

# Media Kit for Local Advertisers



Earthcomber is a “favorite things finder” ... a mobile lifestyle tool that helps users find exactly what they want, wherever they are. As a user travels across town or across the country, Earthcomber constantly sweeps the landscape for favorite things – including the things your business has to offer.

Imagine reaching out to both local residents and long-haul travelers. Earthcomber gives you the tools to connect - finding the people who love your specialties but who don't know you're there.

Earthcomber connects you with your customers in a timely, efficient and positive way. Earthcomber brings you directly to the customer's attention by providing a direct match between the customer's desires and the products and services your business offers. And Earthcomber does it precisely when the customer is in the buying mood.

## Why Advertise with Earthcomber?

- Reach busy, mobile travelers who might otherwise visit a competitor out of expediency
- Extend customer service by providing an innovative, just-in-time store-locator service
- Help customers find you, even if they don't know where you are
- Retain your valuable repeat customers

**Earthcomber LLC**  
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[sales@earthcomber.com](mailto:sales@earthcomber.com)

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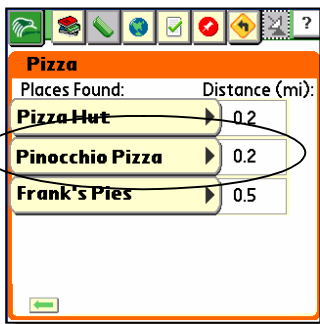
# How Earthcomber Works for You



- 1** Users identify the favorites they want to find – including the specialties you have to offer.



- 2** Earthcomber notifies users when they are within proximity of your store.



- 3** User views your store's location on free Earthcomber maps.



Earthcomber users identify the **favorite things** they want to find when they are out and about (see **1**). Favorites can include non-commercial items such as *Public Park, Picnic Area, Civil War Battlefield, Lake, Church, Post Office, Waterfall*, and many more items.

Favorites can also include commercial items such as brand names, as well as generic words such as *Pizza, Coffee, WiFi, Business Printing, Hotel, Golf, Movie Theatre*, and so on.

For each favorite, the user identifies the associated proximity – telling Earthcomber to notify them when they are within a few city blocks, or up to 100 miles away.

Earthcomber is totally free for users. It provides free maps for the entire United States and listings for over 2 million points of interest!

If the user has a device that works with GPS (Global Positioning System), Earthcomber will always know the user's location. Or, users can identify their location on the maps provided with Earthcomber. Whichever method they use, Earthcomber continuously sweeps the landscape for their favorites and notifies them when a favorite is nearby (see **2** and **3**). Your store is presented along with all of the user's other lifestyle interests, so your store becomes part of the user's daily landscape.

Earthcomber is like having a virtual yellow pages and a supercharged search engine wrapped into one smart device. Earthcomber is constantly searching for items of interest – including your business!

## What the critics say:

"Even this jaded journalist is impressed." *Associated Press*

"Earthcomber is like MapQuest on steroids." *MyTreo.Net*

"Beautifully rendered maps, robust software ... a very fresh and unique vision ... a Treo Editor's Choice." *Palm Addicts*

# How Earthcomber Works for You



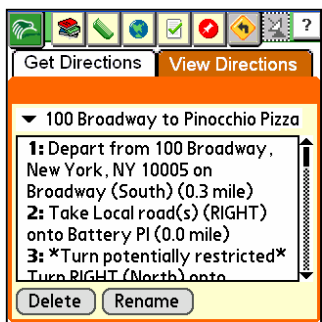
- 4** Brief listing provides key info about your store.



- 5** A longer description is available to describe your store.



- 6** Another tap provides directions right to your store!



After finding your business as a point of interest, Earthcombers can quickly learn more:

