

Dear RYANCON:

We are in the online advertising business, based in Toronto, Canada. It was recently brought to our attention that your organization has a website, that you are located in the Toronto area and that you are in a position to benefit from online advertising. We prepared a **SAMPLE ONLY** of what a RYANCON online advertisement could look like:



The Basic Advertising Concept:

1. Your "RYANCON" banner is displayed on screen beside the findRex.com™ search results that are related to the construction industry.
2. Web surfers click on the banner and are transferred directly to your exceptional "RYANCON" website at www.RyanCon.com
3. The web surfer then reviews the website and makes a telephone call regarding a quote. Later you land a contract and you generate profit. You invested in a website; make it work for you.
4. Two key benefits: 1) help potential customers find you 2) name branding.

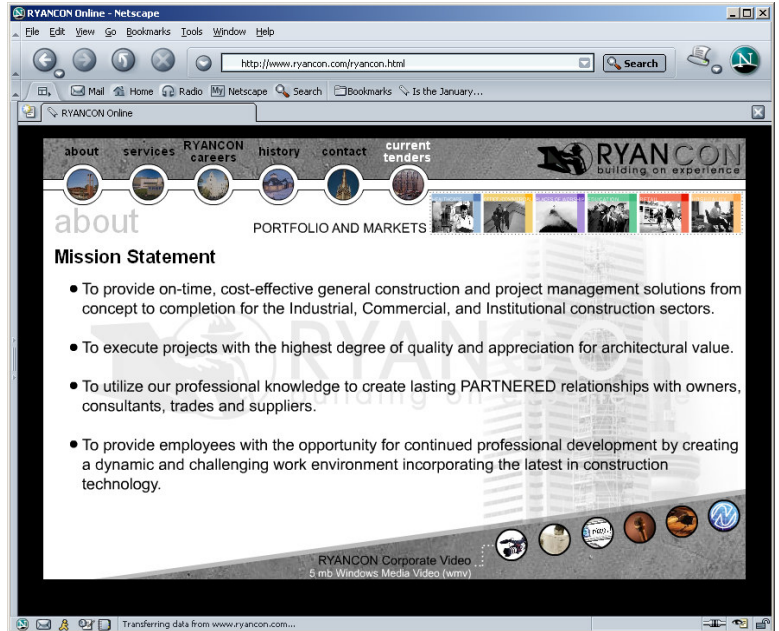
Findrex.com™ is a Canadian company specializing in online advertising and we have put together an exceptional value package for you. In the second half of this letter we explain further the "banner" concept and provide more information on how to estimate what kinds of results and returns on investment you can expect.

Our general media kit is included with this proposal and is available online at <http://www.findRex.com/admin/ad.html> The media kit provides more generalized information about what online advertising can do for your business that may not be covered in this letter.

Suggested Advertising Packages for RYANCON:

A package should include a few different sizes of ads; this increases the effectiveness of the advertising campaign. This is a recommendation, on your request we will be happy to provide more options.

www.RyanCon.com



Package 1: \$ 45.⁰⁰ CDN / month

Exclusively to the "Construction" pages.

3,000 impressions @ 468x60

Preferred listing status throughout construction category.

Total Impressions are 3,000

Package 2: \$ 60.⁰⁰ CDN / month

Package 1 plus:

Service: 1,000 impressions @ 120x240

Engineering: 1,000 impressions @ 120x240

Service: 1,000 impressions @ 120x90

Engineering: 1,000 impressions @ 120x90

Total Impressions are 7,000.

These are discounted prices in an effort to bring in Toronto customers. For package one, all impressions are done in the construction category. Package two includes further advertising in the service and engineering categories that have overlap with construction. Potential clients looking for contractors may be looking in the engineering or service categories expecting to find Engineering or Building Consultants, so there is value in advertising there as well.

The above package include the #1 top spot for construction and a preferred client status throughout the rest of the construction category and the rest of findRex.com™. This means that there will be an increased chance of your site being seen under "other" words within the construction, engineering and service categories even when the users may not be looking directly for contractor.

What is an Impression?

An impression is the display of your advertisement on the computer screen to a web surfer. It is important that banners be targeted; this means that your banner is only displayed when users request information related to your product. In this scenario, banners are never seen as an annoyance and they receive higher click through rates than other types of untargeted advertising.

