

Dear Sirs,

Updated January 2010

webera

fillingthegap

An online advertising company that took the responsibility to fill in the information gap, and to empower the people, the Egyptian and world social community, by providing them FREE information, with online content.

Information is Power, **fillingthegap**, empowers the People

assatha.com is the 1st Online “**taqseet**” **market guide** that combines information on products offered on credit basis or instalments in the Egyptian market for the Egyptian consumers.

An easy, attractive and dynamic advertising medium; available 24/7 allowing you to promote your products and instalments offers on the world wide web to potential Egyptian costumers who are growing by the minute.

We provide information covering all products and classified in categories; **Cars, Electronics, Home appliances, Real Estate, Home furniture, Banking; credit cards, car loans, cash loans, etc.. and even Club memberships...**

Vision

To be "The instalments' market guide" in the middle east - *لو بتتسبب!.. حلال قيبها في قسبها.كوم*

Mission

KNOW BEFORE YOU go >>>

To create an instalments **Market place** where suppliers can show their products online to consumers:

- An **effective** channel providing a bond between the customers and the clients.
- **Informative;** brings all instalments offers in the market, with contact information.
- **Young; in its presentation,** .look & feel..
- Professional; designed for **smart & busy** consumer.
- Quick; your product is as close as a **.one click away..**

Audience

The idea and format of **assatha.com** will attract **a high proportion of young and active, professional consumers** considered as the new generation of Online Shoppers/Users.

assatha.com is an ambient media, which reflects **modern communities busy lives.**

It capitalizes on the **increase of .credit payment.** As a new trend of our shopping habits and culture, thus, delivering a unique selling & marketing tool.

20% Egyptians living outside Egypt (Gulf, USA, European Countries) and Arab Citizens

80% Living in Egypt.

Address. 1 Yemen st. Dokki, off Giza st (in front of modireyet amn el Giza) T. +20 2 37 488 504 - F. +20 2 37 61 00 28

Feedback Meter

It is extremely crucial, **very important and highly advised** that, once your Ads are online with us, to inform **your call centres** to ask the callers “from where did you get to know about us”, so you can measure the feedback of your other various marketing / advertising activities.

Traffic and Benefits

Our weekly traffic averages:

Weekly visits	19,856
Weekly Page Views	248,893
Average page/visit	12.53
Average time on site/visit	9:01

45 Countries/Territories	Visits	%	Pages/Visit
Egypt	15,644	78.8%	12.14
Saudi Arabia	865	4.4%	16.20
United Arab Emirates	754	3.8%	14.07
United Kingdom	635	3.2%	13.34
United States	632	3.2%	11.01
Kuwait	602	3.0%	15.56
Germany	350	1.8%	14.53
Morocco	141	0.7%	16.00
France	60	0.3%	9.01
Canada	33	0.2%	14.51
Other	140	0.7%	8.54

How can you benefit from assatha.com

- Your ads are posted 24 hours, 7 days a week, **NO impression concept.**
- **Increase exposure** and viewer-ship of your offers online 24/7.
- Presence in a **strong and “taqseet specialized Guide”** with branding for your products & advertising medium.
- Benefiting from this medium . consider it as **your online gateway** - to promote your offers to this **fast growing users base**, especially among the youth who not read newspapers
- **You acquire new customers** (from other categories) and a chance to deepen relationship with them; (emails, contact details)
- **Direct Links to your web site** which increases awareness about your company.
- You **receive directly emails from consumers** interested in your products.
- You receive emails from customers **emailing your products to their friends.**
- Benefit from **direct and specialized email shot** address lists.
- Your product reaches **1000,000** internet users, through our **MONTHLY email shots.**

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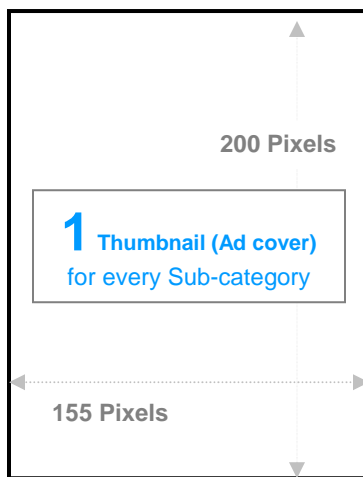
Rates (valid through 31/12/2010)

PLEASE NOTE THAT **ALL OF THE BELOW PRICES MAY VARY** WITHOUT PRIOR NOTICE.

