



Media Kit

“The SourceDS has quickly become a focal point in our direct selling outreach. Our profile and banner ad have been effective in driving prospect engagement, and the SourceDS editorial team has been very receptive in sharing Hyperwallet thought leadership and promoting our webinars and events. I’m happy to recommend the SourceDS as a partner for any direct selling suppliers looking to boost their visibility within the industry.”

— Patrick Crosson, SVP Global Sales at Hyperwallet

"I'm sharing this with my entire executive team."

-COO of a top 25 DS company.

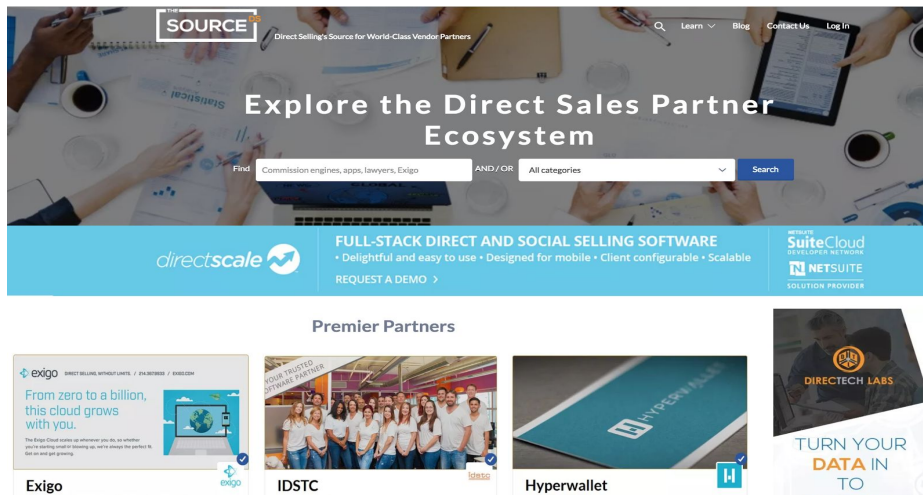
"Everyone is going to use this. What's the alternative?

Flipping through ads in magazines?"

-VP of a top 50 global DS company

"Having a single authoritative source providing insight and reviews becomes a game-changer."

-CIO of a top 10 DS Company.



Mission Statement:

The SourceDS is the most complete and transparent place for direct selling companies to find quality partners. We bring attention, respect and reverence to the direct sales vendor/supplier community, providing real thought leadership and highlighting the good that suppliers do for the industry.



Vision:

The direct sales vendor community provides incredible value to its partners, yet the community does little to recognize or highlight these contributions and there are far too few places for direct sellers to seek, learn about and vet new partners.

We launched “The SourceDS” in November 2016. Like Yelp, every vendor will have a listing and can claim that listing to unlock more features like adding images, videos, keywords, etc. DS companies can review the partners they have worked with and search the site via categories, keywords and tags to find vendors that offer what they are looking for, learn about them and see what type of experience other direct sellers have had with them.

We also publish a weekly email report featuring articles and a featured vendor profile, case studies, etc., highlighting the good that suppliers do. Ad space will be available throughout the site and email. **The weekly report goes out to ~5000 direct selling execs and stakeholders**

We Drive Traffic: Thanks to the financial participation of members and advertisers our marketing team is driving great numbers:

- Hundreds of DS Execs and stakeholders visit the site each week, looking at suppliers
- Average time spent on the site is just over 10 minutes
- The most viewed listing had 900+ views in 30 days
- Hundreds of new users added each week.
- Our weekly email reaches several thousand with hundreds added weekly

MEMBERSHIP OPTIONS

	<u>Description</u>	<u>Retail</u>	<u>Special</u>
<u>Basic Listing</u>	Basic company information and link to site (No-Follow links, Does not contribute to SEO)	Always FREE	FREE
<u>Plus Member</u>	Basic Plus, images, video, mission statement, tagging, follow link to website (contributes to SEO) and more. Promote your events/webinars in our weekly newsletter	\$1500/year	Free with 6 month ad buy
<u>Premier Member</u>	Your listing at the top of one category. (2-3 slots per category)	\$3500/year	Free with purchase 12 month ad buy.



Benefits of Plus and Premier Membership:

- Submit your thought leadership content for our weekly publication to a list of thousands of direct selling decision makers and stakeholders.
- Promote your events and webinars in the weekly newsletter. (Plus members can publish 2X before the event. Premier members can publish every week from 8 weeks before the event.)

