

Merchant Levels and Benefits

BRONZE LEVEL BENEFITS

- ◆ ½ page 4 Color Advertisement 4 x 2 ¾" in Merchant Directory
- ◆ Personalized webpage within appropriate category in the Local Heroes online Merchant Directory and mapping thru Google Earth linked to the Directory. 7 second streaming video clips to showcase your business are available for a nominal additional charge
- ◆ Access to the interactive merchant interface which allows you the opportunity to upload special promotions, incentives, instant messaging, increased offers and special events.
- ◆ 100 Promotional Packages for personal distribution including:
 - ◇ Loyalty Card
 - ◇ 2¾ x 4 wallet size Merchant Directory
 - ◇ Laminated Merchant "Quick Locator" Card
- ◆ Guaranteed initial distribution of 250,000
- ◆ Merchant tags in rotation as part of GLX or our Marketing Partner's media campaign.
- ◆ Point of Purchase marketing material
- ◆ Access to web-based reporting engine detailing all consumer transactions, 8 standard reports are included.
- ◆ Guaranteed rotational placement in the "Featured Merchants" section of Local Heroes website homepage depending on bronze, silver or platinum level Merchant.
- ◆ Electronic couponing option contained in the program terminal, coupons that are fully auditable by merchants
- ◆ Participating Merchants receive a tax deductible receipt for all amounts transferred to a not for profit entity as a charitable donation. Merchants will receive a detailed transaction record of how the donation was spent by participating charities for their tax records.
- ◆ Merchants are able to utilize the GeN "X-2" Platform as an at will marketing tool, inexpensively targeting very specific, measurable and targeted promotions to increase sales year-round. This facility will help develop customer trends and identify who your best customers are and how best to keep them more loyal.



Bronze Level Membership Fee of \$500



Silver Level — \$1,600

SILVER LEVEL BENEFITS: Includes all of the benefits of the Bronze Level Membership plus the following:

- ◆ Listed as a "Featured Merchant" on the home page of the on-line merchant directory for 45 days.
- ◆ 500 Free electronic Gift Cards



Gold Level — "INAUGURAL MERCHANT" \$2,400

GOLD LEVEL BENEFITS (INAUGURAL MERCHANT LEVEL): Includes all of the benefits of the Bronze and Silver Level Membership plus the following:

- ◆ Inaugural Merchant Designation (one merchant per category and sub-category). Inaugural Merchants receive:
 - ◇ A framed proclamation with an embossed Code of Arms (custom designed to your preferences) to display at your establishment.
 - ◇ Featured on the home page of Local Heroes as one of the Inaugural Merchants for the duration of your participation.
- ◆ Listed first in your sub-category in the on-line and printed Merchant Directory.
- ◆ Listed on the home page of the Merchant Directory as a Featured Merchant with a full editorial for a duration of 3 months.
- ◆ 750 Free Electronic Gift Cards



Platinum Level — \$4,400

PLATINUM LEVEL BENEFITS: Includes all of the benefits of the Bronze, Silver, & Gold Level Membership plus the following:

- ◆ Recognition as a "Local Super Hero" with a featured editorial in the Local Heroes Newsletter and on the Local Heroes home page.
- ◆ Color Lithograph of yourself and/or staff members as a Super Hero Cartoon Character by a Renowned Cartoon Artist
- ◆ One hour of air time on Local Heroes Television
- ◆ Permanent placement and listing as a "Featured Merchant" on the Local Heroes home page for the duration of participation with a link to your website and advertisement in the Local Heroes Directory.
- ◆ 1,000 Free Electronic Gift Cards

Advertising Costs and Upgrades

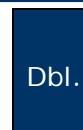
Ad Sizes Full Color	1/2 Page	Full Page
	\$500	\$800
Back Cover	Inside Front/Back	Double Page
\$4,500	\$3,500	\$1,500



2 x 1.75



2.5 x 3.5



4 x 8



2.5 x 3.5



2.5 x 3.5

Local Heroes' Ads Include:

1 Screen Internet Ad, 100 Promotional Packages, Directories & Applications, Decals, Newsletter, Access to Data Base (Related Preferences set by Card Member, Customer Tracking & Demographics, 250,000 Distribution, Radio & Print Promotions & Marketing Materials.