A. **BASIC** PACKAGES

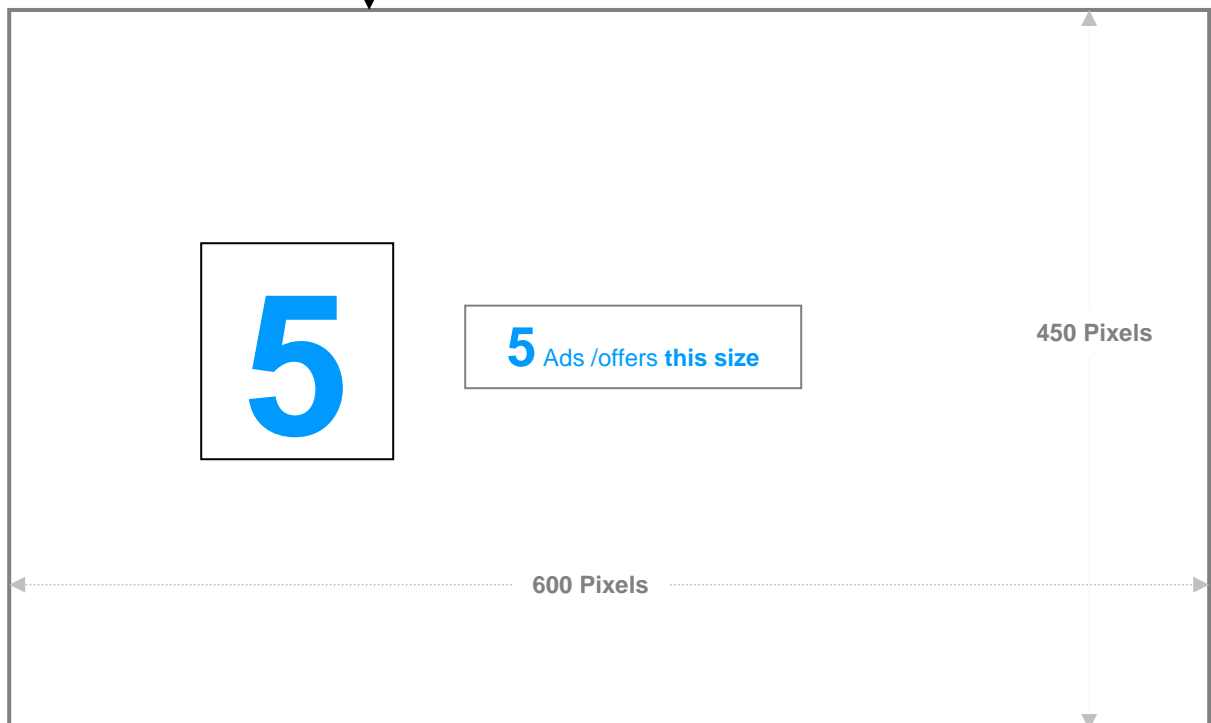
Includes;

- **1 Thumbnail** (Ad cover) size in pixels (Height 200 X155 Width) (formats: .jpg /.gif animated / .swf flash)
- **5 Ads /offers** size in pixels (Height 450 X 600 Width)
- L.E. 10,000 **per Sub-category per year**



3 thumbnails or more ?
Ask about our recession
promotion packages

Linking to up to **5 Ads /offers**



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B. PRIME LOCATIONS (only 8 Thumbnails are available per page (Home page, Category page or Sub-category page))

- A guaranteed prime **Sub-category** location (to show on 1 of the first 8 thumbnails)
 - L.E. 3,000 **Additional to the basic package.**
- A guaranteed prime **Home page** location (to show on 1 of the first 8 thumbnails)
 - L.E. 10,000 **Additional to the basic package.**
- **Home page** presence (to show your thumbnail on the home page)
 - L.E. 6,000 **Additional to the basic package.**

