

sweepstakes ca

not all clicks are created equally.

In a nutshell, we find advertisers willing to collaborate with our firm in offering sweepstakes, free stuff, contests, risk free product trials, gift rewards, cash + prizes, and so much more in order to connect with and engage our audience culture, creating value between our members from Canada + the USA, and advertisers in kind; all the while providing for a positive brand experience with no strings attached and no purchases required -- all free -- all the time, while adhering to the ideals of business etiquette and principles of trust.

The sweepstakes.ca channel property and partner sites offer ad units and marketing derivatives for data capture and traffic generation. With an empowering commitment to the community and value creation, we successfully provide our clients with brand equity. Our properties connect consumers with businesses and advertisers in kind, impacting customer acquisition and loyalty retention -- in a non-intrusive relevant matter that is purely permission based and compliant with all privacy laws domestically and internationally. With success, retention and accountability, we assist advertisers and commercial providers grow their market sectors and revenue streams by acquiring high quality leads for direct response results, fact based research, analysis, and information pertaining to critical aspects of their brands. All properties are 100% owned in their entirety by the parent company Cody Montana Integrated Inc.

Every business faces the challenge of demonstrating the value of its products and services to existing and potential customers in the most effective way. Sweepstakes.ca with its awesome market reach, zero cost of entry and dynamic capabilities provides solutions that present immediate cognition into the factors that drive a customers' behavior. It will offer guidance for a client in increasing increase brand awareness, market share, revenues, and ROI in the profit equation. The leads acquired will provide actionable responses to clients' business challenges.

The key aspect of the network property is that it adds value to the user's experience. When the consumer has finished "clicking, browsing and carousing", they have already built a relationship with sweepstakes.ca and any number of the advertisers listed. Our channel offers create a positive buzz, increasing traffic and brand equity for all advertisers; the greater the perceived value of all offers, the greater the positive reinforcement accompanied with the branding of any offer, will be. Word-of-mouth marketing strategies will be effective because they create an information-based relationship with the member audience. Relevant discussion arms the network members with the information they need to evangelize about the offer and brand sponsor to their peers, ensuring that the most influential people online, the audience membership, are recommending the offer and client site to other people and other communities. This strategy works as the request for further information was created by the consumer and not by the advertiser.

From the sweepstakes.ca network property perspective, it is critical to secure a clients' assessment in the understanding of loyalty retention and adoption of its basic principles prior to any lead generation engagement. The network is steadfast in its convictions and principles. Advertising and lead generation solutions will only yield successful results if the appropriate initiatives are in place to value the relationship upon its inception. The key is to engage the customer and reward their permission -- creating greater long-term value and building a lasting relationship. For a client, offering a consistently vivid experience with their brand is something that competitors cannot match. The result will be in increase in subscriber satisfaction, conversion and retention -- and will yield in magnitude positive viral and advocacy marketing, spreading the

good word and cultivating business. The value creation afforded by the network will have then run full circle and the advertiser will be poised to renew its media placement.

The sweepstakes.ca network is non-incentivized. Not one member will receive financial compensation for participating in any offer. Not one individual must sign up for 'X' offers in order to be eligible for any associated prize or offer. The target audience may sign up for as little, or as many, vendor offers as they choose. We therefore facilitate a genuine interaction of push marketing that is capable of leveraging brand awareness with loyalty to cultivate business and guide lead generation solutions according to business goals, and do so in a much friendlier manner. Branding is being conducted in a noninvasive style, embodying a unique culture that must be respected, providing the most effective way for a business to acquire a potential customer for a cornucopia of advertiser initiatives:

- building of goodwill, brand equity, loyalty and viral marketing initiatives
- encouraging risk free product trials and loyalty programs that build sales
- building of a mailing list to initiate and develop correspondence
- gain valuable real-time feedback and engagement from customers by conducting market research to prospects in order to understand attitudes, perceptions of value and purchasing behavior, pricing strategies in determining how a consumer responds to various price points et al.
- gauging the impact and the current health/viability of a product or service
- cost-effectively build awareness and interest about product offerings
- recruit the online influencers, creating evangelists for your brand