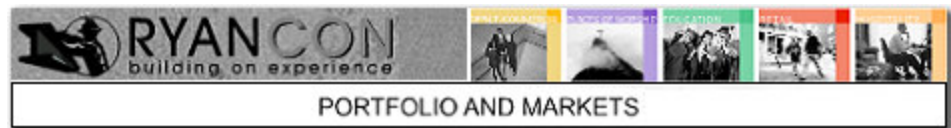
What Does 468x60 Mean?

The 468x60 refers to the width and height of the banner image in pixel units; 468 pixels wide by 60 pixels high. This is an industry standard size. The 468-width banner is usually displayed in the horizontal position near the top, with the 120 width banners usually displayed vertically along the right side of the screen.

120x240



468x60



120x90



The 468x60 banner runs in the position as shown on page one. The 120x240 runs vertically along the side usually above any existing 120x90 banners.

The smaller 120x90 is run primarily to maintain brand recognition; to make sure that people don't forget you and is the least expensive banner when purchase outside of a package. Typically one banner per company is shown per page. The 468x70 banner is the most visible with the 120x90 being the least visible.

Why you should advertise with findRex.com:

RYANCON has already invested money in creating an exceptional website. Protect that investment by advertising it.

Targeted Advertising on a Popular Website

- We serve over one million search pages per month with about 20 % of those pages belonging to the construction, engineering and service related categories. We estimate that almost one third of our search engine traffic is in the Southern Ontario region, the majority of that from the Toronto area.
- You pay for targeted advertising, which means that your advertisement is placed right where people are already looking for construction. Unfortunately with printed media, only one in every thousand will get a second look. Advertising on a targeted Internet search page puts you in front of Toronto customers already looking for information on construction.
- For an online advertisement banner to pay for itself, depending on the nature of your business, you may need to get a sale from it only once every few months or even once every few years - that is actually fairly like considering that in "today's" world people rely on the internet search engines as a resource to find what they are looking for.
- In addition to sales, you increase your brand recognition. When major companies advertise on television, they don't expect viewers to drop their remotes and go out and buy their products, they are developing brand recognition so that the next time the viewer is thinking about a product or service, such as construction, they will remember their company name.
- findRex.com™ is a very hot search engine using Sun Microsystems Java technologies. We have been carefully growing over the years and are now hitting the "big leagues" and we provide over 1 million search results per month. Our competitors are: Yahoo, Lycos, WebCrawler, and Google. We are going to be in business for a while. We are Canada's largest independent search engine.
- findRex.com™ has been in business since 1998. The past year has seen us move from a developmental stage into being a serious player. We are ready to take the next step and we'd like to take your business with us.
- Typically "professional" banners that are well placed are clicked on 1 to 5 percent. Considering a modest 2 % and 3,000 impressions you can reasonably expect to generate 60 additional visitors a month to your website. These people are already researching on construction and know a little about who you are (from your web banner) before they even arrive at your website - that means that they are hot leads.
- Seventy-nine (79) percent of online users rely on search to get information. Only email is more popular. {Jupiter MediaMetrix, May 2002}
- More online purchases start from search listings than any other source. {NPD Group, January 2001}
- Benefit from our research. We know what search words and phrases are hot!

Graphic Design

findRex.com™ has a partner that does some of our graphic design including customer banners. The price is between \$ 50 - 100. We have already looked at your website and would guess that you may already have existing banners produced by your current web designer. We will be happy to use any already existing graphics.

We have setup a pricing package that introduces you to findRex.com™. We can negotiate other packages should you feel this does not meet you needs. We welcome a phone call to discuss this opportunity with you.

Tell us exactly what keywords you would like. Tell us any special promotional ideas that you have, we can make them happen.

A good tool for gauging your online presence for www.BernardC.ca relative to other sites is a website www.Alexa.com Visit this site and enter in your company URL www.BernardC.com. This online tool will provide valuable insight into how well your website is doing. Also, check out www.findRex.com while you're there (see our Media Kit for an Alexa performance graph on findRex.com).

"A few dollars spent on online advertising for you website considering the financial investment in the website as a potential lead generator for revenue is money well spent".

Sincerely,
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