

  
**2008 Sponsorship Rate Card**

**Contact Advertising Sales at 267-913-6278**

Banner advertising gets you immediate, measurable results. You can ramp up your branding or drive click-throughs to sales. Be a part of history and advertise your company on the 1st and only completely free online e-sourcing application, [WhyAbe.com](http://WhyAbe.com).

**Why Advertise with WhyAbe?**

WhyAbe is the only completely free online e-sourcing application available on the web. WhyAbe has been recently featured in multiple industry publications as a force that is changing the way the supply chain world conducts business. In addition to featured articles on blogs and press stories, WhyAbe has recently been awarded the “Cool Vendor in Procurement” by the Gartner group. Additionally, leading industry websites and publications are begging to promote WhyAbe from their own sites, such as [eyeforprocurement.com](http://eyeforprocurement.com). WhyAbe is planning on increasing cross-site promotions to drive users to the site over the next few months. As WhyAbe continues to penetrate the marketplace, even more press coverage will continue to drive users to the site.

***For E-Procurement Vendors:***

It is estimated by many analyst firms that less than 10% of the marketplace is currently using any sort of e-sourcing or electronic procurement applications. While many organizations are using WhyAbe exclusively for their e-procurement needs, many other organizations are turning to WhyAbe to “test the waters” of e-sourcing applications before they decide to purchase a full-blown e-procurement application. Although WhyAbe intends to continue development of advanced features and tools for procurement professionals, it does not intend to compete with enterprise level procure-to-pay and spend management software suites. In fact, many WhyAbe users request additional information about advanced e-procurement applications, which can in turn become leads for our advertisers.

***For Contract Management Software Providers***

WhyAbe.com offers a basic contract management repository to allow its users to track and save copies of their business critical documents. It offers quick filter on critical contract dates and values as well as email notifications of upcoming renewal dates. As will the e-sourcing applications, WhyAbe does not intend to immediately deliver robust enterprise contract building tools or integration into ERP systems. Many of the users of WhyAbe’s contract management tools are taking the first step in proper management of their contracts, and will later seek out more robust solutions for their organization. This provides the perfect opportunity for our advertisers to market their solutions at a low cost to the right audience.

**WHYABE™**  
**Free Commerce**  
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***For Suppliers of Products and Services***

WhyAbe.com offers basic stores for free to anyone that signs up. Additionally, thousands of buyers visit and list RFX and Reverse Auction events in search of products and services and search the existing stores for suppliers of products and services. Our user base is growing rapidly and our stores are becoming a big success. As a seller of goods or services, our advertiser will have an opportunity to hold the top placement on each store page in a highly visible location. Regardless of how the user comes to the site, or what product or service they are looking for, the Stores Advertiser will have an opportunity to market their product or service to thousands of shoppers.

**---See Next Page for Rate Card---**

  
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**2008 Rate Card:**

**Stores:**

*Banner* - 468 x 60 Size

*Location:* Top of the Page (Below Navigation), Above all Store Home & Store Item Pages.

*Payment Terms:* Prices shown below is the total price for the quantity of months shown. Billed in one payment at the start of the engagement.

<b>Total Price - 468 x 60 Size</b>				
<b>Months</b>	3	6	9	12
<b>Price</b>	\$4,500	\$7,800	\$9,900	\$10,800

**RFX and Reverse Auctions:**

*Banner* - 468 x 60 Size

*Location:* Top of the Page (Below Navigation), Above all RFX and Reverse Auction Listings and on bottom of RFX Home Page.

*Payment Terms:* Prices shown below is the total price for the quantity of months shown. Billed in one payment at the start of the engagement.

<b>Total Price - 468 x 60 Size</b>				
<b>Months</b>	3	6	9	12
<b>Price</b>	\$21,000	\$40,800	\$56,250	\$70,000

**Contract Management:**

*Banner* - 468 x 60 Size

*Location:* Top of the Page (Below Navigation), Above all Contract Pages.

*Payment Terms:* Prices shown below is the total price for the quantity of months shown. Billed in one payment at the start of the engagement.

<b>Total Price - 468 x 60 Size</b>				
<b>Months</b>	3	6	9	12
<b>Price</b>	\$1,800	\$3,300	\$4,500	\$5,100

**Run Of Site:**

Contact us for a custom rate quote.

  
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**General Information**

All advertisers are subject to WhyAbe.com approval and WhyAbe.com reserves the right to reject any advertising. The advertiser and agency agree to indemnify and hold harmless WhyAbe.com and Source One Management Services, LLC, its officers, agents and employees against all damages, costs and expenses including, without limitation, attorney fees resulting from any claim, action, or proceeding alleging that the advertisement infringes on any copyright, violates any right of privacy or other personal or property right, contains any libelous matter or other matter contrary to law or contains any formula or instructions injurious to the user of the product.

Advertisers and advertising agencies assume liability for all content (including text, representation, illustration, sketches, maps, labels, trademarks or other copyright matter) of advertisements printed, also assume responsibility for any claims there from made against WhyAbe.com and Source One Management Services, LLC.

WhyAbe.com is not liable for delays in delivery and/or non-delivery in the event of acts of God, actions by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work, slowdown, or any condition beyond the control of WhyAbe.com, affecting production or delivery in any manner.

Advertiser may request removal of all advertising at any time, however no refunds or credits will be issued.

**Placement Policy**

Advertisers are guaranteed *exclusive* placement of agreed upon banner advertisement for the length of the purchased term.

**Contact Information**

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