

# LarMar Enterprises, Inc

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Thanks for your interest! We offer a proven advertising program that will provide your site immediate visibility, significant increase in traffic, and instant sales leads from the very first day of your contract. Our standard package includes a listing on two high traffic fundraising directories offering complementary but significantly different information to fundraising groups. Advertisers receive regular sales leads from both sites.

**Fundraising Ideas & Products Center:** Focuses on the specific needs of the most common fundraising groups. The site includes information about advertisers' products and services, an extensive do-it-yourself fundraising collection, organizational listings, and a free monthly newsletter. Includes a listing on the product index page, alphabetical listing by company name, appropriate category page and eight organizational pages. Since 1999, listings have been restricted to a maximum of 100 companies to maintain the highest visibility for current advertisers and to keep from overwhelming the individual requesters for fundraising information. Previous advertisers and companies providing goods or services not currently offered receive first priority when vacancies are available. (<http://fundraising-ideas.org/>)

**All Fundraising Companies Directory:** Offers the largest selection of fundraising product resources on the Internet. Includes a listing on the appropriate product category page, state/province listing, and alphabetically by company name. The All Fundraising Companies Directory also offers free listings for all fundraising companies who provide a reciprocal link. However, sites that participate in our paid listing program are listed at the top of the category & location listings (above the blue star line), receive sales leads generated from the site, and are eligible to have an icon placed next to their listing. (<http://fundraisingweb.org/>). Paid advertisers are not required to place our icon/reciprocal link on their site.

## Standard Listing Package

**Payment Options: \$525.00 for 12 months - \$325.00 for 6 months**  
**Renewal Options: \$500 per year – \$150 per quarter**

**Instant Exposure:** Your company, products, services and programs will be viewed by thousands of fundraising groups. During the past year our two sites have a combined monthly average of over 110,000 visitors; 169,000 visits and 883,000 page views. While visitors include all types of fundraising groups, the majority are school groups, sports teams, church groups, day cares, animal welfare, and other organizations who use fundraisers to help support their programs.

**Search Engine Visibility:** If you haven't done so already, we recommend that you do a **Google** (<http://www.google.com/>) search for the primary search terms used by fundraising groups: fundraising, fund raising, fundraiser, fund raiser, fundraising ideas, fund raising ideas, do-it-yourself fundraising, DIY fundraising, fundraising companies, fund raising companies, fundraising products and/or fund raising products. It will be rare that one or both of our sites is not in the top 5 listings of your search results (fundraising-ideas.org or fundraisingweb.org). You will find similar results with Yahoo! and the other search engines but we focus on Google because it is by far the most popular.

**Instant Sales Leads:** We send our advertisers an average of over 370 sales leads each month. The leads are generated through the 'Request For Information' forms on each site and are sent to our advertisers via email as soon as the form is completed throughout the day. Individual sales leads are summarized and sent to our advertisers in text and/or Excel format on Sundays and Wednesdays.

**Fundraising Resource Guide:** Participants in our paid listing program are included in our free downloadable Fundraising Resource Guide which is provided to an average of over 310 requesters each month. In addition to a narrative description of your products and programs, the Fundraising Resource Guide contains your telephone number and web site address to allow fundraisers to contact you directly. You can download a free copy at <http://fundraising-ideas.org/directory>.

## Optional Advertising Services

**Additional product categories** are available for an additional \$200 per year – includes both sites. Volume discounts are available (1-4 additional, \$200 each; next 5-10 additional, \$150 each; and \$100 each for those over 10). [The price is half the above for 6-month listings]

**Additional location categories** are available for an additional \$50 per year – state/province listing only - in the All Fundraising Companies Directory. This allows advertisers who have representatives domiciled in multiple locations to appeal to fundraising groups in their locale. To qualify, the link must be to a specific state/province page that lists the local address. This is only available to advertisers who participate in the standard listing package (above). Additional listings will be included on the regular "parent" invoice. The listings would only be on the geographic listing ... up to 300 characters and spaces including company name. See Example: <http://www.fundraisingweb.org/usa/georgia.htm>. [The price is half the above for 6-month listings]

**Icon/Logo:** A logo or icon will placed next to your listing in the product category, geographic, and alphabetical listings in the All Fundraising Companies Directory for \$50 per year. If you have multiple product listings, the single \$50 charge includes all listings as long as a single icon/logo is used. [Maximum size of 40x40 pixels] [The price is half the above for 6-month listings]

**Banners:** Banner placement fee is \$350 for one year and includes all banner pages on both sites. Rotation is limited to a maximum of 30 banners [468x60, 12K]. Each banner has been displayed an average of 10,700 times each month in the last twelve months. [\[currently available\]](#)

**The Fundraising Hotline:** Monthly email newsletter sent to 27,000+ subscribers. You can view the most recent newsletter at <http://www.fundraising-ideas.org/newsletter/newsletter.htm> and issue availability at <http://www.fundraising-ideas.org/newsletter/advertise.htm>.

- **Standard Icon:** Narrative listing of up to 50 words including company name, one link to advertisers site, highlighted background, and a standard blinking checkmark icon. Standard capitalization and punctuation, i.e., no all capped words, bold/italic text, etc. There is a maximum of four standard icon listings per issue. Prices range from \$40 to \$60 each depending on the issue. Advertisers can be listed in from 1 to 12 issues per year.

