

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.

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 \$7 to \$10 range. As an Inventory Provider, you will receive 40% of the gross CPM. To project revenue potential, you can simply attribute a \$2.50 - \$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 Data 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. In short, we believe that the relationship needs to work.

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/>.

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