



# Shine Online

Increase traffic to your retail Web site with  
The AOL Canada Shopping Network

So you've built a great website for your business. Good for you! But will the world automatically beat a path to your online door? Chances are slim—unless you get the word out!

With thousands of merchant websites emerging each day, Internet competition is fiercer than ever. How do you cut through the online chaos and see better returns for your online investment?

It's easy with The AOL® Canada Shopping Network. Our exciting new shopping portal SHOP.AOL.CA has been redesigned to accommodate thousands of Canadian merchants, big and small – with or without e-commerce functionality. Built in Canada for Canadians, we're uniquely positioned to boost your success in the fast-growing e-marketplace through our established AOL brand name and our vast network of top-rated, well-traveled online properties.

## **The AOL Canada Shopping Network will help you:**

- >Boost your site traffic.*
- >Grow your online visibility.*
- >Promote your unique products and services to the right customers in your area.*
- >Significantly increase the number of qualified shoppers that visit your website – and then go on to visit your physical store to make purchases.*





With the **AOL Brand** behind you, your company will be part of an **elite retail group** with the strength to reach thousands of **online Canadian consumers**.

**Reach all the right customers**

Getting front and center with your specific demographic or geographic market segment used to cost you significant resources and money. Now it's never been simpler. With the AOL Canada Shopping Network, your best prospects will be able to find you online easily through targeted keyword, retail category and city searches. For example, a Calgary shopper looking for an upscale shoe store in her vicinity will be able to hone in on the perfect merchant selling just the wares she wants. That means you'll get only qualified traffic and motivated local buyers seeking just what you're selling. It's matchmaking at its very best. And that makes everybody happy.

**Keep a competitive edge**

When you become an AOL Canada Shopping Network member, you're in the driver's seat. The amount and type of exposure you receive is completely up to you. We make it easy to narrow in on your specific customer segment or widen your target market to reach a general public, as you please. You'll be able to choose where, when and to whom you want to be promoted within our large nationwide network. As a merchant member, you can select your main category, cities of business and keywords—even change

these options on the fly, as your marketing goals evolve. We also encourage you to keep your information current and freshen up your message frequently. Add a promotion, a sales banner, a 50% off coupon or a holiday sale. It's so easy!



*The new SHOP.AOL.CA homepage allows consumers to do local searches across Canada.*

Rest assured, whatever your online promotion preferences, your SHOP.AOL.CA online presence can be adapted, upgraded, twisted, shaken, stirred — anyway you like — to give you a refreshing competitive edge.



# So how much does all this online exposure cost? Nothing. Not a cent.

Our introductory membership is **FREE** for all online retailers! We also invite you to consider our affordable upgraded memberships. These excellent packages offer added promotional power for your online marketing dollar.

## Introductory membership

**Cost:** FREE

**Ideal for:** Companies that are either new to the Internet or have limited online marketing experience.

- Includes:**
- A Thumbnail screen shot of your homepage
  - Your Company name with a direct link to your homepage
  - A (maximum) 45 word marketing message, website descriptor or company profile
  - Unlimited access to our Edit & Upgrade Manager
  - 5 searchable keywords
  - Listing in 1 Main Category
  - Listing in as many related sub-categories as are applicable to your business.

## Community membership

**Cost:** \$250/year

**Ideal for:** Businesses using their website as an additional marketing tool to communicate directly to a targeted audience within their community

- Includes:**
- All the introductory member inclusions, plus
  - Company Listing in your Community Marketplace
  - Company Listing placement above Intro Members
  - 10 extra searchable keywords (total of 15 keywords)
  - Ability to link to a coupon and/or contest page on your site
  - Listing in one extra Main Category (total of 2 Main Categories)

## Regional membership

**Cost:** \$450/year

**Ideal for:**

- 1) Businesses with stores located in more than one city or town wishing to communicate directly to a targeted audience within those communities.
- 2) Businesses that have the ability to service cities/towns outside their local area and are looking to expand regionally

- Includes:**
- All the introductory member inclusions, plus
  - Company Listing present in up to 200 Community Marketplaces
  - Company Listing placement above Intro Members
  - 10 extra searchable keywords (total of 15 keywords)
  - Ability to link to a coupon and/or contest page on your site
  - Listing in one extra Main Category (total of 2 Main Categories)

## National membership

**Cost:** \$750/year

**Ideal for:** Businesses that deliver their product, and provide after sales service to customers throughout Canada and/or the US and want maximum visibility for their business

- Includes:**
- All the introductory member inclusions, plus
  - Company Listing present in all 477 Community Marketplaces
  - 25 extra searchable keywords (total of 30 keywords)
  - Listing in one extra Main Category (total of 2 Main Categories)
  - Showcase up to 15 products in "What's on Sale" section
  - Ability to link to a coupon and/or contest page on your site
  - Inclusion in the US Visitor section (if applicable)





# 70% of online households use the Internet to search for local merchants, versus 62% using the Yellow Pages. -Kelsey Group, 2005

The stats say it all. In Canada, online shopping has become big business. And we're not talking strictly e-commerce but also the process of browsing and researching online as a necessary first step to making purchase decisions. Canadian shoppers are going online in droves, specifically to seek out the right merchants with the right products in their city or neighbourhood—and that number is increasing annually by leaps and bounds.

