

The **AD-VANTAGE** On-Line Media Program

"The critical link that brings Internet customers to your business members' front door"

Program Outline

By working together with Wise, the Chamber will accomplish the following:

- Create an advertising program that effectively promotes member businesses
- Provide instant rewards to Chamber visitors
- Generate alternative revenue to help off-set cash expenses

Basic Program Outline

1. A customized advertising package incorporating the Chamber website is presented to both member and non-member businesses
2. Businesses are able to pay for the advertising with credit items (gift certificates) versus cash
3. Chamber promotes the availability of the gift certificates to their site visitors
4. The available certificates are sold with an instant reward
5. The Wise software platform, is able to instantly deliver customized gift certificate to its visitors (Save Today, Print Today, Use Today™)
6. Business effectively pays for its advertising by redeeming a gift certificate
7. **Participating businesses actually pay for promotions by accepting customers!**

Responsibilities – Chamber

1. Utilize Chamber website to link to the certificate mall
2. Promote program to member businesses
3. Promote gift certificate program to site visitors

Responsibilities – Wise

1. Provide on-line certificate delivery platform
2. Process all orders
3. Provide associated customer service

The Business Member Preserves Cash / The Consumer Saves / The Chamber Generates Revenue

Members pledge a monthly amount of gift certificates for their advertising. The Chamber is issued a referral code that a consumer enters when registering at WiseSavings.com. A visitor can learn all about the business and make an immediate buying decision by purchasing and instantly printing a gift certificate. The Chamber receives an ongoing donation for each registered consumer as well as a percentage of purchases made by that consumer.

Value Summary

- **The Chamber can earn significant revenue to support additional business programs.**
- This enables members to see the benefits the Chamber is providing by bringing quantifiable programs that show results.
- This provides significant ongoing value to consumers and supporters for patronizing the Chamber's website and its business members.

CONTACT: