

# VERSO

D I G I T A L

*The one-stop-shopping solution to publishers' increasing need for targeted Internet advertising*

“If you’re selling things, you don’t necessarily need to massively expand your product range to tap *long tail* markets. You can instead just reach the ‘**long tail of customers**,’ ... the potential pockets of demand that don’t necessarily lie within your normal marketing channels.”

—Christopher Anderson, *The Long Tail*

# The One-Stop Concept

- Provide book publishers with customizable niche vertical networks (“Reader Channels”<sup>SM</sup>) to target a book’s specific market.
- Each Reader Channel<sup>SM</sup> will be an aggregate of high-quality websites (small-to-large) designed to optimize the reach and effectiveness of online ad campaigns.
- Offer the latest in demographic, behavioral, contextual and retargeting technology—available through a unique partnership with leading ad network, **Burst Media**.
- Accommodate all standard display units and rich media.
- Provide full site-level reporting and transparency to the highest BPA audit standards.



# Why Go Vertical?

Online audiences spend most of their time on content websites—not portals. Targeted niche and specialty content sites offer the best marketing environment for book publishers.

**The majority of traffic online comes from sites beyond center portals.**

## Page Impressions

76.9

23.1

% of Page Impressions

Other Sites Portals

**Users spend most of their time online beyond the portals.**

## Time Spent

87.4

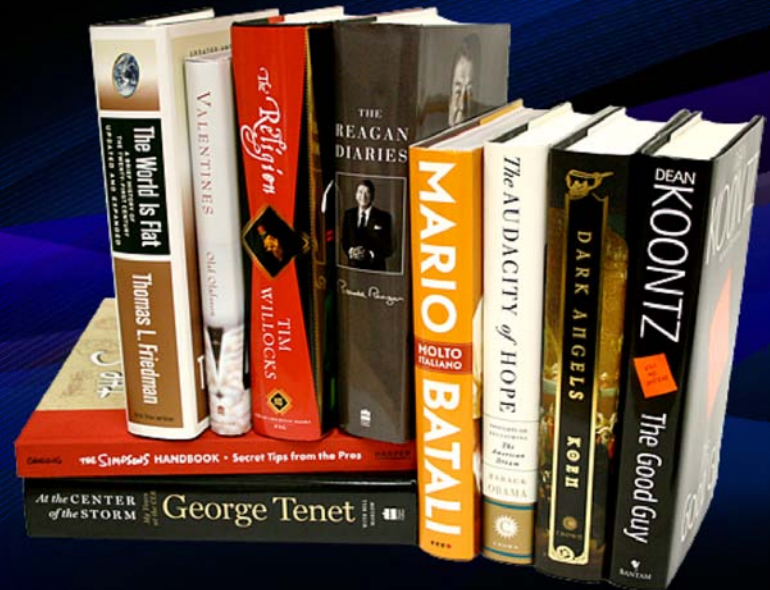
24.3

Average Minutes per Usage Day

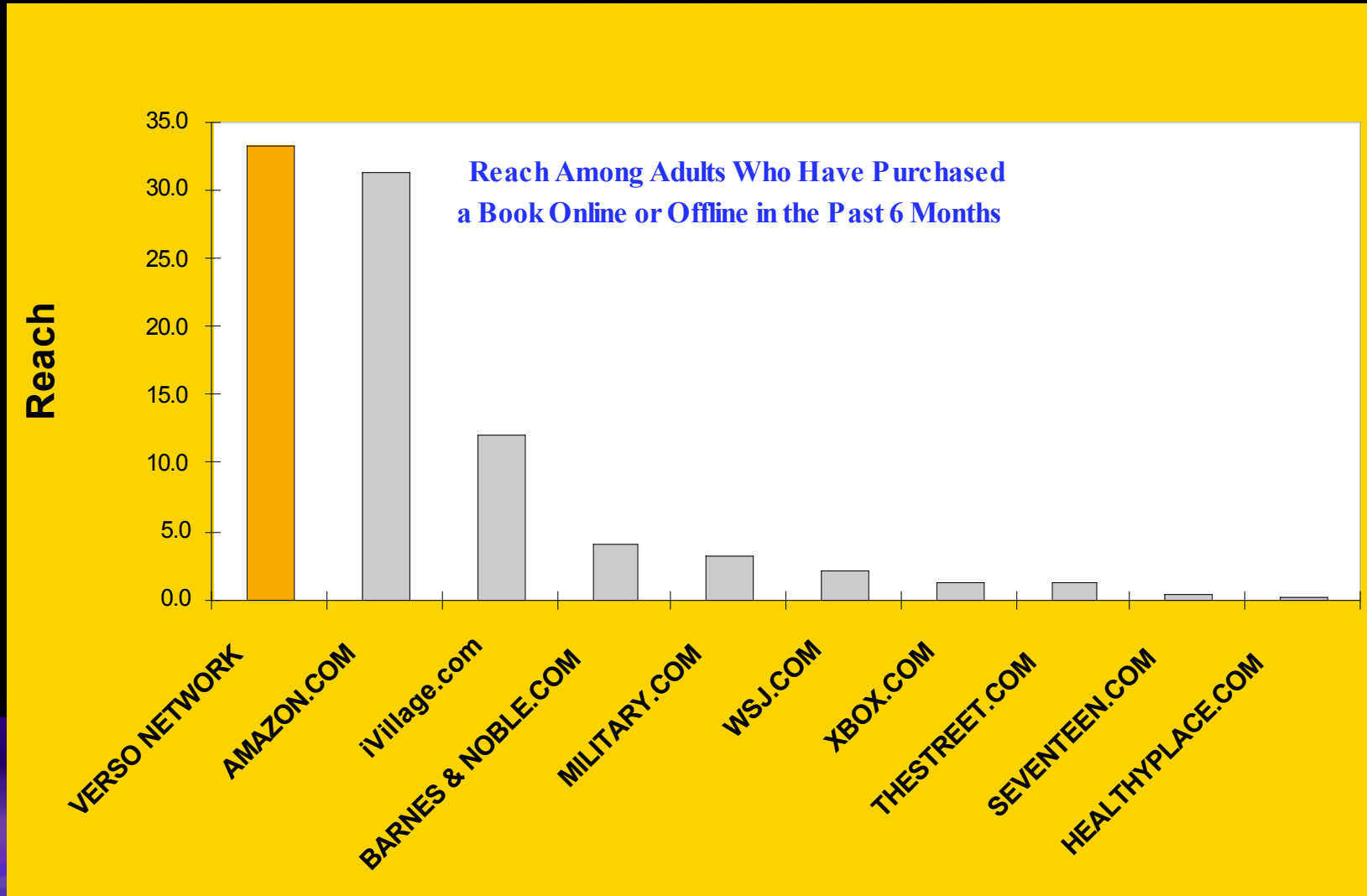
Other Sites Portals

