

2010 MEDIA KIT

BEVNETTM



www.bevnet.com

THE BEVERAGE INDUSTRY'S SOURCE FOR PRODUCT REVIEWS, NEWS & MORE

BEVNET



#1 Non-alcoholic beverage trade web site.*

Trusted Content. Stellar Reputation.

Online since 1996, BevNET is one of the most recognized and accepted authorities in the soft drink industry. Major media outlets, including publications such as *USA Today* and *The New York Times*, frequently look to BevNET for expert opinions on industry trends.

BevNET became one of the most trusted sources in the industry by providing honest and comprehensive coverage of all newsworthy soft drink products and events. From upstarts to giants such as Coca-Cola and Pepsi, beverage professionals are constantly tuning in to BevNET.

In addition to its top-notch reputation in the soft drink industry, BevNET is highly-regarded as an Internet resource. BevNET has one of the highest relevancy ranks of any Web site on the Google.com search engine, and is one of the first sites listed for almost any beverage-related search.

Who visits BevNET?

- Distributors
- Beverage Companies
- Retailers small to large
- Suppliers (flavor companies, co-packers, etc.)
 - Media/Press
 - Industry media

Featured and Cited In:

- The New York Times
- CNBC
- The Wall Street Journal
- Associated Press
- USA Today
- Pepsi R&D Newsletter
- Coca-Cola Intranet
- NBC News
- CBS Radio
- Los Angeles Times

“When evaluating current advertising and promotional opportunities, in terms of where the dollars should be spent vs. return on customer feedback, BevNet was determined to be the best way to go. It’s the only place to be if you are in the beverage ingredient business...”

– Joe Moran,
Vice President Sales,
Allen Flavors Inc.

“BevNET is the leading online source for beverage industry information...This site is frequently visited by beverage buyers and distributors as a source for new products.”

– Seth Goldman,
Co-Founder and CEO
Honest Tea

* SOURCE: ALEXA.COM

BevNET As Your Marketing Partner

If you are looking to market your company's products or services to the beverage industry, BevNET offers the largest readership, the most up-to-date content, and the most cost-effective options. It's no wonder why so many companies choose BevNET as their marketing partner. Here is a summary of the major reasons to advertise on BevNET.com:

- **The industry visits BevNET first.**

Market your company with a publication known for being on the cutting edge of trends in the soft drink industry. Promoting your company on BevNET immediately generates buzz and credibility for your company.

- **Stand above the competition.**

With thousands of companies in the soft drink industry (and more than 400 new products launched every year), it is critical to keep your company's name fresh in your customers' minds. The industry looks to BevNET to identify quality soft drink products and services, making it the best place to promote your company.

- **Full control over your marketing campaign.**

BevNET allows you to run multiple ads in your space, enabling you to send multiple messages in the most cost-effective way. In addition, you can easily modify your ads at any time during the campaign.

- **Sign up today, start getting quality leads tomorrow.**

In this day and age, no one likes to wait. With BevNET's marketing programs you can literally have your campaign running tomorrow.

- **The world's largest soft drink audience.**

BevNET is the largest community of non-alcoholic beverage professionals.

Statistics (2009 Averages)

With over 650,000 pages viewed per month and one of the highest Google relevancy scores for beverage-related topics, it's no surprise that BevNET is the soft drink industry's most recognized and respected web site.

Monthly Site Traffic

Page Views	650,000
Homepage Views	60,000+
Unique User Sessions	150,000

User Visit Statistics

Average Concurrent Users	1,200
Pages Per User Session	3.5
Average Session Length	2.2 minutes

Source of Traffic

Direct Visit	14%
Newsletter Click-through	10%
Google	66%
Other Search Engines	7%
Links from Other Web Sites	3%

Additional Statistics

Newsletter Subscribers	20,000+
Registered Users	20,000+
Products Reviewed	2,750+
Brands Covered	900+
Total Pages in Site	90,000+

BevNET.com & Beverage Spectrum Ad Packages

BevNET.com and *Beverage Spectrum* magazine are jointly-owned publications. Advertising packages can be arranged to place your brand across both.

Contact:

- Editorial Inquiries:
news@bevnet.com (617) 715-9670

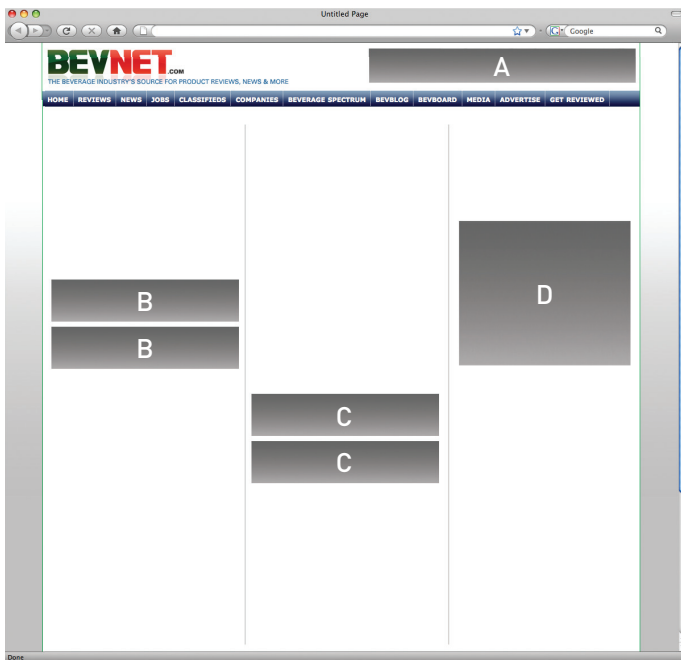
- Sales Inquiries:
sales@bevnet.com (617) 715-9696

