



Introducing Search Engine Land 2.0

New impactful creative positions, 100% share of voice and diabolically low CPMs... served to the most sophisticated audience in internet marketing

Search Engine Land is the site that internet marketing professionals rely on to keep them current with the fast changing world of search ... and do their jobs better.

Reach your future customers while they are engaged in professional development and receptive to learning about new product and service solutions.

Search Engine Land readers....

- 88% are purchase decision makers
- Buyers: paid search (69%), organic SEO (61%), analytics (55%), display/banner advertising (36%), bid management tools (23%)
- 1/3 spend more than \$500,000 annually on internet and search media for their clients and companies, 1 in 5 spend more than \$2 million annually!

Source: Search Engine Land Reader Survey, April 2008

Search Engine Land's 2009 Sponsorship Program

Search Engine Land's 2009 Sponsors Program is an effective and economical sponsorship. Program participation is limited to 6 sponsoring companies that will receive incomparable exposure. Sponsors get:

- 300x250 creative units in one of two placements on each page. Each sponsor gets an equal share of the total 1.1 million impressions
- 40 character text links in the Search Engine Land Sponsor Links; 100% share of voice on virtually all site pages
- 650,000 impressions at less than \$8 CPM, just \$4,995 per month.

The screenshot shows the Search Engine Land website interface. At the top is the logo and navigation menu. Below the menu are several content sections: 'TOP NEWS' with an article titled 'Google Explains Malware Warning Policy & How To Fix Your Site', 'Google Earth For The iPhone Released', and 'The Day In...'. On the right side, there is a sidebar with a 'FREE DAILY SEARCH NEWS RECAP!' section, a 'THOUGHT LEADERSHIP' section with an article 'Searching For Small Businesses, Coming Up Frustrated', and a 'Sponsor Links' section. Two blue arrows point from the text boxes to the 'Sponsor Links' section.

SEL 2.0 maximizes creative effectiveness with rotation in 300x250 creatives.

Sponsors also get maximum exposure and Search Engine Land brand association with 40 character Sponsor Links on each page.

All sponsorships are accepted for this limited-availability program on a first-come, first-served basis. See the end of this document for creative sizes and specifications, including looping restrictions.

Search Engine Land Leaderboard – A High Impact Alternative

The Leaderboard will be reserved for advertisers who want to achieve maximum impact. It will display only when sold.

A two-week flight delivers 300,000 impressions for just \$5,995 (a CPM of \$20); a monthly flight delivers 600,000 impressions for \$9,995 (a CPM of \$16.66).



Search Engine Land RSS Feed Distribution

The Search Engine Land RSS Feed Distribution program allows marketers to distribute their messages to the more than 31,000 subscribers who have proactively elected to have content delivered via RSS. Distribution of sponsored messages is strictly limited to one per day. Messages are comprised of 80 character headlines and 60 words of body text. “Sponsored Message” will precede all headlines.

RSS Feed Distribution Rates

Frequency	Impressions	Rate	Frequency Discount
1X	31,000	\$500	--
2X	62,000	\$900	10%
3X	93,000	\$1,200	20%
4X	124,000	\$1,400	30%

Search Engine Land SearchCap Newsletter Distribution Sponsorship

Reach the 7,500 readers of Search Engine Land's SearchCap daily newsletter. SearchCap contains abstracts of Search Engine Land content, links to best-of-web content from other sites, and headlines from the hottest items on Sphinn.com, our social news site for internet marketing professionals.

SearchCap newsletter distribution of sponsored messages is strictly limited to one per day. Messages are comprised of 80 character headlines and 60 words of body text. "Sponsored Message" will precede all headlines and "no-follow" tags will be added to all URLs.

Newsletter sponsorships are purchased on a weekly basis. Your message is distributed each business day of the week in Search Cap and one time in the columns. Investment is \$1,000. (Pre-payment by credit card required).



... daily search news from



SearchCap: The Day In Search, December 12, 2008

Below is what happened in search today, as reported on [Search Engine Land](#) and from other places across the web.

From Search Engine Land:

- **Search In Pictures: Yahoo's Party, Google Slackers & Purple Power**

In this week's Search In Pictures, here are the latest images culled from the web, showing what people eat at the search engine companies, how they play, who they meet, where they speak, what toys they have, and more.

- **Who Owns The Search Page?**

We have a recurring argument with clients. See if this sounds familiar: Us: You have no search visibility for "keyword" Client: We don't want visibility for "keyword" Us: Why? Client: Because that's not us. We don't use "keyword" to describe ourselves. That's not what we're about. Us: Yes, but that's what the searcher is looking for. They're using "keyword" to express their need. Client: But we don't offer "keyword". We offer an alternative. Us: But they're not searching for the alternative. They're searching for "keyword". You get the idea. If I combined all the time spent in having this circular argument over the past several years, I'd have enough banked to spend a good portion of the next year in some sunny location, preferably with a beach. I realized that central to this argument is the question of ownership of the search results page. This requires a bit of a shift

Sponsor Message



inLinks.com -- the in content ad leader. SEO's: rank higher!

inLinks allows you to purchase links within the content area on web pages. You search for instances of your top keywords and replace those static keywords with a hyperlink back to your website. SPECIAL: get \$100 in inLinks for only \$1! Just enter the coupon code **free100** at checkout. Visit [inLinks now!](#)

Notes: Rates are net and subject to change. Option to renew will be at then-effective rates.

Creative specifications (banners):

- 300x250, 35K limit, looping limited to 3.
- 728x90, 25K limit, looping or animation limited to 3.
- SearchEngineLand Sponsor Links are limited to 50 characters and may not exceed 1 line.
- Send a click-through URL along with your creative to creative@thirddoormedia.com. Allow two business days from receipt of creative for posting of creative.

Creative specifications for newsletters and RSS feed distribution:

- 80 character headline
- 60 word body text including hyperlinks.
- Send a click-through URL along with your creative to creative@thirddoormedia.com. Allow two business days from receipt of creative for posting of creative.

Third Door Media reserves the right to refuse campaigns/creative it deems inappropriate.