Dynamic marketing networks like SHOP.AOL.CA have come of age as the retail search tool of the 21st Century. These days, it's "let your fingers do the clicking". And any merchant missing in action online, is missing the boat.

## Need more convincing?

Here are many more compelling reasons to get on board The AOL Canada Shopping

Network now:

- > 70% of online households use the Internet to search for local merchants and stores (versus 62% using the Yellow Pages).\*
- > About three-fourths of consumers shop online, but then purchase offline.\*\*
- > Over 80% of Canadians on the Internet will shop online

this year, an increase of 4.2% over 2004.\*\*

> Of those shopping online, 9.6 million Canadians will buy products or services online for a forecasted spend of \$4.6 billion dollars in 2005.\*\*

> Online buying in Canada will grow more than 20% per year over the next 5 years. \*\*

> 3.5 million Canadian adults purchased at least one holiday gift over the Internet in 2004, up 59% from 2003.\*\*\*

> 82% of Canadians would prefer to shop at a Canadian-owned and operated Web site if "price and product were the same." The survey also revealed that 71% of Canadians say they "would be more comfortable shopping online if they knew the Web site also had reputable retail outlets."\*\*\*

\*Kelsey Group, 2005, \*\* eMarketer, July 2005,

\*\*\* Ipsos Reid, Nov. 2004



Once you're accepted into the AOL Canada merchant family, you'll receive your special Merchant Badge. Post it on your site to build your brand credibility in the marketplace and draw attention to your exciting new AOL identity as one of our select group of retailers.



### Special Limited-Time Offer:

## Return on investment guarantee on Community, Regional and National Memberships

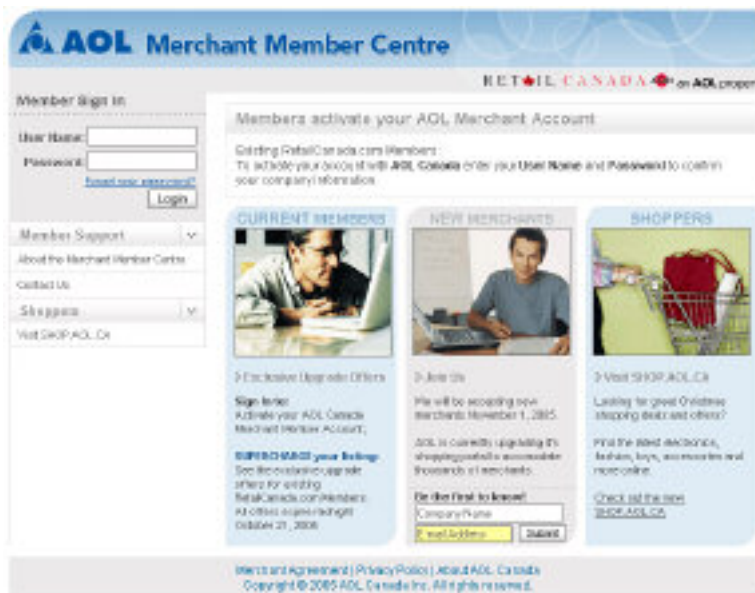
Maximum clicks for your cash? It's a done deal! For a limited time we're guaranteeing exceptional return on investment for those of you who purchase an upgraded membership package. **This is a limited-time offer that expires December 20, 2005.**

Based on your membership level, we will guarantee you a minimum number of click-throughs from our AOL network. This will amount to significant savings and excellent returns on your online investment. Hundreds of qualified customers will flow your way—for no additional charge above your membership fee. It's our little thanks for signing up with The AOL Canada Shopping Network in 2005. **Our special ROI Guarantee expires December 20, 2005.**

### Sign up Now:

1. Go to *business.aol.ca*
2. Click on the "New Members" box
3. Choose from our different upgrade offers
4. Enter your special INVITATION CODE: **SOHO1220** to receive your AOL Canada Shopping Network ROI guarantee (you will find it in the checkout process)
5. Once your online application is complete, we will review and process your company information within a few business days. You will receive a confirmation e-mail once the process is complete.

Concerns, questions, feedback? Just call us at **(416) 960-6500** (ask for the Shopping Channel Manager) or e-Mail: [MerchantHelpCA@aol.com](mailto:MerchantHelpCA@aol.com)



< The new Merchant Member Centre at *business.aol.ca* is your first step to more online traffic.