BevNET.com, Inc.
44 Pleasant St., Ste. 110
Watertown, MA 02472

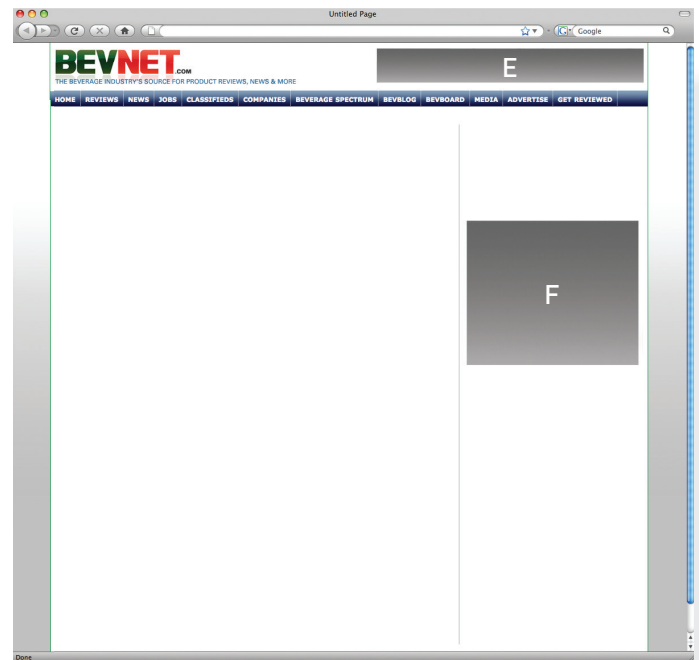
BevNET 2010 Ad Rates and Specifications

The BevNET web site has two page layouts, the homepage layout and the internal page layout. Banner advertisements on BevNET run in either the homepage (collecting approximately 60,000 views per month) or the internal pages (accounting for the remaining 600,000+ page views).

Homepage



Internal Page



Homepage

Positions	Size (pixels)	Slots	Price (Net)
A. Home Horizontal	468x60	10	\$875/mo.
B. Left Column*	300x70	5	\$975/mo.
C. Center Column*	300x70	5	\$975/mo.
D. Right Column	300x250	10	\$1,150/mo.

Internal

Positions	Size (pixels)	Slots	Price (Net)
E. Internal Horizontal	468 x 60	10	\$875/mo.
F. Right Column	300x250	10	\$1,250/mo.

Banner Specifications

Acceptable file types for banners include: GIF, JPG and Flash, with file sizes up to 50kb. Clients designing Flash banners must request a tracking URL from BevNET in order to count click-throughs. BevNET banners should be emailed directly to John McKenna at jmckenna@bevnet.com. BevNET can recommend graphic designers for the creation of banner advertisements.

*Animation not accepted for these banner positions.

E-mail Newsletters

Sent at least twice each week, BevNET's email newsletters enable our audience to stay on top of industry news, events and opportunities as they arise.

More than 18,000 readers subscribe to our opt-in email newsletter. Readers represent a diverse mix of beverage-related industries (beverage manufacturers, beverage distributors, brokers, retailers, service, equipment and supply companies).

The BevNET Email newsletter is sent according to news volume. Topics include weekly news roundups, breaking news alerts, and previews of website content and new products.

The newsletters account for over 10,000 clicks per month. By placing your products or services in our newsletters, your company can maintain a vital link to your existing and potential customer base.

Prices are per insertion. If your ad appears in a newsletter that is sent out on a given day, that is a single insertion. If you appear in two newsletters during a week, that is two insertions. Frequency discounts are available.

Advertising positions are outlined in the table appearing above the graphic to the right.

Email Blasts

BevNET allows you to target its list of 18,000+ email newsletter recipients with your product's information. Simply choose the week in which you want your blast sent and we'll help your format the blast. If you want leads and you want them right now, consider the following email blasts.

• New Product Alert

Do you have a recently introduced brand? Are you looking to launch a new beverage? Perhaps you have a new flavor you want to introduce? Whatever it is, if you have something new, you can alert BevNET's readers using our New Product Alert email blast. We'll format your brand information in an email and send it to our email newsletter list of 20,000+ recipients. See the example on the right. \$1,750

• Company Spotlight

Do you have a special announcement about your company, product or service? We can help you craft a 1-2 page email that will be sent to our email list. Formats vary. Email us at sales@bevnet.com for past samples and a price quote.

Newsletter Rates and Format

Position	Description	Price per insertion
A. Primary	720x70 pixel banner, 50 words or fewer, links allowed	\$450
B. Secondary	600x200 pixels	\$250

*Text and text/image ads also available.

