt-in email database. Date.com database is a leader in on-line matchmaking and introduction services and offers a convenient and safe way for singles to meet. The Date.com file has great demographic selects, geo-targeting and a strong hotline of recent subscribers. Additionally, the Date.com file offers target by industry and/or job title.



Four Million Opt-In Email Addresses B2C

On-line Datarcard:
<http://www.focalex.com/date>

Functionality:
 Text, HTML and Rich Media

Update Information:
 Real Time

Minimum Order:
 \$1,000

Base File:
 Approximately 4+ million email addresses at \$75.00 CPM

Demographics Selects

Age	\$20.00 CPM
Domain Suppression	\$20.00 CPM
Gender	\$20.00 CPM
Industry	\$20.00 CPM
Job Title	\$20.00 CPM
Smoking Preference	\$20.00 CPM
Sexual Preference	\$20.00 CPM
Ethnicity	\$25.00 CPM
Geography.....	\$35.00 CPM
International Names	\$75.00 CPM

FREE:

- Click Tracking
- Open Rates
- Delivery
- Merge/Purge
- Image Hosting

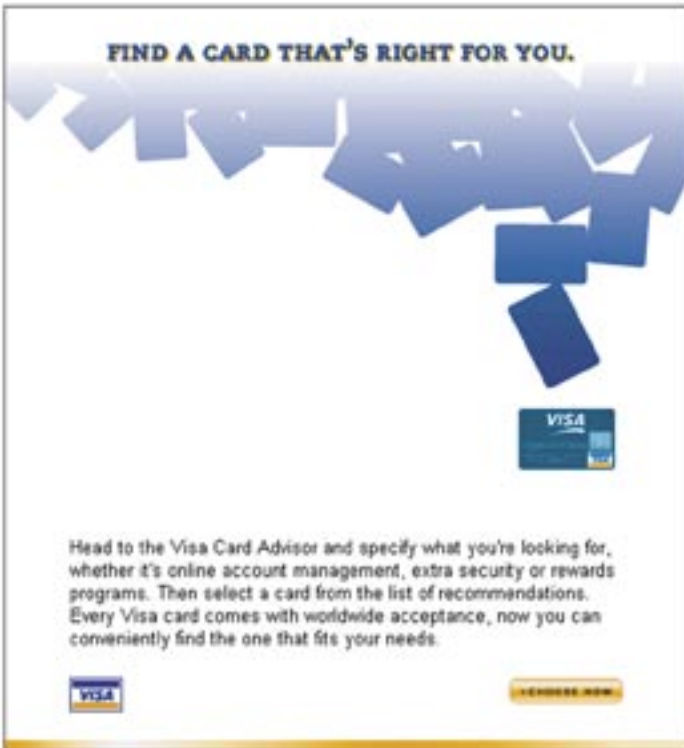
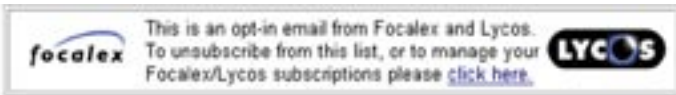
CPM: Cost Per Thousand

(All prices are gross)



Lycos Rate Card

Focalex and Lycos, two leaders in online direct marketing, have partnered to build a jointly owned file of high quality email subscribers. With a daily hotline of over 4,000, this high performance file is available exclusively through Focalex. For more information on the Lycos/Focalex file, please contact your Focalex account representative today!



You are receiving this recurring mailing because you opted into receiving offers from Focalex and Lycos. To report abuse, please [visit our site](#).

