

What is HandyHeroes.com



HandyHeroes.com is an online directory of service providers made up of community heroes – firefighters, police, military personnel, paramedics and EMS. Through HandyHeroes.com, consumers have one-step access to a network of “moonlighting” heroes who provide a variety of services on their off time.

The **concept** is simple. We’ve always counted on these heroes to be there when we need them. Now, when someone needs a carpenter, plumber, cleaning service, landscaper or any number of over one hundred different services or trades, they can access their own hero through HandyHeroes.com.

WHO USES HandyHeroes.com

Perhaps a better question would be
“Who doesn’t use HandyHeroes.com?”

Internet users represent all walks of life, from the housewife down the street to the CEO of your local bank.

One in three internet users turn to search engines when looking for specific products or services, representing 76% of the active online U.S. population. On average, Web users are upscale, professional, and educated. Approximately 2.5 million Web users have purchased products or services over the Internet.



advertising

HandyHeroes.com



The HandyHeroes.com web site offers a great opportunity to capture a vast and ever increasing audience while they are actively looking for the products and services you offer. Through our monthly newsletters, you can reach targeted consumers for a fraction of the cost of direct mail campaigns.

Online Reporting

HandyHeroes.com tracks click thrus and impressions for online reporting for all advertiser's campaign data. HandyHeroes.com will supply a unique user name and password to each advertiser, enabling you to log on and view your advertisement's performance at your convenience.

Production Specifications

Skyscraper: 120 x 500 pixels; animation allowed, no greater than 20K and 15 seconds
Banner: 468 x 68 pixels; animation allowed, no greater than 20K and 15 seconds
Badge: 120 x 120 pixels; animation allowed, no greater than 10k and 15 seconds
Coupon: 300 x 50 pixels; image must be static

Website

HandyHeroes.com

Number of visitors July 2004: 1,905
Number of page views July 2004: 44,128



Rates

HandyHeroes Home Page

Skyscraper	\$150.00
Banner	\$100.00

Consumer Home Page

Skyscraper	\$150.00
Banner	\$100.00
Badge	\$ 75.00

Hero Home Page

Skyscraper	\$ 40.00
Banner	\$ 35.00
Badge	\$ 20.00

Hero Registration Page

Skyscraper	\$ 25.00
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Category Specific Page

Skyscraper	\$ 20.00
Banner	\$ 15.00
Badge	\$ 10.00

news letter HandyHeroes.com



Hot News is HandyHeroes.com opt-in e-zine reaching over 5,000 subscribers in your community each month.

just for heroes is an e-zine especially for registrants of HandyHeroes.com. It's a prime opportunity to reach a targeted community of active and retired firefighters, police, military, nurses and emergency services providers.



<i>Rates</i>	<i>Hot News</i>	<i>Just for Heroes</i>
Spotlight Feature	\$250.00	N/A
Front Page Banner	\$200.00	\$ 50.00
Front Page Badge	\$175.00	\$ 40.00
Content Page Skyscraper	\$100.00	\$ 25.00
Content Banner	\$ 75.00	\$ 20.00
Coupon Page	\$ 25.00	\$ 15.00