ADVERTISING OPTIONS

Stand out from the crowd and show the industry you're a real player. Advertise with The SourceDS and we'll send you transparent reporting on the performance of your ads and your company profile.

<u>Type and Size</u>	<u>Description</u>	<u>Retail</u>	<u>Special</u>
Top of home page 500X108	Banner at the top of the home page	\$1900/month	
Side of home page 300X500	A vertical Banner on the home page	\$1200/month	10% off with six month commit. Plus free Plus membership.
Podcast Sponsor	1 minute "Commercial" at the beginning of The SourceDS Podcast	\$300/episode	5 Episodes for \$1300
Top of Category 500X108	A banner ad at the top of a category	\$300/month	10% off with six month commit. Plus free Plus membership.
Side of Category 300X500	A vertical banner down the side of one category	\$250/month	10% off with six month commit. Plus free Plus membership.
Weekly email- Top 350x100	A banner on the top of the weekly email to 5000 DS people from ~500 DS Companies	\$2000/month	10% off with six month commit. Plus free Plus membership.
Side of email	A banner on the side of the weekly	\$1700/month	10% off with six month commit. Plus free Plus membership.



150X75	email to 5000 DS people from ~500 DS Companies		
Weekly email-bottom 350x100	A banner on the bottom of the weekly email to 5000 DS people from ~500 DS Companies	\$1200/month	10% off with six month commit. Plus free Plus membership.

PREMIUM CONTENT OPPORTUNITIES

Supplier companies deserve a spotlight where you can really stand out from the crowd and demonstrate your unique value to the market. The Source has several options for you:

		<u>Retail</u>	<u>Special</u>
<u>Weekly email thought leadership article</u>	This is NOT an opportunity to sell but rather a thought leadership piece that really gives the market something interesting to learn or ponder. Your author, company name and website will be featured.	FREE to Plus and Premier members - upon approval from our editors. OR \$900 Includes one publication at the top of the newsletter and 2 publications within 3 months	
<u>Vendor of the Week</u>	Your company featured in the weekly email as a favorite of the community.	FREE for members. Requires at least two positive customer reviews of your company in The Source DS*	
<u>Weekly emails - Featured Content/Case Study</u>	Feature an article, case study or video about your company and the unique value you bring to the market.	FREE for members Company provides content OR \$350 The Source can also provide content at customer	Company provides content: FREE with any ad buy.



	Content will also permanently live on The SourceDS blog.	pricing based on your needs. You will own all the content that is produced. i.e. writers, video team, etc.	
<u>Podcast - Exclusive Guest</u>	Feature your company in our podcast. We will produce a podcast episode with your company as the featured guest. You can also bring a customer along and discuss any topic you like. We'll feature the podcast in the weekly email for a month, the blog forever, and you will own the audio content. *subject to content approval by our editorial team	\$4000 Includes planning, production and editing up to one hour of content. You just show up ready to talk. Interviews can be done remotely via Skype.	10% off for members
<u>Blog</u>	Contribute to any of the above and it will be featured in our blog for free	Free	Free

Take the next step – become part of The SourceDS™

Contact: Michel@DirecTechLabs.com or call 310-895-9907

Tips and Guidelines for Submitting Content to The SourceDS

The SourceDS is dedicated to a quality over quantity approach. We want the content we publish to be of real, actionable value to our readers. We want it to touch, move and inspire them into making their businesses better. Into appreciating the value suppliers bring to the table. Please keep the following in mind when preparing to submit content for publication in our weekly news-brief.

Guidelines



1. **Keep it under 1000 words.** Shorter if possible. The longer it is the more amazing it has to be to hold attention. Don't put that burden on yourself. Consider breaking a long piece into two or three parts.
2. **Bold a few key ideas and statements** of your submission that you want to stand out for people who may be scanning it to see if they want to read the whole thing.
3. **Include an image.** Articles with interesting images get a lot more attention. Put the time in to make sure people actually read what you've worked hard to produce.
4. Include a short bio on the author and mention your company with a link.

Tips

1. **Start strong. People have ADD.** You need to hit them with a super strong statement in the first 25-50 words or they won't keep reading and they won't click through on the email to read the rest of what you've written.
2. Don't tell people stuff they already know. Your content must be interesting and engaging.