:: demographics, performance metrics + network statistics

sweepstakes.ca network subscriber audience is 67,000+ with active e-newsletter subscription of 55,500+

- 47.3% of the audience is single opt-in verified
- 52.7% of the audience is double opt-in verified

- 9.0% are between the ages of 18 -25
- 21.1% are between the ages of 26 -35
- 26.7% are between the ages of 36 -45
- 27.3% are between the ages of 46 -55
- 14.7% are between the ages of 56 -65
- 1.2% are between the ages of 65 +

- 87% of the audience is female
- 13% of the audience is male

- 94.2% reside in Canada
- 5.8% reside in the United States

- 8.0% live in the province of Alberta
- 13.2% live in the province of British Columbia
- 4.9% live in the province of Manitoba
- 3.9% live in the province of New Brunswick
- 2.6% live in the province of Newfoundland
- 0.5% live in the Northwest Territories
- 6.4% live in the province of Nova Scotia

- 0.2% live in the territory of Nunavut
 - 50.3% live in the province of Ontario
 - 1.0% live in the province of PEI
 - 5.6% live in the province of Quebec
 - 3.4% live in the province of Saskatchewan
-
- 17.2% of the audience speaks French in addition to English
 - 14.8% of the audience speaks another language in addition to English
-
- average page views for the network is between 30,000 – 75,000 per month
 - average time on site is 4 minutes and 12 seconds
 - average direct traffic accounts for 41.2% of visitors
 - average referral site traffic accounts for 35.08% of visitors
 - average search engine traffic accounts for 23.15% of visitors

:: Google™ organic keyword rank

Many of our advertisers choose to advertise with sweepstakes.ca for not only our ability to brand their offer, gather data or provide traffic, but because of our exceptional Google™ keyword rank and our ability to improve the clients Google™ Organic ranking. Although no one really knows how all the ranking algorithms work within Google's page ranking system, one aspect to which we do know is that the greater number of pertinent back links a site has, the greater it's importance relative to other sites it will be. As such, the organic ranking of sweepstakes.ca is what advertisers covet and aspire to have, and certainly having a link on our site to their offer, holds well for site rank.



sweepstakes	Page 1	#1 position of 13,400,000 results
free sweepstakes	Page 1	#1 position of 9,170,000 results
free promotions	Page 1	#1 position of 75,600,000 results
free trials	Page 1	#1 position of 38,800,00 results
free stuff for women	Page 1	#1 position of 87,300,000 results (femail.ca)
contests for women	Page 1	#1 position of 51,100,000 results (femail.ca)
risk free product trials	Page 1	#2 position of 3,030,000 results
free contests	Page 1	#4 position of 57,300,000 results
canada sweepstakes	Page 1	#5 position of 1,670,000 results
gift rewards	Page 1	#7 position of 12,300,000 results
surveys for cash	Page 1	#8 position of 16,400,000 results
canada contests	Page 2	#5 position of 38,100,000 results
free stuff	Page 2	#6 position of 91,800,000 results

:: advertising with sweepstakes.ca – formats


We offer the following advertising derivatives listed below under the heading of creative requirements + ad unit sizes. Of note, our most popular advertising module is our lead box. This consists of a 100 x 100 graphic, with a one sentence tag line and a four sentence description. This unit is available only to clients who have an added value offer such as a contest, sweepstake, product sample, giveaway or "freebie".

Rates are dependent upon the advertising module chosen, its page placement within the property, its location on the page as to above the fold or below fold and where its exact location is below the fold. In order to initiate a relationship with sweepstakes.ca for ad placement, we request to know in advance the product offering, the media spend for the campaign and the reciprocal landing page in order to assess our acceptance of the client and the most viable options for success of your program.

