

# GETTING STARTED

— with the —

## Bizo Inventory Provider Program



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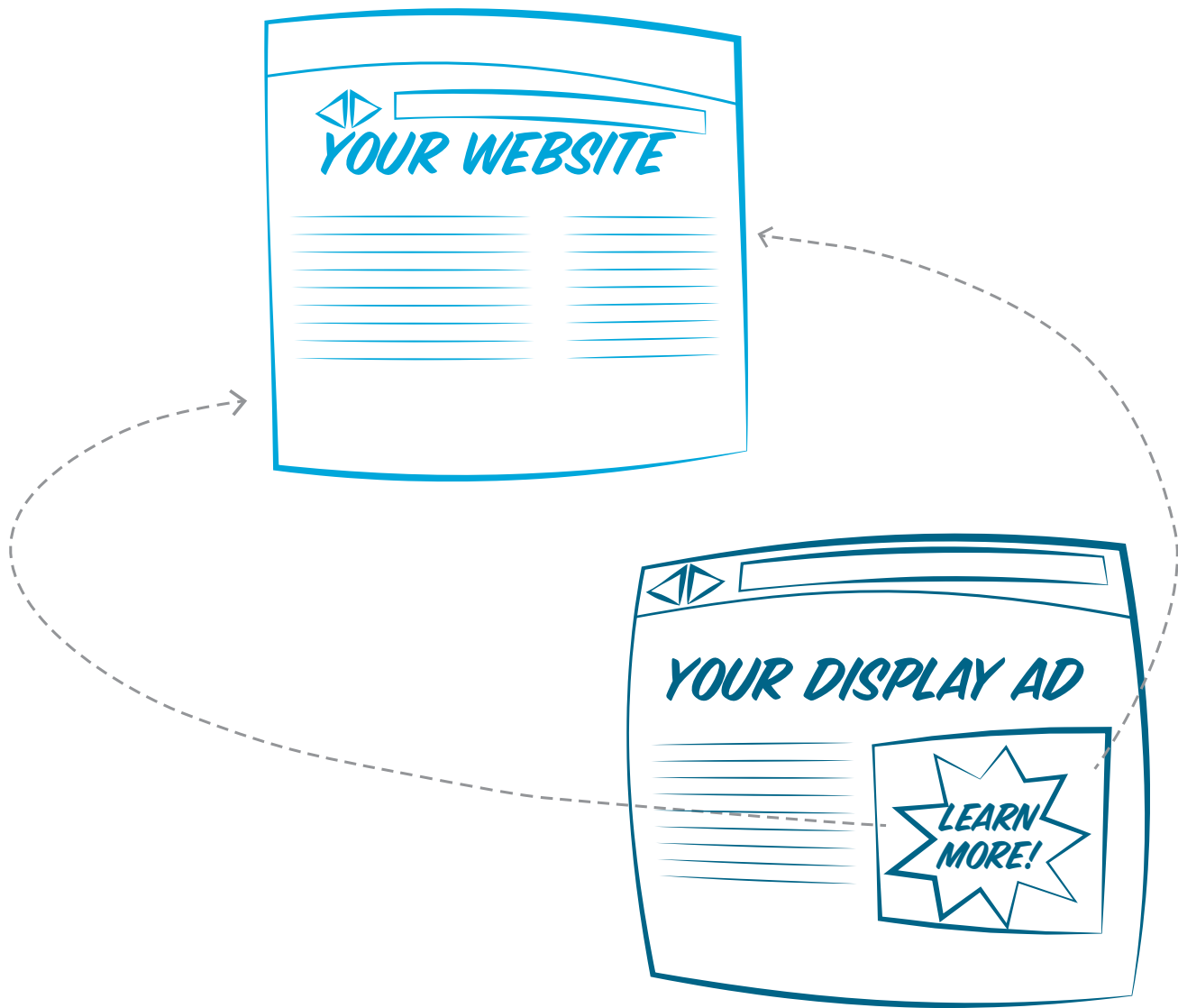
# Welcome to the Bizo Inventory Provider Program!

Welcome to the Bizo Inventory Provider program! We look forward to helping increase the value of your unsold inventory. Inside this quick start guide, you will find several resources and tools to help you get started with Bizo and generating revenue quickly. Please feel free to reach out to us should you have any questions.

Sincerely,  
**The Bizo Partner Team**

# Inventory Provider Overview

- » Bizo Inventory Providers are paid a share of the revenues generated for any targeted Bizo Ads that are delivered on their site(s).
- » To participate as a Bizo Inventory Provider, you need to traffic the Bizo Ad Tags through your ad server.
- » To become a Inventory Provider, you will need a Partner ID, which we will provide after you have completed and signed the Bizo Membership Agreement.



