

10-20 Media Marketplace Features Delivering **Extraordinary Value in Local Business Online Advertising**

Relevant • Engaging and Effective • Multi-Platform • Customized • Measurable

Marketplace Network

The 10-20 Media [Marketplace Network](#) is a collection of current publishing partners who publish Home and Garden content in their websites, and who have included the 10-20 Media Marketplace as a resource for their readership. Your Standard Business Profile is first included in our [North American Hub Marketplace](#) and then is distributed to all locally relevant network marketplaces. With every relevant marketplace you gain access to a specific local Home and Garden audience in the research mode.

Benefits: Relevance, Multi-platform (On the Web)

Standard Business Profile

The [Standard Business Profile](#) is the star of the Marketplace. All paths are designed to lead to local business results and Standard Business Profiles gain a significant advantage in list rank, appearing above all unpaid profile levels.

Enhanced Placement (Bronze, Silver, Gold) is available as an upgrade.

Your profile includes **images, text, deep links** to your website, **direct email** from visitors, phone number access, and website link. Each of these features is an opportunity to keep the visitor engaged with your advertising message.

Your Standard Business Profile also includes an **unlimited searchable plants** list, customized GardenPilot™ Plant Tags **for your website** based on your plant list, **Product Collections** to activate, and an **account manager** for accessing **activity reports** and customizing your marketplace engagement features.

Benefits: Engaging and effective, multi-platform (on the web, from your website, from the mobile smart phone (late summer 2009), customizable, measurable).

GardenPilot™ Plant Tags database

Our [GardenPilot™ Plant Tags](#) is one of the GardenPilot™ components, guide visitors to local businesses through garden related searches. Our searchable plants database contains over 40,000 plant names to which we standardize your plant list. Of those 40,000 names, over 10,000 have Plant Tags, or illustrated information pages. In June 2009 we partnered with Horticultural Identification Products (HIP) to add thousands of new Plant Tags, many in new categories such as Vegetables and Herbs.

Plant Tags are encountered in the marketplace on plant search results, and **your customized GardenPilot™ Plant Tags database** can deliver searchable plant information to your website visitors and staff. Plant Tags also star in our GardenPilot™ mobile smart phone app (scheduled for release late summer 2009).

Benefits: Engaging and effective, multi-platform (on the web, from your website, from the mobile smart phone (late summer 2009), customized).

GardenPilot™ mobile Smart phone App

The GardenPilot™ mobile smart phone app is scheduled to launch in late summer 2009. It will feature our GardenPilot™ Plant Tags and lead users to the closest local retailer for a plant based on the smart phone GPS locator. To be the result for this mobile smart phone search, you need searchable plants in your profile. Visit our [GardenPilot™ iPhone Promotion](#) to learn more.

Benefits: Engaging and effective, multi-platform (from the mobile smart phone (late summer 2009)).

Product Collections

Garden brands provide information for collections of their plants and products for GardenPilot™ Product Collections. Your Standard Business Profile allows you to quickly and easily activate a Product Collection and select the products you sell. Your business will be listed as a marketplace retailer of the products you select. Enrich your website with Product Collections through the purchase of GardenPilot™ custom.

Benefits: Engaging and effective, customized, multi-platform (from the web, from your website)

BrandMAX Sponsorship

Relevant Home and Garden brands can launch brand campaigns in which they sponsor all of their retailers in the marketplace. If you do not have a Standard Business Profile, your listing will be a 'sponsored' level for the duration of the campaign.

Brands frequently feature product collections with their campaigns. Businesses with Standard Business profiles can choose to activate those Product Collections and select the products they sell. Product Collections persist after the campaign ends.

Benefits: Engaging and effective, customized, brand marketing support.

Account Management

Your Standard Business Profile includes secure account management. Log in to update your profile message and to add or change photos and links. Upload or create a searchable plants list with our flexible tools and activate Product Collections. Your profile activity history is available 24/7 and monthly activity is emailed.

Benefits: Customized, measurable.