

marketamerica® | SHOP•COM™

MEDIA KIT

OVERVIEW

WHAT IS SHOP.COM?

SHOP.COM is a retail shopping portal that offers easy price comparison, exclusive deals on the most recognizable brands, and the opportunity to earn Cashback on purchases. The site, which has versions available in the U.S., Canada, Mexico, Taiwan, Hong Kong, Australia and the U.K., has a combined number of approximately 3 million unique monthly visitors, making SHOP.COM one of the most attractive sales channels for B2C retailers worldwide.

WHAT DO YOU DO WITH MY COMMISSION?

SHOP.COM is a bit different from other publishers.

We pass the majority of the commissions we receive back to our shoppers and Independent Shop Consultants — every registered shopper receives the immediate benefit of our Cashback program (at least 2 percent Cashback on all qualifying purchases), while our Independent Shop Consultants get credit for any sale made through their own SHOP.COM Web Portal, earning cash commissions once certain sales thresholds are met.

WHY DOES THAT WORK?

We give customers a Cashback incentive to shop on our site, and we give our Independent Shop Consultants an incentive to tell their friends, family and colleagues about it. **As traffic increases, sales increase as well.** It's a win-win for everyone.

WHY SHOULD I INCREASE MY COMMISSION?

SHOP.COM has a **variety of additional marketing channels and engagement opportunities** to reach our shoppers. But, since SHOP.COM passes back most of the standard commissions we receive, it's necessary to pay for this increased marketing exposure. The good news is that **we're flexible**; whether funded by cash or a temporary increase in commission, we're happy to **develop a custom package** to meet your specific budgets and sales goals.

WHAT ABOUT THE FUTURE?

It's undeniable: social and mobile technologies are changing the way we shop, and **we're way ahead of the curve**. We've deployed the latest, most innovative social networking technologies — including both Facebook and Twitter — to engage the social shopper, and **we've developed mobile shopping interfaces that carefully preserve the shopper's user experience across the full range of popular mobile platforms**, including all of today's smartphone and tablet variants.

WHAT'S IN IT FOR ME?

- The ability to **list and advertise your products** on the SHOP.COM Portal
- **Unparalleled brand exposure** and product sales
- **Access to more than 6 million registered customers** managed by our 180,000+ Independent Shop Consultants
- A **revolutionary loyalty program** — the only one in the industry that pays Cashback with no cap on qualified purchases
- The **57th-largest e-retailer in North America** with more than \$600 million in annual revenues

PROMOTIONAL OPPORTUNITIES

1 SHOP.COM

The powerful retail portal at the center of our business.

2 HOME PAGE BANNERS

The largest and most prominent placement ensures maximum-impact and exposure to each of the 3 million unique visitors we host every month.

3 HOT DEALS

Merchandising pros scour the web for the very best deals and commingle them with your paid placements. One of our best-performing opportunities.