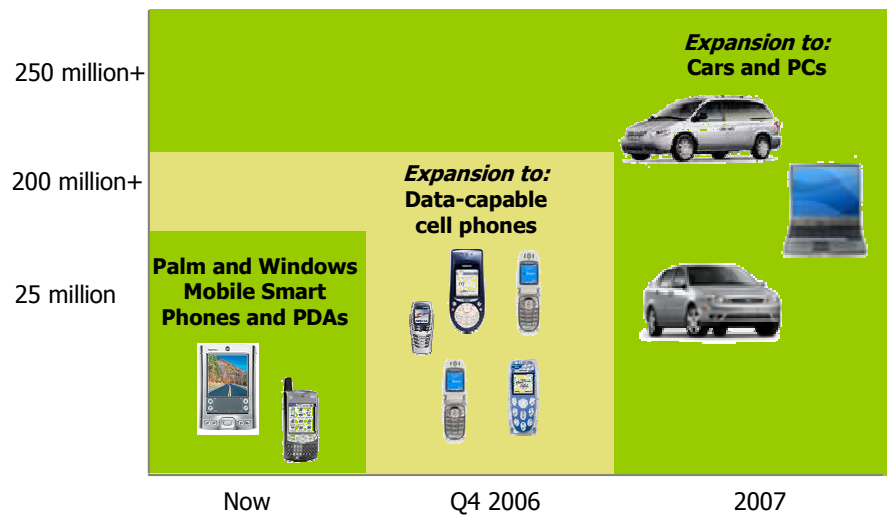
- **Information tab** provides a brief business listing, including address, phone number, and operating hours (see **4**). You maintain this information on the Earthcomber web site and can change it at any time.
- **Description tab** provides additional information (see **5**). You can use the description to provide an overview of your business, or to advertise promotions or specials. You maintain this information on the Earthcomber web site and can change it at any time.
- **Directions** are available from the user's location or other address, right to your store (see **6**).

## Who Uses Earthcomber?

Earthcomber currently runs on smart phones and PDAs powered by Palm and Windows Mobile – a potential market size of approximately 25 million users in the USA. Later in 2006, Earthcomber will be available on common cell phones and Blackberry devices. In 2007, we expect to make Earthcomber available on car navigation systems and PC-based systems.

As of July, 2006, over 60,000 users have downloaded Earthcomber.

### US market size



# Advertising to Earthcombers



## Earthcombers are:

- ✓ Mobile
- ✓ Well-paid and well-educated
- ✓ Reliant on technology to get the most out of their busy lives

You can advertise your business to Earthcombers by purchasing one or more **keywords** that describe what you have to offer, and identifying the locations where you offer it. Then, as Earthcombers identify the favorite things they want to search for, they select keywords of interest – including your keywords.

### Keywords

A keyword is a message to customers, alerting them to a product, service, or event. You can purchase keywords that are already in the Earthcomber database, or you create your own. Keywords last for 12 months before they must be renewed. This is a key difference between Earthcomber advertising and most other media: your advertising persists for an entire year. It is not “thrown out” the next day.

### Types of Keywords

Keywords can be **fixed** or **changeable**. A fixed keyword always represents a product or service that is offered. For example, if you are buying advertising for your pizza shop, you will always want to reach customers who are looking for *Pizza*. You might purchase additional keywords to advertise specialties (for example, *Outdoor Seating* or *Live Music*).

Changeable keywords are slightly more expensive, but they can be changed at any time using your account on the Earthcomber website. For example, if the head chef at one of your restaurants has concocted a great lobster special for this evening, the restaurant manager might change the keyword to *Lobster* to communicate with all the lobster lovers in that area. Tomorrow, if the special is veal, the manager can change the keyword to *Veal*.

Changeable keywords can also be used to advertise events, such as weekend listings or live performances by musical groups.

### Sales and Specials

For each keyword, you provide the business listing (hours, phone, etc.) as well as a 100-word text description. The description gives an overview of your business, and can also be used to advertise promotions or specials. This information can be changed at any time using your account on the Earthcomber web site, so the information is always current ... another big difference between Earthcomber and most other advertising media.

"I think every restaurant should be on board with this and if they're not, they are missing the 'future' for marketing their facility."

*Ann Pappas, Director of Sales & Marketing, Solera restaurant*

# Rates for Keywords



## Earthcomber Rates

You can buy single keywords or bundles of keywords.

Fixed Keywords - Per Year		
# of Keywords	Cost	Discount
1	\$35	-
3	\$99	6%
6	\$191	9%
10	\$298	15%
15	\$420	20%

Changeable Keywords – Per Year		
# of Keywords	Cost	Discount
1	\$45	-
3	\$127	6%
6	\$246	9%
10	\$383	15%
15	\$540	20%

## How Many Keywords?

The more keywords you have in the Earthcomber database, the better, so that customers can find you very easily. If you have multiple locations, you must purchase at least one keyword for each location. (You can use the same keyword in multiple locations.)

## Business Name as a Keyword

You do not need to buy a keyword for your business name. It is provided automatically when you buy one or more Earthcomber keywords. Earthcombers will be able to find you using either your business name or the keywords you have purchased to advertise your specialties.

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### Earthcomber...

- Is affordable – you can get mobile for just \$35 per year
- Gives your message year-long persistence
- Allows you to change your message at any time
- Increases brand loyalty and helps you retain valuable repeat customers