# Higher Value for Your Inventory

- » Since advertisers look to Bizo to target prospects by specific business demographics or “bizographics” (e.g. industry, company size, job function, seniority), we’re able to sell your secondary ad inventory at 2-3x higher CPMs than anyone else.
- » Ads delivered over the Bizo Marketing Platform are audience targeted, not site targeted. Therefore, the revenues you earn through Bizo are always incremental and non-competitive with your direct sales effort.

## Some numbers to crunch...

**40%** Percent of the gross CPM Bizo will pay you whenever we fill a relevant business ad on your site.

**\$5-10** Range of typical Bizo gross CPM.

**20%** Extra percentage Bizo will pay of the gross CPM if we fill a relevant ad on your site and you are also the data provider.

# Using Bizo's marketing platform...

You will be able to track your revenue as each month progresses



# Understanding Bizo Tags

As a Bizo Inventory Provider, in order to request and display bizographic targeted ads on your site, you will need to traffic Bizo Ad Tags through your ad server.

## Implementation

Bizo Inventory Providers should use the following JavaScript to request advertising from the Bizo Ad Server. You are required to have a valid **PARTNER\_ID** and **SECTION\_ID**.

**EXAMPLE CODE:** (Sample code only, do not cut and paste.)

```
<script type="text/javascript">
  var _bizo_ad_partner_id = "PARTNER_ID";
  var _bizo_ad_section_id = "SECTION_ID";
  var _bizo_ad_width = "160";
  var _bizo_ad_height = "600";
</script>
<script type="text/javascript">
var _bizo_p = (("https:" == document.location.protocol) ? "https://sjs." : "http://js.");
document.write(unescape("%3Cscript src='" + _bizo_p + "bizographics.com/show_ad.js?
```

**SAMPLE\***

\* Please visit our implementation guide for complete instructions on how to install your tags: <http://partner-docs.bizo.com/Home/ad-tags>.

## Recommendations

While Bizo will try to ensure that we fill as many impressions as possible with the highest CPMs, we unfortunately cannot guarantee a 100% fill rate. As a result, we recommend our publishers send a default ad in the event that we do not have a paid ad to serve. Most publishers will provide a third party tag, but we will also accept image files with click through urls. Please note, if no default ad is provided, Bizo will run its own marketing house ad.

\* Please do not use this code, as it is a sample visual only.

# Bizo Publisher Programs: Inventory Provider FAQs

## What is the value proposition of Bizo's Inventory Provider Program?

Bizo's Inventory Provider program enables publishers to better monetize their unsold ad inventory with business oriented display ads. Bizo pays Inventory Providers a share of the revenue generated from any ads that are delivered via the Inventory Provider site.

## Will being an Inventory Provider create channel conflict with my own direct ad sales efforts?

No. Bizo's network sales model is audience-specific instead of site-specific. Bizo never allows an advertiser to target campaigns by site, nor does Bizo provide any site-level reporting after the fact. Bizo strictly adheres to this policy precisely to avoid any possibility of creating channel conflict with our Inventory Provider partners.

## What control do I have over the ads that display on my site from Bizo?

Bizo ads are high quality, business targeted display ads from advertisers looking to reach specific target B2B professional segments. With that said, Inventory Provider partners may block any specific advertiser (or groups of advertisers) that you wish, and you may update/modify your advertiser block list at any time.

## What happens if Bizo can't fill an impression?

As part of the implementation process, you can provide a default/pass back link to wherever you like, which Bizo will integrate directly into your Bizo Ad Tag. In other words, if we can't fill an impression, we'll do whatever you'd like us to with that unfilled impression.

*(continued)*



# Inventory Provider FAQs (continued)

## How much revenue will I make with Bizo's Inventory Provider Program?

Bizo will pay you 40% of the gross CPM whenever we fill a relevant business ad on your site. Typical gross CPMs from Bizo tend to be in the \$5 to \$10 range. As an Inventory Provider, you will receive 40% of the gross CPM. To project revenue potential, you can simply attribute a \$2 - \$4 net CPM to whatever number of impressions Bizo is able to fill.

## Am I bound by a contract, time commitment or number of impressions with Bizo?

Bizo has a simple, standard Membership Agreement that outlines the specific terms of the Inventory Provider program. That Membership Agreement includes a termination for convenience clause, so that you can end the agreement at any time for any reason. There is no minimum inventory obligation, i.e. you can provide as many or as few impressions as you like for Bizo to fill. You are also in complete control as to when you add/remove the Bizo Ad Tags to your ad server.

## What are the technical requirements in getting started?

Implementation takes minutes and is very straightforward. You can review our Implementation Guides here: <http://partner-docs.bizo.com/Home/ad-tags>.

### CONTACT INFO:

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