LOCATIONS in **Categories**, Sub-**Categories** or Home Page

Prime Location 1	Prime Location 2	Prime Location 3	Prime Location 4
Prime Location 5	Prime Location 6	Prime Location 7	Prime Location 8
Normal Location 9	Normal Location10	Normal Location11	Normal Location12

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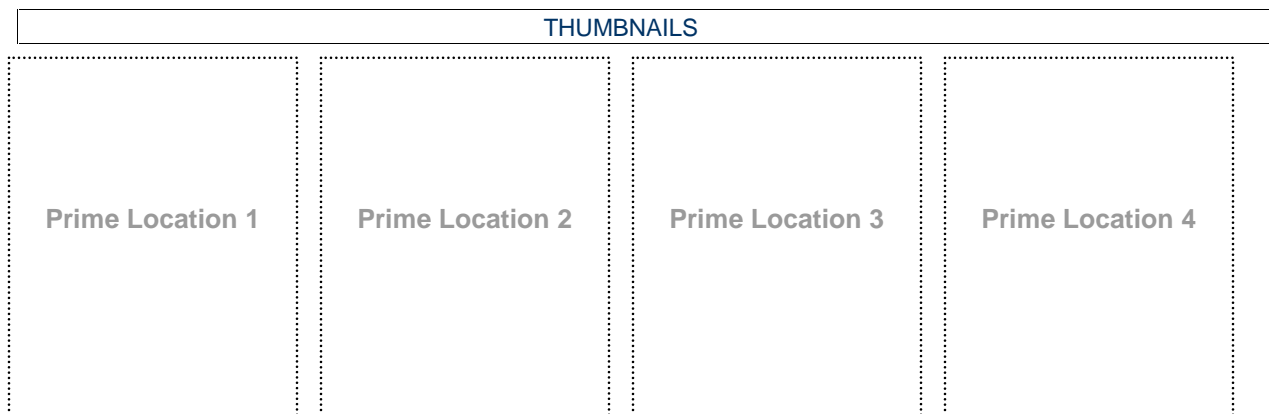
c. TOP BANNERS

- Your banner beside assatha.com logo on your category available **ALL THE TIME**.
- Banner size** (Height 75 X 460 Width) (formats: .jpg / .gif animated / .swf flash)
- Linking to;** **a)** a page with all your offers, **b)** a special offer of yours, **c)** Your website, **d)** etc...

HOME PAGE	1 month	3 months	6 months	12 months
<i>Includes ONE Category + ONE Sub-Category banners of your choice.</i>				
Price L.E. **	8,000	14,000	20,000	35,000

CATEGORY	1 month	3 months	6 months	12 months
Price L.E. **	4,000	6,000	10,000	18,000

SUB-CATEGORY	1 month	3 months	6 months	12 months
Price L.E. **	6,000	10,000	15,000	20,000



****This price allows 2 other advertisers to share the banner with you, you can multiply by 3 and buy the banner exclusively.** (Upon availability).

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D. SIDE BANNERS

Height 600 X 160 Width (full page)
 (formats accepted: .jpg /.gif animated / .swf flash)

HOME PAGE SIDE BANNER	1 month	3 months	6 months	12 months
<i>Includes ONE Category + ONE Sub-Category SIDE banners of your choice.</i>				
Price L.E. **	10,000	20,000	30,000	50,000

CATEGORY PAGE SIDE BANNER	1 month	3 months	6 months	12 months
Price L.E. **	6,000	10,000	16,000	25,000

SUB-CATEGORY PAGE SIDE BANNER	1 month	3 months	6 months	12 months
<i>Includes ONE Category SIDE banners of your choice.</i>				
Price L.E. **	8,000	14,000	20,000	35,000



****This price allows 2 other advertisers to share the banner with you, you can multiply by 3 and buy the banner exclusively.**
 (Upon availability).