4 CATEGORY BANNERS

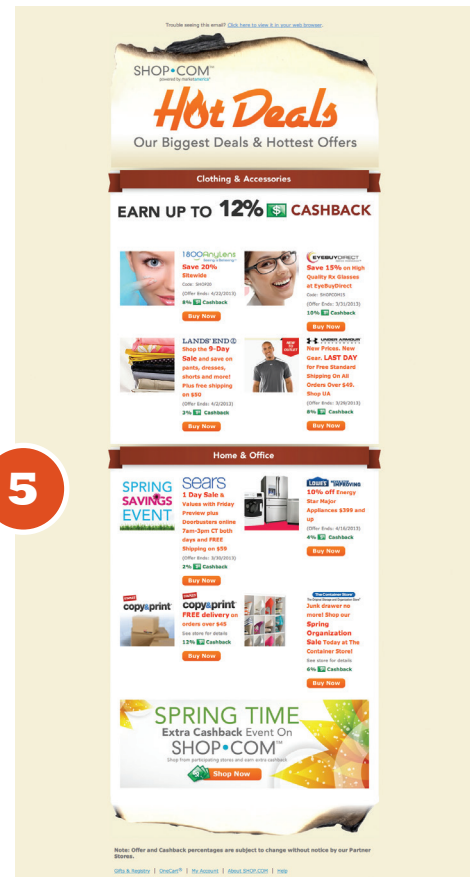
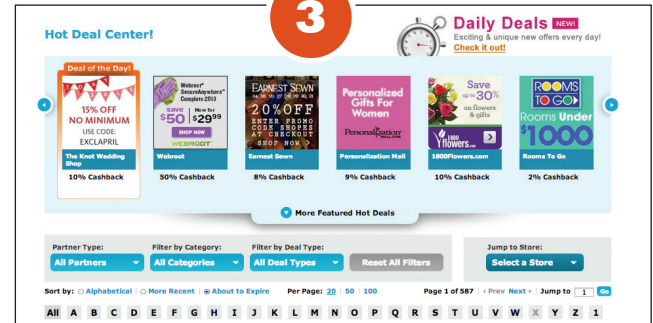
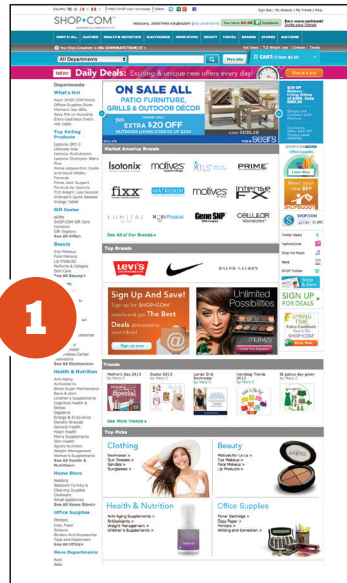
We offer this tactical placement to ensure that your brand or offer gets maximum exposure at the top of category search results.

5 EMAIL BLASTS

Swiftly connect your brand to SHOP.COM's loyal and active shopping base with an email blast that can be segmented for a specific, qualified audience or broadcast to our entire distribution list of 200,000 subscribers.

6 PRINT/POWERLINE

Powerline is Market America's monthly flagship publication, mailed and offered digitally to all of our 180,000+ Independent Shop Consultants. While these pages primarily promote our own award-winning brands and products, key Partners advertise here as well.



SAMPLE RATES & PACKAGES

QUARTERLY PACKAGES: BUNDLE MORE, SAVE MORE, PAY LESS

Platinum – \$8,000

- Homepage – 2 weeks/month
- Email Blast (inclusion) – 1/month
- Hot Deal Posts – 4/month
- Category – 2 weeks/month
- Custom Trend* – 1/month
- 1 Solo Email

Gold – \$6,000

- Homepage – 2 weeks/month
- Email Blast (inclusion) – 1/month
- Hot Deal Posts – 3/month
- Category – 2 weeks/month
- 1 Custom Trend*

Silver – \$4,000

- Homepage – 1 weeks/month
- Email Blast (inclusion) – 1/month
- Hot Deal Posts – 2/month
- Category – 2 weeks/month

* Must have updated product feed available.

EMAILS – Q2 & Q3

April

4/22 – Green Earth Day Deals
4/30 – Mother's Day

May

5/5 – 5% Cashback Deals
5/16 – Memorial Day Savings
5/29 – Dads and Grads

June

6/6 – 6% Cashback Deals
6/14 – School's Out for the Summer
6/21 – 4th of July Savings

July

7/7 – 7% Cashback Deals
7/12 – Weekend Getaway Deals
7/22 – College Savings

August

8/6 – Back to School
8/8 – 8% Cashback Deals
8/22 – Labor Day Savings

September

9/9 – 9% Cashback Deals
9/12 – Fall into Fashion
9/26 – Hot Deals

E-MAIL MARKETING

SHOP.COM schedules **two to four email blasts each month**, typically incorporating a seasonal theme (Black Friday, Cyber Monday, graduation, Mother's Day, home improvement, summer vacations, etc.) and invites relevant advertisers to participate. If you are interested in participating in our email blasts, please contact us for an up-to-date schedule with available placements and estimated costs. **Solo email opportunities are also available.** We will be as flexible and inclusive as possible to help meet your goals!

EXTRA CASHBACK EVENTS

These unique events are designed to promote merchants relevant to a particular season/theme by offering at least a **2% increase in commission**. We apply that increase in commission to your stores' Cashback. Participating stores will have their **logo listed on a dedicated landing page, social media spotlight** and receive **campaign inclusion on the homepage** and scheduled emails.

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