# Reader Channels<sup>SM</sup>: Buy Rationale

- High composition and performance: Verso Reader Channels<sup>SM</sup> are comprised of both hand-selected and algorithm-based websites designed to optimize the buy and provide the greatest customization.
- Verso acts as an industry-wide aggregator to deliver highly competitive CPMs and added-value placements.
- According to comScore, the **Verso/Burst Media** network attracts visitors with a Buying Power Index (BPI) > 100, higher than average Internet users.



## And the Verso Network reaches readers who buy books!





# Sample Reader Channels<sup>SM</sup>

There will be over a dozen Reader Channels<sup>SM</sup> available for the Fall 2008 Season, with more to be added by Winter/Spring 2009. Among the first are the following:

- Business and Finance Channel
- Women's Health and Fitness Channel
- Thought Leaders Channel
- Teen Channel
- Women's Romance Channel
- Science Fiction and Fantasy Channel
- Eco Channel
- Pop Culture Channel

# Reader Channels<sup>SM</sup>: Targeting Capability

- **Demographic**: based on continually updated Web survey data, target your campaign by specific gender, income, age, geographic or other statistical variables
- **Contextual**: based on predefined content channels or algorithmically derived websites
- **Behavioral**: based on historical visit patterns within the Network



- **Retargeting**: selects previous visitors to campaign websites, or tags author-affiliated sites, for repeat advertising



# SAMPLE CHANNELS

Each Verso Reader Channel<sup>SM</sup> consists of hundreds of high-quality, clutter-free websites out of a universe of more than 4,000 specialty content sites.