- **Custom Image:** Narrative listing of up to 100 words including company name, up to two links to advertisers site, and advertiser supplied 'custom image' (maximum of 100 x 100 pixels – 20K maximum). Standard capitalization and punctuation, i.e., no all capped words, bold/italic text, etc. There is a maximum of three 'custom image' listings per issue. Prices range from \$75 to \$125 each depending on the issue. To keep our subscribers interested, a company can only be listed twice per year.

**Distributors/Sales Representatives Wanted:** Listing describes your product, distributor options and contact information. Included on both sites. Listings can have up to 50 words in addition to company name and contact information, and will contain a link to your web site and/or e-mail address. The fee is \$200 per year. This listing is directed at small fundraising companies and independent sales representatives - not fundraising groups. You can them at <http://fundraising-ideas.org/other/distributors.htm> and <http://www.fundraisingweb.org/listings/distributors.htm>. [Currently Available]

**Advertising Image on Home Pages:** Available to a single advertiser. Advertiser will provide a 200 x 200 pixel image to be placed in the upper left hand corner of the home page directly under the site header on both sites. Fee is negotiable. [Under contract. Current advertiser has first right of refusal at renewal date]

**Pop Under, Home Pages:** Available to a single advertiser on the home pages of both sites. Pop code will prevent ad from appearing on top of the home pages. Fee is negotiable. [Under contract. Current advertiser has first right of refusal at renewal date]

**Fundraising Tips Page:** Available to a single advertiser. A link will be placed on the top of the home pages of both sites. The Fundraising Tips page will have the standard site header and footer but all content will be provided by the advertiser. Fee is negotiable. [Under contract. Current advertiser has first right of refusal at renewal date]

**Fundraising 101 Page:** Available to a single advertiser. A link will be placed on the top of the home pages of both sites. The Fundraising 101 page will have the standard site header and footer but all content will be provided by the advertiser. Fee is negotiable. [Under contract. Current advertiser has first right of refusal at renewal date]

**Fundraising Resource Guide:** A single advertiser can have a 2" high, full page width advertisement at the bottom of the Fundraising Resource Guide cover page. This can be a combination of text and graphics, banner, etc. Fee is negotiable. [Under contract. Current advertiser has first right of refusal at renewal date]

**Do-it-Yourself Index Page:** : A single advertiser can have two 200 x 100 pixel images on the Do-it-Yourself Index Page. One image will be to the far left of the top of the page just under the header. The second will be in the center row of the listings in the middle or closer to the bottom (vertically), whichever is preferred by the advertiser. Fee is negotiable. [Under contract. Current advertiser has first right of refusal at renewal date]

**Thank You Page:** Available to a single advertiser on the 'Thank You Page' that is returned when the Request For Information form is completed on both sites. Approximately 2-4" high, full page width space following our brief Thank You message. Fee is negotiable. You can review the page at <http://fundraising-ideas.org/other/thanksrequest.htm>. [Under contract. Current advertiser has first right of refusal at renewal date]

## About Us

**LarMar Enterprises, Inc.** first entered the fundraising market in early 1996 with the publication of '*LarMar's Fundraising Resource Guide*', a hard copy fundraising resource directory. As soon as the directory was published, it was apparent that a hard copy directory was not sufficient - that it was out of date almost as soon as it was published. This realization resulted in the opening of LarMar's first Internet fundraising resource site in July 1996.

As the popularity of the of the initial and subsequent sites increased, so did the number of companies requesting a listing, raising concerns that too many listings would reduce the value of the listings and sales leads for our current advertisers, and that the volume of responses to requests for information would soon overwhelm the individual requesters. In 1999, we restricted the number of overall companies listed to 100 to control the response volume.

The **Fundraising Ideas & Products Center** offers a unique combination of commercial and do-it-yourself fundraising alternatives not found anywhere else. While the DIY section may offer some slight competition to our commercial advertisers, the DIY pages account for a significant number of site visitors ... most of whom proceed to our advertisers sites.

LarMar also operates the **All Fundraising Companies Directory** which provides a comprehensive collection of over 1200 fundraising companies on the Internet. Companies are listed by product category, geographic location, and alphabetical by company name, with separate categories for companies located outside the U.S. and Canada. Previously, many of the smaller sites that offer exciting fundraising options could not be found in the various search engines and directories because they were just too far down the search results to be of any use.

**LarMar Enterprises, Inc.** only provides Internet advertising for fundraising companies. It is not involved in actual fundraising nor does it have a financial interest in any companies listed on our sites.

### Is a Listing Worth The Cost?

The question to consider is how many sales you will need to make as a result of your listing to make it worthwhile. We believe that our low, 12% advertiser turnover rate (an average of one per month), and the fact that we still have our very first paid customer from 1996, demonstrates our advertising value.

### If You Are Interested In Adding Your Site

Please call or send us an email to [LEI@larmar.com](mailto:LEI@larmar.com) to confirm that we currently have a listing vacancy. Sometimes we have a vacancy but don't update our site as quickly as we should. We hope to hear from you soon!

Larry Hollingsworth,  
President,  
LarMar Enterprises, Inc.