

2001 MEDIA GUIDE

www.BuildersWebservice.com

CONTENTS

About Us	1
Visitor Profile	1
Customer Ratings	1
Site Statistics	2
Our Approach	2
2001 Rate Card	2
Contact Information	2

HIGHLIGHTS:

- >250,000 visitors/year
- Superior reputation and quality content
- Highly targeted audience
- Owner-builders
- Contractors
- Architects and design professionals
- Unique sponsorship opportunities
- Cost-effective target marketing
- Non-intrusive, credible advertising

ABOUT BUILDERS WEBSOURCE

Builders Webservice—an InBuild Publishing company—is the premiere online residential construction resource for homeowners, contractors and architects. Launched in 1999, Builders Webservice serves over 250,000 unique visitors annually who seek high quality software, tools, advice and in-depth information on every aspect of home improvement and new construction.



Builders Webservice also offers select residential design, CAD and structural engineering software, as well as books and how-to videos for professionals and do-it-yourselfers. While Builders Webservice reaches a truly global audience, the site primarily targets the North American residential construction market, providing a highly targeted audience of home improvement enthusiasts and professionals.

Builders Webservice pay-per-download Tech Notes range from foundation drainage to choosing insulation. The exclusive online e-book, *Building a Dream*, attracts thousands of readers hungry for details on often overlooked subjects in home improvement. In addition to our links, these sections provide affordable sponsorship opportunities for service professionals, suppliers, and manufacturers of residential construction materials.

REACH A MOTIVATED AUDIENCE

Nearly 50% of Builders Webservice visitors are either currently engaged in or plan to commence a major remodeling project within three months. What's more, roughly 65% of visitors surveyed rate Builders Webservice better than most home improvement websites. An impressive 45% of visitors surveyed rate Builders Webservice as the *top* home improvement website on the Internet today.

This unprecedented level of customer satisfaction is attributable to the overall quality, depth and thoroughness of home improvement content throughout the website.

VISITOR PROFILE AT A GLANCE

Homeowners	45%
Contractor/Tradesman	25%
Designer/Architect	11%
Student/Other	19%



DID YOU KNOW?

65% of visitors rate Builders Webservice better than most home improvement websites on the Internet today

2001 RATE CARD

Links Section

Standard Listing
\$49/year

Enhanced Listing
w/20-word description
\$99/year

Premium Listing
w/30-word description, limited
to top five positions
\$139/year

Custom Programs

Link in Building a
Dream or Tech Note
\$399/year

Chapter Sponsorship
\$899/year

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SITE STATISTICS—AS OF AUGUST 2001

Annual Visitors >250,000
Unique Visitors >20,000/mo.
Total Page Views >46,000/mo.
Unique Web Pages >600

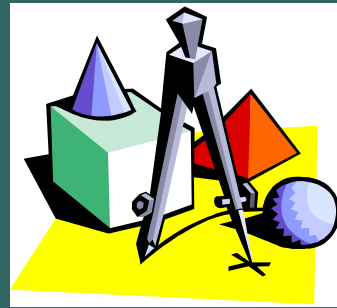
Data tracked by MyComputer.com, an independent web statistics tracking company

REACH AN EDUCATED AUDIENCE

Builders Websource serves over 500,000 pages annually to more than a quarter million unique visitors. The quality of content attracts a highly educated following of enterprising homeowners, contractors and industry design professionals. 49% of visitors hold a bachelor's or graduate degree. An additional 33% attended college or trade schools. Combined, 82% of Builders Websource visitors are savvy, college-educated buyers.

VISITOR EDUCATION

Graduate Degree 24%
Bachelor's Degree 25%
College/Trade School 33%
Other 18%



A BETTER APPROACH TO ADVERTISING

Advertising on Builders Websource isn't based on traditional banner ads that many people find offensive. The dirty secret of Web advertising is that such ads are routinely ineffective. Banner ads distract from the professional, information-oriented nature of websites, alienating qualified consumers in search of answers to their questions.

Builders Websource relies on subject-oriented sponsorships integrated into online Tech Notes and links, as well as select portions of our acclaimed online book, *Building a Dream*. Since we are highly selective in which sponsors we accept, the integrity of our information remains intact and undiluted.

We often decline requests for sponsorship when we believe that the sponsor's products or services are either too narrow or not in the best interest of our visitors.

As a result of our screening process, Builders Websource maintains the integrity of our content, emphasizing the high-

est quality sponsors who provide consistently superior products and services. Anything less would devalue our core asset: our customers who expect only the very best content and information.

For this reason, our links section has only a limited number of sponsors. This provides our sponsors with better brand awareness, while helping to keep the site from becoming so cluttered that good information is lost in the mix. While revenue from advertising is an important source of income to

Builders Websource, we strive to uphold the core value we deliver to our customers through careful and deliberate screening. As a result, sponsors enjoy an elite status, limited to a select few of the leading companies or destination websites in each subject category. Advertising on Builders Websource is one of the best values on the Internet today.