## Verso Business & Finance Channel Overview

### Target Audience:

- Men 25+
- Business readers/enthusiasts
- HHI \$75K+

### Campaign Objectives:

- To drive sales of books
- Generate awareness for author/book/publisher

### Verso Solution:

- **The Business and Finance Reader Channel** has a high composition of males 25+, high HHI
- **Targeted Buy** comprised of business, finance, and baby boomer content

**Targeted content with a focus on business, finance, investing and careers:**

- 160 high quality websites
- 6.6 million unique views/month

Placement	Units	CPM	Impressions	Net Budget
Optimized Custom Business and Finance Channel	Standard 728x90 300x250 160x600	\$7.00	Unlimited	TBD
	Added Value Impressions Custom Business Channel		TBD	TBD
				TBD



## Verso Business & Finance Channel Content



Gender	
Male	65%
Female	35%
Age	
18-24	8%
25-34	14%
35-44	17%
45-54	22%
55-64	22%
65-74	10%
Income	
\$35,000 - \$49,999	10%
\$50,000 - \$74,999	15%
\$75,000 - \$99,999	14%
\$100,000 or more	28%
Education	
Some College	23%
College Grad	29%
Post-Graduate Work	11%
Post-Graduate Degree	26%



## Verso Women's Health & Fitness Channel Overview

### Target Audience:

- Women 25+
- Health & Fitness Lifestyle
- West and East Coast Recreational Markets
- Fashion oriented
- HHI 75+

### Campaign Objectives:

- To drive sales of books
- Generate awareness for author/book/publisher

### Verso Solution:

- **Women's Health and Fitness Reader Channel:** 200+ women's sites covering health, fitness, fashion, cooking and healthy living content

**Targeted content with a focus on women's health, fitness, dieting, wellness, cooking and fashion:**

- 200 high quality websites
- 6.2 million unique views/month

Placement	Units	CPM	Impressions	Net Budget
Optimized Custom Women's Health & Fitness Channel	Standard 728x90 300x250 160x600	\$7.00	Unlimited	TBD
	Added Value Impressions Custom Business Channel		TBD	TBD
				TBD

## Verso Women's Health & Fitness Channel Content

**BrandNewMom**



single minded  
women

**COOKS.COM**



**BlueSuitMom.com**

**Wellness.com**

DAVID HAUSLAIB'S  
**Jossip**  
The gossip's gossip sheet



**BIG HEALTH TREE**



Gender	
Male	24%
Female	76%
Age	
25-34	11%
35-44	19%
45-54	29%
55-64	24%
65-74	7%
Income	
\$35,000 - \$49,999	9%
\$50,000 - \$74,999	17%
\$75,000 - \$99,999	16%
\$100,000 or more	29%
Education	
Some College	26%
College Grad	34%
Post-Graduate Work	10%
Post-Graduate Degree	22%



## Verso Thought Leader Channel Overview

### Target Audience:

- Men 35+
- C-Suite influencers
- Political and environmental activists and bloggers
- Northwest, West Coast and East Coast (Boston/D.C. axis markets)
- HHI \$75+

### Campaign Objectives:

- To drive sales of books
- Generate awareness for author/book/publisher

### Verso Solution:

- **Thought Leaders Reader Channel:** includes quality content in national and world news, politics, business and green activity.

**Targeted content with a focus on local, national and international news, information, business and technology:**

- 135 high quality websites
- 20.3 million unique views/month

Placement	Units	CPM	Impressions	Net Budget
Optimized Custom Thought Leader Channel	Standard 728x90 300x250 160x600	\$7.00	Unlimited	TBD
	Added Value Impressions Custom Business Channel		TBD	TBD
				TBD



## Verso Thought Leader Channel Content

WASHINGTON  
**CEO**

redOrbit

RASMUSSEN  
REPORTS

u.s. business review  
Strategies, Solutions and Best Practices for Business Leaders

