

Internet Advertising Solutions for Advertisers, Marketers & Companies.

Are you in a continual search for that desirable, yet exclusive audience & interested customers? ColomboTown.Com, one-to-one targeting solution, enables you to identify and re-target customized segments of prospects and customers across your entire media buy, based on the actions they've taken on your site. The net result is a dramatic improvement in customer acquisition, conversion and retention for your organization.

Company Overview

ColomboTown.Com is an Internet Advertising Solution Provider Company, specializing in Internet Awareness and Interactive Marketing.

The company was set up in 2003. Since grown into one of the emerging successful Internet Advertising Company on the island. Its client portfolio includes several prestigious accounts.

Mission

Organize the entire Sri Lankan information, Business, Products, Services and Resources to make it universally accessible and useful.

Target Audience

ColomboTown.Com is aimed at an educated audience, who are interested and curious to find out information relating Shopping, Entertainment, Restaurants, Health, Leisure and Events.

The key characteristics of the ColomboTown.Com audience include:

- Tourist
- Expatriates
- Internet Using Community
- English Speaking Community

Packages & Features

1. ColomboTown.Com – Banner Advertisement
2. Email Campaign - Direct Email Marketing

PACKAGE ONE & FEATURES

- ColomboTown.Com – Banner Advertisement

Welcome to Colombo and welcome to ColomboTown.Com, the largest and the best guide to Colombo on the web. The ColomboTown.Com is the only comprehensive guide to Colombo shopping, Restaurants, Shops & Products, as well as useful Services and Resources for Business.

- Features

- Three pictures of the products or services you offer
- 150 word description explaining about your products and services
- Links to your email address and website
- Street Map to locate your location
- Make an Enquiry form to receive response from visitors
- Big Banner display through out the site – Random Rotation
- Left Banner display through out the site – Random Rotation
- Single Page only for your advert
- Description Synchronize to WWW.MSN.COM instantly

Home Page

Advert Page

The image displays two side-by-side screenshots of the ColomboTown.Com website. The left screenshot shows the Home Page, which includes a navigation menu on the left with categories like Home, Directory, Shopping, and Restaurants. The main content area features a search bar, a 'Sri Lanka Holidays' banner, and several promotional boxes for 'log4shop', 'Job4ank', and 'Ask An Expert'. The right screenshot shows an Advert Page for 'Sierra', featuring a large banner with the brand name, a detailed description of the products, contact information (address, telephone, email, website), and a map of the location in Colombo. The footer of both pages contains copyright information for 2004 ColomboTown.Com.

PACKAGE TWO & FEATURES

- **Email Campaign – Direct Email Marketing**

Direct email marketing is most successful e-marketing strategy in today's world, as it's connecting you directly to your prospect customers who have opt-in for receiving email newsletter from you. It's helps you to update your customers regarding your products and services, new product launch, special discounts at time to time bases even if they are not visiting your site. It's becoming more and more popular because, even if your customers are offline, they can refer it any time when they are relaxed and free. This feature gives you more space to convince your customer to think about buying your product and services.

- **What we will do for you?**

Effective Planning:

It's the first step, and most important one that how you design your **direct email marketing campaign**. It's consisting of many components like target customers, purpose of the campaign, budget, frequency and time of distribution.

ColomboTown.Com will help you as we have the **expert e-marketing professionals** who guide you to decide the balanced plan for your **HTML email newsletter design campaign**.

Graphic Design:

It's the second thing, which is most important for developing e-mail marketing campaign.

It's not just about using good well-designed graphics; it's about balanced **quality graphic design**. Our expert graphic designers will help you to design your newsletter in **brand building process** of your product and services through which your client will learn to value your product and services, and able to distinguish it from your competitors. **ColomtoTown.Com** will provide you with consistence outstanding graphic design, which is focused to achieve your goals.

Distribution / Delivery of Newsletters:

Timing and frequency of newsletters is also most important. **ColomboTown.Com** will help you in scheduling the frequency of your newsletter as per the nature of your product an services lifecycle and customers behavior of purchasing product / services.

It's all about **Right thing** at **Right Time** and at **Right place**.

PACKAGE TWO & FEATURES (cont)

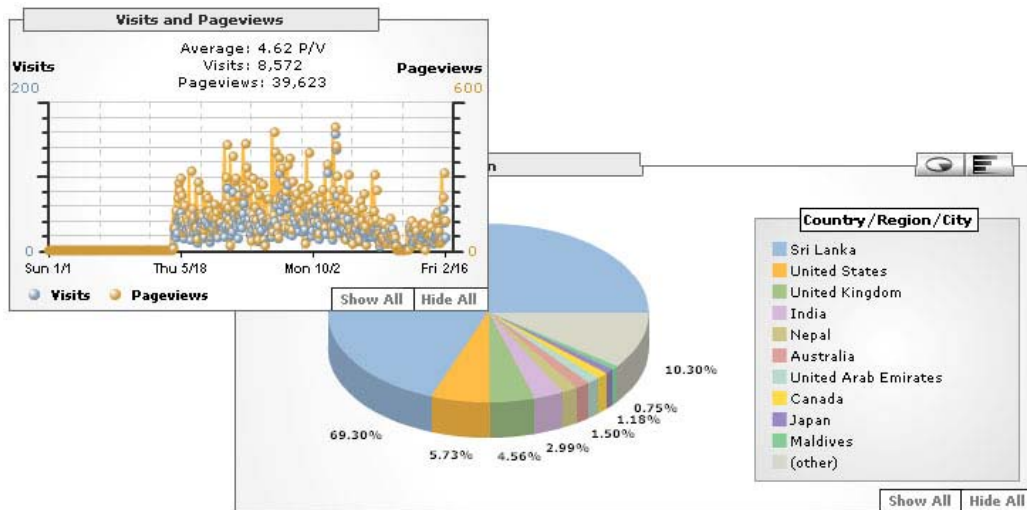
- How it works?



- What is our Database contains?

Sri Lankan subscribers:	160000 Email Addresses
UK subscribers:	150000 Email Addresses
Maldivian subscribers:	30000 Email Addresses
UAE subscribers:	120000 Email Addresses
India & Nepal subscribers:	260000 Email Addresses

- What is our Statistics?



PACKAGES & RATES

- ColomboTown.Com – Banner Advertisement **USD \$ 100**

- Direct Email Marketing – Plans
 - Plan 1:**
1 Month Fee: USD \$ 50 X 1 = **USD \$ 50**

 - Plan 2:**
3 Month Fee: USD \$ 45 X 3 = **USD \$ 135**

 - Plan 3:**
6 Month Fee: USD \$ 40 X 6 = **USD \$ 240**

 - Plan 4:**
12 Month Fee: USD \$ 35 X 12 = **USD \$ 420**

CONTACT / AGREEMENT - 2007

CONTACT DETAILS

CONTACT NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL ID: _____

URL: _____

CATEGORY: _____

SPECIAL DISCOUNT: _____

DESCRIPTION: _____

I CONFIRM ALL THE ABOVE INFORMATION IS TRUE AND CORRECT AND I AGREE TO ADVERTISE WITH COLOMBOTOWN.COM.

PAYMENT METHOD: CHEQUE CASH CREDIT CARD

DATE: _____

SIGNATURE: _____