

# GreenWNY.COM

*Launched in January, 01, 2012*

**THE SOLE PURPOSE OF GREENWNY IS TO GUIDE CONSUMER PREFERENCES TO ENVIRONMENTALLY FRIENDLY BUSINESSES.**

What makes GREEN WNY particularly powerful in these difficult economic times is its unique POTENTIAL to provide REAL ways to CREATE JOBS. WNY needs innovative business leaders and conscious customers, who understand the inter-dependency of their decisions, turning possible into tangible, breaking the status quo with a new vision.

---

**Objective:** To build a place where conscious green oriented consumers will meet conscious and green oriented companies.

**Benefits:** Increase sales, brand awareness, penetration in niche high income market.

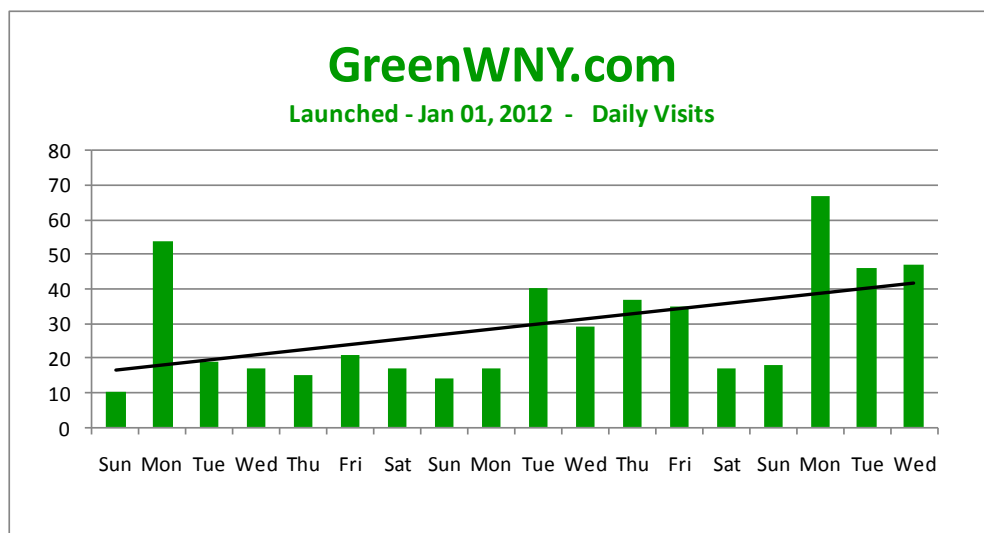
**Target Market:** Green-consumers are well-educated, middle-upper class income, confident and conscious on their decisions. They value entrepreneurship and are extremely loyal and supportive to their business partners and corporate social-responsible initiatives.

**Database:** 1432 local people and businesses in our email marketing list and growing.

Sent	Opens	Clicks
<u>1432</u>	14.9% ( <u>207</u> )	12.1% ( <u>25</u> )

Constant contact.com - 14.9% opens our emails - Jan 16, 2012

**How:** Consumers visit GreenWNY.com - Select the category - visit sponsors to find out about Green businesses.



# GreenWNY.com Promotional Term

Maintenance fee: basic: \$ 20.00 month.

**Free - 1<sup>st</sup> month**

## MISSION

***THE SOLE PURPOSE OF GREENWNY IS TO GUIDE CONSUMER PREFERENCES TO ENVIRONMENTALLY FRIENDLY BUSINESSES.***

---

### **Standard Package (\$40 / 20 words / 2 months)**

It includes your company logo and a 20 word description, with a direct link to your website. It is the company's responsibility to provide logo and the 20 words. Standard Package advertisements will be positioned on the website below Premium and Green Package advertisements. The location of your company on Greenwny.com will be determined according to the date of signing the contract.

### **Premium Package (\$60 / 40 words / 2 months / statistics report)**

The Premium Package increases visibility to web users on Greenwny.com. It includes your company logo and a 40 word description, with a direct link to your website. It is the company's responsibility to provide the logo and the 40 words. A statistics report will be provided bi-monthly (email). Premium Package advertisements will be positioned on the website below Green Package advertisements and above Standard Package advertisements. The position of your company on the website will be determined according to the date of signing the contract.

### **Green Package (\$110 / 80 words / 2 months / statistics report / direct email to members)**

The Green Package allows your company to be prestigiously featured on Greenwny.com. It includes your company logo and a 80 word in depth description. This includes bi-weekly emails to Greenwny's member, statistics report, and prime visibility on the website. Green Package advertisements will be positioned on the website above Standard Package and Premium Package advertisements. It is the company's responsibility to provide the image and the 80 words. A report on visits will be provided bi-monthly. The position will be according to the date of signing the contract.

#### **Select the type of industry**

- |                                       |   |   |                                       |
|---------------------------------------|---|---|---------------------------------------|
| <input type="checkbox"/> Natural food | <input type="checkbox"/> Life & Women     | <input type="checkbox"/> Health             | <input type="checkbox"/> Solar energy |
| <input type="checkbox"/> Technology   | <input type="checkbox"/> Nature           | <input type="checkbox"/> Consultants        | <input type="checkbox"/> Events       |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Landscaping      | <input type="checkbox"/> Home Products      | <input type="checkbox"/> Agriculture  |
| <input type="checkbox"/> Restaurants  | <input type="checkbox"/> Higher Education | <input type="checkbox"/> Green Corporations | <input type="checkbox"/> Eco-Drive    |

Other: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Contracts can be renewed at the end of contract term.*