planet  
green

**NEW YORK POST**  
24 HOURS A DAY

**POLITICO**

**GasBuddy.com**

**TechCrunch**

**REAL  
CLEAR  
POLITICS**

**THE  
STATE  
JOURNAL**

**boston.com**

**businesscenterlive**

**THE  
NATIONAL  
LEDGER**

**newsvine.com**

**EcoSeek™**  
The Search Engine For All Things Green

**GOPUSA**

**GlobalSecurity.org**

**ScienceDaily**  
Your source for the latest research news

**rediff NEWS**

**Discovery  
CHANNEL**

**breakingviews.com**

**THE CHRISTIAN SCIENCE MONITOR**  
csmonitor.com

**INDYSTAR.COM**

**NewScientist**

**DailyNews**  
LOS ANGELES

**AMERICAN EXECUTIVE**  
Where Leadership Begins

Gender	
Male	60%
Female	40%
Age	
18 – 24 Years	12%
25 – 54 Years	51%
55 or More Years	32%
Education	
Attended/HS Graduated	22%
Attended/ College Graduated	78%
Income	
Less Than \$35,000	20%
\$35,000 to \$74,000	29%
\$75,000 or More	45%
Frequency	
Daily	23%
Weekly	25%
Monthly	19%
First Visit	33%

## Verso Teens Channel Overview

The Verso Teens Channel reaches Internet users between the ages of 12 – 17 with targeted content sites that focus on music, entertainment, gaming, sports and fashion:

- 300 high-quality websites
- \$6.00 CPM
- 6.6 million unique views/month



Gender	
Male	53%
Female	47%
Age	
Less than 18 Years	78%
18 – 24 Years	13%
25 – 34 Years	8%
Frequency	
Daily	32%
Monthly	27%
First Visit	35%
Other	6%
Site Bookmarked	
Yes	44%
No	56%



# Transparency and Full Site-Level Reporting

create knowledge and provide security for Book Publishers

## Content Category Reporting

Main Category Summary									
All conversions									
Breakdown by Current Creative All									
Category	Views	Clicks	CTR	Action Rate	Total Sales	Effective CPM	Effective CPA	Cost of Media	
Games	1,837,379	1,303	0.071%	229	\$45,839.42	\$0.0000	\$16.0470	\$3,674.7580	
Entertainment	2,258,406	1,208	0.053%	612	\$120,973.03	\$0.0000	\$7.3804	\$4,516.8120	
News & Information	1,687,037	1,097	0.065%	501	\$89,666.92	\$0.0000	\$6.7347	\$3,374.0740	
Education	869,308	1,066	0.123%	169	\$34,845.18	\$0.0000	\$10.2877	\$1,738.6160	
Music	1,149,300	859	0.075%	460	\$86,744.58	\$0.0000	\$4.9970	\$2,298.6000	
Sports & Recreation	1,793,673	689	0.038%	407	\$72,645.75	\$0.0000	\$8.8141	\$3,587.3460	
Food & Drink	959,564	463	0.048%	395	\$74,295.14	\$0.0000	\$4.8586	\$1,919.1280	
Web Communities & Services	1,053,578	461	0.044%	172	\$36,172.52	\$0.0000	\$12.2509	\$2,107.1560	
Family	526,468	432	0.082%	132	\$26,047.31	\$0.0000	\$7.9768	\$1,052.9300	
Travel	810,763	415	0.051%	496	\$101,793.25	\$0.0000	\$3.2692	\$1,621.5200	
Science	436,649	374	0.086%	101	\$19,764.08	\$0.0000	\$8.6465	\$873.2900	
Technology	757,904	363	0.048%	132	\$23,022.25	\$0.0000	\$11.4834	\$1,515.8000	
Fine Arts	321,714	191	0.059%	71	\$15,244.68	\$0.0000	\$9.0624	\$643.4200	
Health & Fitness	521,013	190	0.036%	155	\$33,051.54	\$0.0000	\$6.7227	\$1,042.0200	
Hobbies & Interests	350,314	149	0.043%	81	\$15,265.05	\$0.0000	\$8.6497	\$700.6200	
Careers	318,002	133	0.042%	130	\$24,266.70	\$0.0000	\$4.8923	\$636.0000	
Business & Finance	273,459	125	0.046%	115	\$22,464.23	\$0.0000	\$4.7558	\$546.9100	
Automotive	294,292	117	0.040%	68	\$13,361.70	\$0.0000	\$8.6556	\$588.5800	
Home and Garden	172,577	72	0.042%	60	\$12,245.26	\$0.0000	\$5.7526	\$345.1500	
Shopping	129,396	64	0.049%	40	\$6,993.37	\$0.0000	\$6.4698	\$258.7900	
RPN	24,472	27	0.110%	5	\$997.62	\$0.0000	\$9.7888	\$49.9400	
<b>Total</b>	<b>16,569,740</b>	<b>9,825</b>	<b>0.059%</b>	<b>4536</b>	<b>\$876,697.20</b>	<b>\$0.0000</b>	<b>\$7.3059</b>	<b>\$33,139.48</b>	