All advertising units placed on the network are either on a monthly placement fee dependent upon its location/position on site or on a cost per acquisition [CPA] model.

creative requirements + ad unit sizes

(1) **Lead Box** -- 100 x 100 graphic; 1 sentence tag line and 4 sentence description; standard GIF only



[Win a 7 Night Caribbean Cruise + Airfare for Two](#)

Win a Dream Vacation with Cruise Ship Centers! Join our hottest cruise and vacation deals email list for free and you will be entered for a chance to win a 7 Night Caribbean Cruise and airfare for two! Good luck.

valid location: Canada, USA **end date:** Nov 13, 2010

[+ LEARN MORE](#) [+ SOCIAL BOOKMARKING + TELL A FRIEND](#)

\$5000 Cash

[MOMS only - WIN \\$5000 or a Car!](#)

Survey contest is open to Canadian Moms only. Take a 4 minute survey. Contest ballot is generated once you confirm your account upon submitting your entry.

valid location: Canada **end date:** June 30, 2010

[+ LEARN MORE](#) [+ SOCIAL BOOKMARKING + TELL A FRIEND](#)




[Win a 5 Night 6 Day Vacation to Palm Springs, California](#)

This prize package for two includes a 5-night, 6-day stay at the fabulous Adalusian Court, dinner at Johnny Costa's Restaurant, dinner at Wang's of the Desert, dinner at Kaiser Grille and lunch at Zin American Bistro.

valid location: Canada (not QC), USA **end date:** Mar 5, 2010

[+ LEARN MORE](#) [+ SOCIAL BOOKMARKING + TELL A FRIEND](#)



[Win a Mazda MX-5 Miata Convertible and \\$20,000 cash!](#)

To enter the contest, just complete our survey for rich rewards!

Canadian consumers click here for survey + contest entry.

USA consumers click here for survey + contest entry.

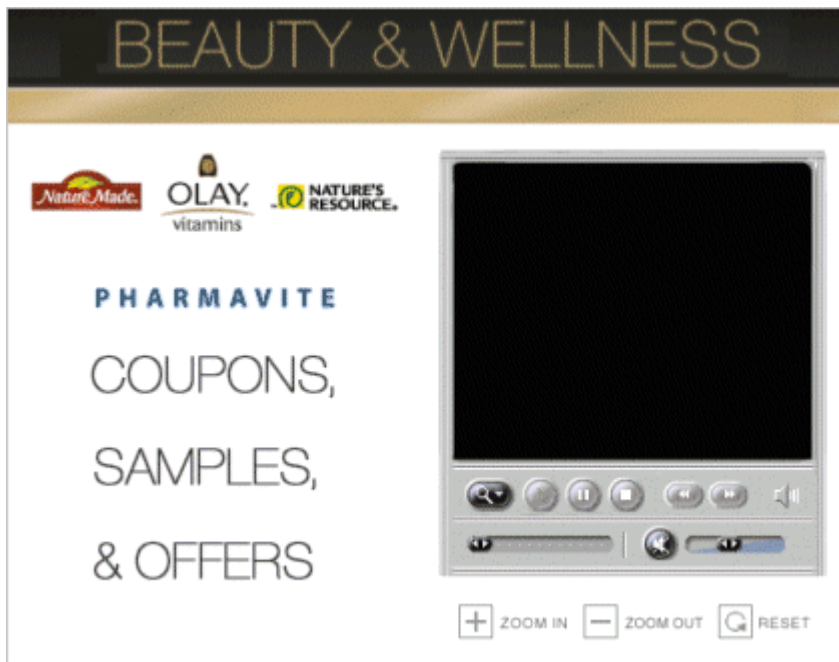
valid location: Canada, USA **end date:** Open

[+ LEARN MORE](#) [+ SOCIAL BOOKMARKING + TELL A FRIEND](#)

