



terminology



sellers are defined as coaches, clubs, sporting bodies, retailers, or any business entity/individual who wishes to sell products and/or services to *seekers*.



seekers are defined as individuals who join doubledrummer.com to primarily search for other *seekers* and *sellers*.

advertising options

seller entitlements

As a **doubledrummer.com** *seller*, you will be provided with:

- FREE membership
- your first 10 contacts from *seekers* for FREE if you join by 31 June 2011
- personal secure home page to:
 - edit your contact details
 - edit your profile info.
 - view your rating
 - view and update your advertising options and settings
 - view reports on number of clicks/contacts, total spend on ads., etc.
 - view stats. on popular *seeker* searches – to tell you what activities are popular, what services and products are being most searched, etc. so you can adjust your services/products to suit market demand
- regular reminder e-mails to update your contact details profile
- alerts about special advertising opportunities (e.g. 5,000 *seekers* who live in the Hills District are beginner golfers – you may want to send an e-alert to offer golf equipment to beginners)
- opportunity to publish content (e.g. sport nutrition info., coaching tips, etc.)
- access to technical and marketing/sales support (e-mail and phone)

ad products	ad type	price structure (inclusive of GST)	payment options
search advertising	<i>seekers</i> are directly searching for your product/service	<ul style="list-style-type: none"> ● pay-per-contact \$1 if <i>seeker</i> wants your contact details (<i>seeker</i> will contact you) ● pay-per-contact \$2 if <i>seeker</i> wants you to contact him/her (<i>seeker</i> provides contact details to you) ● no cost if <i>seeker</i> has already contacted you before and wants to contact you again (meaning <i>seeker</i> saved your details) 	<ul style="list-style-type: none"> ● <i>seller</i> initially submits credit card details ● <i>seller</i> sets a daily maximum advertising spend ● monthly bill e-mailed to <i>sellers</i> for payment
search advertising	you are promoting your product or service to a <i>seeker</i> during a search	<ul style="list-style-type: none"> ● pay-per-contact \$1 if <i>seeker</i> wants your contact details (<i>seeker</i> will contact you) ● pay-per-contact \$2 if <i>seeker</i> wants you to contact him/her (<i>seeker</i> provides contact details to you) 	<ul style="list-style-type: none"> ● as above
targeted advertising	e-newsletter inclusion	<ul style="list-style-type: none"> ● no. of inclusions per e-newsletter will be limited to TBA ● pay for flat set-up fee of \$250 ● pay per e-mail at \$0.20 	<ul style="list-style-type: none"> ● pay full amount before e-mail broadcast ● credit terms can be arranged
targeted advertising	e-alerts – offers to specific segments of <i>seekers</i>	<ul style="list-style-type: none"> ● no. of e-alerts per <i>seeker</i> will be limited to 3 per month ● pay for flat set-up fee of \$250 ● pay for creative/artwork if not provided ● pay per e-mail \$0.40 	<ul style="list-style-type: none"> ● pay full amount before e-mail broadcast ● credit terms can be arranged for large orders
targeted advertising	SMS alerts – offers to specific segments of <i>seekers</i> (<i>service will be available soon</i>)	<ul style="list-style-type: none"> ● no. of SMS alerts per <i>seeker</i> will be limited to 3 per month ● pay for flat set-up fee of between \$200 to \$400 (TBA) ● pay for creative/artwork if not provided ● pay per e-mail between \$0.50 to \$0.80 (TBA) 	<ul style="list-style-type: none"> ● pay full amount before SMS broadcast ● credit terms can be arranged for large orders
web site advertising	home page of logged-in <i>seekers</i> & <i>sellers</i> – ads	<ul style="list-style-type: none"> ● pay-per-contact \$3 if <i>seeker</i> wants your contact details (<i>seeker</i> will contact you) ● pay-per-contact \$4 if <i>seeker</i> wants you to contact him/her (<i>seeker</i> provides contact details to you) 	<ul style="list-style-type: none"> ● as above
web site advertising	<i>seeker</i> home page – ads OR Relevant Links listing on search pages	<ul style="list-style-type: none"> ● pay-per-contact \$1 if <i>seeker</i> wants your contact details (<i>seeker</i> will contact you) ● pay-per-contact \$2 if <i>seeker</i> wants you to contact him/her (<i>seeker</i> provides contact details to you) 	<ul style="list-style-type: none"> ● as above
sponsorship	web site section sponsorship	<ul style="list-style-type: none"> ● contact dave@doubledrummer.com to discuss 	
sponsorship	event sponsorship	<ul style="list-style-type: none"> ● contact dave@doubledrummer.com to discuss 	
seller list hire	e-alerts – offers to specific segments of fellow <i>sellers</i>	<ul style="list-style-type: none"> ● same as e-alerts above 	

note: subject to change without notice.