## Adcode Reporting (Site Level)

Adcode Summary									
All conversions									
Breakdown by Current Creative All									
Adcode	Views	Clicks	CTR	Action Rate	Total Sales	Effective CPM	Effective CPA	Cost of Media	
ad12171a (Web Communities & Services)	4,836,107	3,290	0.068%	106	\$273,932.00	\$0.0000	\$91.2473	\$9,672.2140	
ad11377a (Food & Drink)	1,894,827	714	0.038%	38	\$83,493.00	\$0.0000	\$99.7277	\$3,789.6540	
ad11164a (Recipes and Cooking)	1,250,950	657	0.053%	35	\$89,716.00	\$0.0000	\$71.4829	\$2,501.9000	
ad7927a (Recipes and Cooking)	1,259,052	700	0.056%	30	\$61,262.00	\$0.0000	\$83.9368	\$2,518.1040	
ad12550a (Education)	1,767,543	1,454	0.082%	29	\$91,767.00	\$0.0000	\$121.8995	\$3,535.0860	
ad8181a (Crafts)	831,879	512	0.062%	20	\$55,704.00	\$0.0000	\$83.1879	\$1,089.1800	
ad1874k (Travel Resources)	728,330	780	0.107%	17	\$44,709.00	\$0.0000	\$85.6859	\$1,089.1800	
ad8843a (Family)	972,194	901	0.093%	16	\$52,349.00	\$0.0000	\$121.5243	\$1,089.1800	
ad9170a (Recipes and Cooking)	652,315	922	0.141%	15	\$30,482.00	\$0.0000	\$86.9753	\$1,089.1800	
ad10229a (Medicine)	560,179	277	0.049%	13	\$36,045.00	\$0.0000	\$86.1814	\$1,089.1800	

The Verso Ad Network provides you with full access to site level reporting, which in turn gives you the knowledge and insight as to which placements and sites perform the best for your campaign.

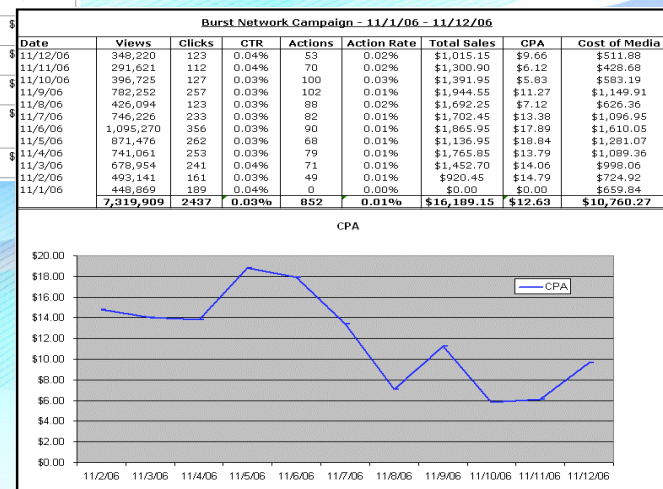
## Custom Reporting

### Reporting available:

Site level  
Category  
CTR  
CPA

Geography  
Creative  
Action rate  
and more!

Customizable reports can be sent as requested by the client.





## Verso Reader Channels<sup>SM</sup> meet strict eligibility requirements

### Verso Network websites must:

- ✓ Be written in English
- ✓ Attract over 5,000 page views/month
- ✓ Operate on own top-level domain (no free-hosted sites)
- ✓ Contain no links to adult or obscene content
- ✓ Observe all intellectual property and copyright laws
- ✓ Display banners based on page view, not timed rotation
- ✓ Provide screenshots of reported site traffic, clicks & views
- ✓ Display an up-to-date Privacy Policy
- ✓ Be COPPA (Children's Online Privacy Protection Act) compliant



“Niche publishers in the Long Tail tend to hold two powerful characteristics core to attracting, and influencing, an engaged consumer audience: credibility and expertise on specific topics. For advertisers looking to surface the most engaged consumer, getting out of your head and into the Tail might be a good place to start.”

—Rob Crumpler, “Wagging the Dog,” *Media Daily*

# VERSO READER CHANNELS<sup>SM</sup>

*Solutions for the digital age.*