- (2) **Graphic Ad Units** -- 728 x 90 leader board graphic; max file size 50k;
 - 120 x 600 or 160x600 skyscraper graphic; max file size 50k;
 - 300 x 250 box graphic; max file size 50k;
 - 500 x 200-600 custom big box ad graphic; max file size 50k;



- (3) **Rich Media + Streaming Video Big Box Ad** -- 500 x 200-600 rich media; Rich media will enable and synchronize interactive advertising. Our vocation -- adding value to our users' experience while enhancing



our advertiser customer acquisition objectives, moves forward with rich media and streaming video formats, that require no download to launch and play, offering a unique marketing opportunity for the advertiser to connect with the audience at the precise time the user is attentive to their offer. This ad unit will have the ability to be clicked on/off to trigger the associated message. This rich media provides a unique combination of creativity and brand equity, allowing marketers and advertisers to create sales tools that surpass the ordinary and increase

campaign results and ROI. Having vividly distinguished the brand, signups and traffic to the advertiser site will increase significantly as audience attention and interest is elevated. It is a brilliant collaboration between the technical and the creative.

(3) Text Advertising

(4) **Opt In Co-Registration Data Capture** -- We collect the entries and then pass on the data and redirect them to your site.

(5) **Newsletter Sponsorship and/or Solo Email deployment to our subscriber audience** -- An email/postal rate card, metrics, and deployment statistics are available upon request.

- average campaign results for email deployment delivery is 97.82%
- average campaign results for email deployment unique views is 35.08%
- average campaign results for email deployment total views (total number the HTML opened) is 56.17%
- average campaign results for email deployment unique clicks is 16.59%
- average campaign results for email deployment unique action (taking action within a campaign; action is defined as either a URL click or HTML view per recipient, not both.) is 38.45%

:: micro sites for advertisers -- branding business.sweepstakes.ca

Advertiser-specific micro sites represent an innovative way to drive customer acquisition, taking advantage of the sweepstakes.ca brand. A client micro site – business.sweepstakes.ca - provides for an enticing vehicle and effective ability to take full advantage of the property, for its marketing and advertising initiatives, both with online and offline media placement. By developing a micro site and integrating into the sweepstakes.ca platform, we are able to maximize the value of each consumer interaction, the intrinsic worth of having an interested party right at your fingertips and the pre-population of user data points, thereby delivering even more traffic to our advertisers. To note, when a user does click on an external link and launches to a vendors' site, there is always a re-evaluation of their interest in the offer, which significantly lowers the conversion numbers.

So in the practical case above, with a client understanding the value of remaining on site but requiring specific branding to their offer on a dedicated page with no adverts from any other firm, a localized address within the site provides an excellent solution. The company can in absolute terms, brand the page their own. An additional fee would apply for a sub-domain (business.sweepstakes.ca), but its merit would certainly offset these costs.

:: our tip to advertisers

We thoroughly emphasize loyalty marketing to our customers in detail. The real energy on the marketing front goes into attracting new customers, while the ultimately more important task of nourishing the existing customer base gets a lower glamour rating. It does not make sense to invest in attracting the customer then failing to match that effort with the genuine follow through that creates the long-term relationship.

We continuously remind our clients that loyalty marketing will yield a strong customer relationship – as it is vital for both short term growth and long term success. The key is to engage the customer and reward their permission. Offering a consistently vivid experience with a brand is something a competitor cannot match. With a well orchestrated promotion or rewards program to cultivate business and spread the word, the result will be an increase in subscriber satisfaction, conversion and retention – and the prospects for a positive relationship with customers and ROI will soar.

:: summary

Strategy, technology and design expertise will work in harmony to guide lead generation solutions and value creation for our advertisers in the digital marketing sector.

Our company maintains a paramount of integrity and adheres to the ideals of business etiquette and principles of trust. We maintain a love for and commitment to, excellence in advertising, brand marketing and lead generation solutions. Strategic planning, project management, continued expertise with business expansion and an eye on global growth are the next orders of business.