4,000+ Daily Hotline

Functionality:

Text, HTML and Rich Media

Update Information:

Real Time

Minimum Order:

\$1,000

Base File:

Over 1/2 Million Email Addresses at \$75.00 CPM

Demographics Selects

- Age\$10.00 CPM
- Domain Suppression\$10.00 CPM
- Gender\$10.00 CPM
- Geography.....\$10.00 CPM
- International Names\$75.00 CPM

FREE:

- Click Tracking
- Open Rates
- Delivery
- Merge/Purge
- Image Hosting

CPM: Cost Per Thousand

(All prices are gross)

■ Speedleads

If you are constantly searching for hotline names and through-the-roof response rates, it's time you gave Speedleads a try. At Focalex, we measure recency in minutes, not months. Our SpeedLeads product allows your offer to reach the newest subscribers as they join our network—within minutes. You will pay only 20% above list pricing, a small premium for this highly effective service. We suggest that you try it when you are extending existing offers or setting up long-running campaigns.

Focalex will track and customize your copy by list and run your campaign by size or length of time. You will be amazed at the excellent response rates generated from the freshest leads available. Give a jolt to your email marketing campaigns, try Speedleads ...

Buy it once and you will buy it forever!



The image shows a promotional email for "getfreeperfume". At the top, there's a header with the brand name and several perfume bottles, each with a red circle containing the word "FREE". The main headline reads: "You are invited to get 100% FREE perfume (s&h is FREE too!)". To the right, it says "Limited supply, sign up today!" with a green checkmark icon. Below this, it lists famous brands: Chanel, Bvlgari, Polo Ralph, Aramis, Calvin Klein, Lancome, Versace, Cartier, Davidoff, Hugo Boss, Gucci, Issey Miyake, Christian Dior, Tommy Hilffiger and more... Another line says "Even for the Gentlemen, we have after-shave, fragrances, deodorants and more...". At the bottom, there are links: "Click here to get started getting your 100% free perfumes!", "Sign up RIGHT AWAY!", "Best regards," and the website "getfreeperfume.com".

■ Lead Generation Overview

Focalex Custom Lead Generation delivers high-quality leads with a large variety of customization and targeting options. At Focalex, we collect detailed leads for you by allowing you to capitalize on the proprietary network we have developed. We show dedicated collection forms or surveys with your branded look and feel. Customization is the key to our success and to yours—we will ask whatever you want to know and tailor the forms to match your registration form.

Whether you are looking for detailed demographic information or basic information leads, our system is guaranteed to help you hit your target. Customized leads provide the full

spectrum of information, while co-registration leads, built from our viral Tell-A-Friend service (TAF Master), are perfect for those looking for high-volume leads.

Each ad is custom crafted and targeted to specifically address the advertiser's campaign objectives. More than a simple check box, the forms are a mini-extension of the client's web site and overall marketing campaign. With large, distinctive form sizes, access to the highest quality proprietary network and a multitude of data delivery options, Focalex is unique in offering the best branded, customized lead generation forms.

hp Accounting Tips & Solutions from HP

Subscribe to HP's free, customized e-newsletter for accounting professionals with expert advice, product alerts special offers, and other information tailored to your needs.

SIGN UP NOW

first name

last name

email address

zip code

» SIGNUP » NO THANKS

■ Customized Lead Generation Forms

Custom Lead Generation

- Build a database or collect sales leads
- Custom pricing based on survey length
- Two creative sizes (364 x 460 & 760 x 460 pixels)
- Delivery: real-time, daily, weekly
- \$2,500 minimum order

National

It's only 1 step away from a free car rental day!

Member offers a special program for credit cardmembers who also receive service without the previous year's introductory expense. See this site for our ongoing free economy leasing benefits.

Information for National cardmembers:
 National site link
 Contact and Service center information
 Contact your membership for any and all questions and issues!

Personal Information

First Name:
 Last Name:
 Title:
 Email:
 Current Email:

Company Information

Company Name:
 Address:
 City:
 State:
 Zip:
 Phone:

Type of company:

Consulting
 Manufacturing
 Computer Related
 Sales and Service
 Other

Number of Working Employees:

1-10
 11-25
 26-50
 51 or more

Average number of car rentals/month:

1-4
 5-10
 11-15
 16-20
 21 or more

Average annual car rental expenditure:

Under \$1,000
 \$1,000 - \$200
 \$2,000 - \$3,000
 \$3,000 - \$4,000
 \$4,000 - \$5,000
 \$5,000 or more

[to book](#)

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Get 12 CDs for the price of 1 with membership from BMG Music Service with nothing more to buy ever.