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Advertising and Promotion Campaign

assatha.com, is using an ongoing email shots campaign to advertise its public presence on the world wide web; using a database of 1,000,000 email. Despite the effectiveness of this medium, bringing traffic reaching **60,000 hits a day**, we are aiming to reach every Egyptian internet user by:

■ MEDIA

o Media; Waseet, Newspapers,	2006 – 2007 - 2008
o El Masry El Yom NewsPaper,	2007 - 2008
o El Dostour Newspaper	2006 – 2007 - 2008
o Sowt El Omma Newspaper	2006 – 2007 - 2008
o Nahdet Masr Newspaper	2006 – 2007 - 2008
o AmCham.org.eg website	2007 >> 2010
o El-Ahly.com website	2007
o ARABEETY car Magazine	2007
o Orientry Print and Online campaign	2007
o Google.com Ads	2006 >> 2010
o Facebook.com Ads	2006 >> 2010
o Yahoo.com Ads	2008
o Filgoal.com	2008 - 2009
o Contactcars.com	2008
o eWasseet.com	2008 >> 2010
o masrawy.com	2008
o Focus Marina Mag (Marina owners 30,000 copies)	2008
o Sa7rawy Magazine(Masters on Cai-Alex Road)	2008
o Mahatetnasr.com <i>radio</i>	2009
o Radiosotcom.com <i>radio</i>	2009 >> 2010
o ELMASRIA Sayarat ALL Printed ADS	2009 >> 2010
o IntoEgypt.com – NEFSAK.com – EICinema.com	2009 - 2010

■ EXHIBITIONS

o 3amar ya Masr (Semiramis and City stars IC hotel),		Q3 2006
o Le Marche Furniture Exhibition		Q4 2006
o Ain Shams University,		Q4 2006
o Al Ahly Club		Q4 2006
o Al Shams Club		Q4 2006
o Shooting Club		Q4 2006
o Cairo ICT		Q1 2007
o ACITEX		Q1 2007
o Shooting Club Employment Fair		Q2 2007
o Automech Cars exhibition		Q3 2007
o Ahram Real Estate Semiramis Hotel		Q3 2007
o La Casa Furniture exhibition	(WiFi Provider)	Q3 2007
o 3amarYa Masr . Series . of Exhibitions		2007 >> 2009
o Ceadars café Marina Gate 3		Q3-2008
o Edge Furniture exhibition	(WiFi Provider)	Q4-2008
o Formula Al Ahram Motor Show	(WiFi Provider)	Q1-2008
o Boat Show	(WiFi Provider)	Q1-2008
o CAIRO ICT Exhibition		Q1-2008
o InDoors Al Ahram Furniture Ex	(WiFi Provider)	Q2-2008
o Next move real estate exhibition	(WiFi Provider)	Q2-2008
o Automech Akhbar El Yom Car Ex.	(WiFi Provider)	Q3-2008
o La Casa Furniture Exhibition		Q3-2008
o Al Ahram Real Estate Exhibition (Semiramis IC)		Q3-2008
o AKARI Real Estate Exhibition		Q3-2008
o 3amar ya Masr (Semiramis and City stars IC hotel),		Q3-2008
o Cairo ICT		2007 >> 2010

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DESIGNING the ADS

Scenario 1:

The Advertiser provides the offers artwork .JPG files, kindly apply the following sizes:

- | | | | |
|---|-------------------------------|--|------------------------------|
| - Your brands logos with a proper resolution. | | | (50kb) |
| - Small thumbnail boxes size (offers cover) | Height 200 X 155 Width | | (15kb) (1 for each category) |
| - Big offers boxes size (offer detail) | H 450 X 600 W | | (50kb) (1 for every offer) |
| - Top Banners (Leader board) | H 90 X 728 W | | (40kb) |
| - Side Banners (Wide Sky Scrapper) | H 600 X 160 W | | (60kb) |

P.S. Please note that flash files should be:

- o 15 frame /sec
- o Total Ad time = 15 seconds max
- o URL link included

Scenario 2:

In case assatha.com team will create the artwork, then please provide us with "high resolution" material in order to be able to provide a professional designed layout that meets the standard image of your reputable brand. **Designs rates are available upon requests.**

Method of Payment

50% upon approval and signing of the quotation
 50% **going online**

Do not hesitate to contact us should you have any further queries.

The Management



T. +20 2 37 488 504
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 E. admin@assatha.com

Looking forward to serve your brand online!!

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