Simply join BMG Music Service, and you can choose your first FREE CD right now! This incredible deal is as simple as it sounds. No tricks, no gimmicks, no kidding. It's 100% 100% FREE!

Getting started is easy! Just select your first FREE CD from the list to the left shipping and handling will be added.

First Name:
 Last Name:
 Address:
 City:
 State:
 ZIP Code:
 Email:

PICK YOUR FIRST CD BELOW (FROM THE LIST IF YOU)

I have read and agree to the [terms of membership](#).

KW Kennedy-Western University

Complete the form below to receive your FREE Catalog and a Kennedy-Western University representative will contact you shortly

First Name:
 Last Name:
 Email:
 Street:
 City:
 State:
 ZIP:
 Phone Number (Please enter 10 digits only):
 Work: ext.
 Home: ext.

What degree are you interested in pursuing?

What is your gender?

What is your age?

How many years of full-time work experience do you have?

Want to get ahead in your career? Earn your Bachelor's, Master's, or Doctorate degree at home or on the road. Study courses that add credit to your professional experience and increase your education.

Since 1928, Kennedy-Western University has been offering excellent professional opportunities to complete their degree without classroom attendance, at their own pace, and to fit into their traditionally required.

A Kennedy-Western representative will contact you to help you determine the right degree for you with the maximum earning potential.

■ Pop-Under Inventory

The Focalex popunder system is a great way to put your products and services in front of millions of web surfers each month. Popunders are far less intrusive than the popups that many surfers dislike, and at a window size of 720 x 300 pixels, still very attention-grabbing. The popunders are displayed by Focalex affiliates on close of Focalex popup windows or on close of their site. The new popunder window loads behind the window that the surfer is currently viewing. Upon closing or minimizing that window, the popunder will be prominently displayed to the surfer.

Whether you desire to raise public awareness of your product or drive quality traffic to your site, Focalex can help you achieve success with our popunders.

Our Pop-Unders Offer:

- Country geo-targeting
- Ability to run multiple creatives
- Unique by day
- Creative size is 720 pixels wide x 300 pixels high
- File size must be smaller than 45K
- Daily stats reporting
- Run across a network of 350+ small- to medium-sized web sites



ReturnPath

Ever Changed Your E-mail Address?
Someone could be looking for you.
Would you like to know who?

Enter your old and new e-mail addresses below to find out.

Old E-mail Address:

New E-mail Address:

SUBMIT

[Terms of Use](#) | [Privacy Policy](#) | [How it Works](#)

■ Offers-for-You

Are you looking for lots of general volume at a low price? When you need performance without segmentation or demographic selects, Offers-for-You is the way to go!

Offers-for-You subscribers are perfect for targeting your consumer-based products. They are interested in receiving information on deals, discounts and bargains that they will not likely find at other sites on the Internet. Whether you are launching a new product, running a promotional offer or would like to target a fresh audience, we can help you to market your product.

With Offers-for-You You Get:

- Great performance at only \$2.25 CPM
- 2,000,000+ general consumer names
- Free tracking/delivery

■ ■ ■ ■ ■ ON-LINE BLOWOUT ■ ■ ■ ■ ■

SUPER SALE

90% off

Norton SystemWorks





#1
SOFTWARE
BUNDLE

This INCREDIBLE Suite of 6 powerful programs is available for 90% off the \$300+ combined Retail Value!

ONLY \$29.95! →

6

award-winning products for the price of one!

Norton AntiVirus protects your PC from virus threats

Norton Utilities optimized PC performance and solves problems

Norton CleanSweep cleans out Internet clutter

GoBack by Roxio provides quick and easy system recovery

Norton Ghost utilities for fast & safe system backup, and recovery

Norton WinFax the best-selling fax software product

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You are currently subscribed to the Offers-For- You mailing list. You subscribed at our website or at one of our partner websites. If for any reason you no longer wish to receive email from us, simply [click here to unsubscribe](#).

