

“

Speak: A place where your message means more.

You have a message. And you know that there are people out there who want to hear it. But how do you find those people? And, once you do, how do you get them to listen?

You could advertise on television or radio. Unfortunately, these advertising outlets are expensive and often too broad to be efficient. You could create a direct mail or email campaign. Even after the expenses of printing and sending a piece, though, the likelihood that someone will actually see your message before tossing it in the trash remains very small.

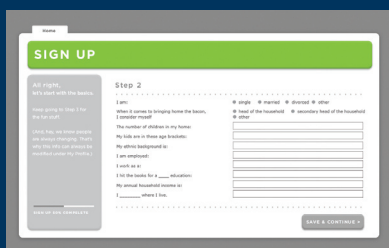
So, how do you, as an advertiser, get past the limitations of these mediums and connect your product with the consumers who want and need it most?

Welcome to Speak.

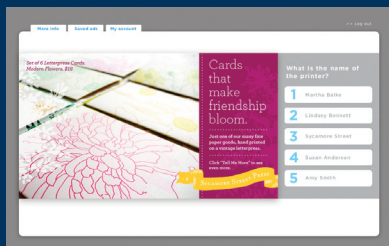
How does it work?

Speak is a new movement that creates an effective conversation between you and a vast, growing group of engaged consumers who are targeted and motivated to view your advertising-- making any budget reach exactly where you need it to.

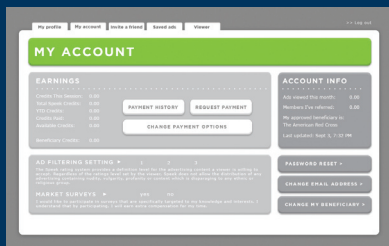
It's a simple process:



01. Members sign up online for a free Speak account and create a profile all about them. They then get access to their own Speak online ad viewer, where they receive advertising that is specifically targeted to them.



02. They view each ad for ten seconds, answer a simple question about the product or service featured and rate their interest in both the product and the ad. For each ad they view, they are compensated and a non-profit organization of their choice receives a donation.



03. As members view ads, advertisers are able to access feedback and check the status of their advertising on their easy-to-use account page, making the advertising as effective as possible.

”

“ Why will Speek work for me?

01. Speek members are targeted and engaged. With Speek, you not only target your message according to the demographics of who you want to reach but also the kind of person they are, what they're interested in and why they would care about your product. Some media vehicles charge more for this kind of targeting. At Speek, we think it should come standard.

02. Speek guarantees performance. You don't have to cast a wide net of impressions and hope to get a nibble. With Speek, every penny of your budget goes to viewed and verified ads.

03. Speek is cost-efficient. When you advertise on Speek, the quality of our targeting and the 100% deliverability element ensure that your advertising costs a fraction of what other comparable advertising efforts would cost.

04. Speek is trackable. You can verify that your ad was not just glanced at but fully read and considered-- anywhere, anytime. Just check your advertisement stats on your easy-to-use account page.

What are my options?

Advertisers' options with Speek currently include:

Targeted Viewer Ads

- Ads are delivered in a large 700x395 pixel online viewer module.
- With your Speek ad, you can:
 - Use our targeting criteria to reach just the audience you want to
 - Guarantee your ad was viewed for a full 10 seconds, and verified by a simple question
 - Receive feedback on your advertisement and product
 - Allow viewers to save your ad (great for coupons or special offers)
 - Link to your website or downloadable material

Contact us at advertise@speekback.com for rates.

Advertisement specifications

Please provide Speek with the following:

- **Ad(s)**
All files should be 700x395 pixels. All files must be less than 500K but are preferable at 250K or less. All files should be RGB. All fonts should be rasterized. All files should be flattened. Files must be 72 dpi at size. We prefer static media files to be 24-png, but other static media files are acceptable including jpg, psd, tiff and pdf.
- **Linking URLs**
Please provide the URLs where you want your ad to link.
- **Question**
Please provide a simple question about your ad which viewers will respond to in order to verify they have viewed the ad. The easier the question, the better. You also need to provide us with four wrong answers AND the correct answer. Some example questions are: What product is being shown in this ad? What color is the product in this ad? What is the offer in this ad?

”



Insertion Dates

Ad materials are due 5 business days in advance of running.

.....

Contact Us

Contact us at advertise@speekback.com with any questions.

.....

Miscellaneous

Rejection of Advertisements:

Speak may, at its sole discretion, reject or cancel at any time any advertising submitted by advertiser. In such instances, the advertiser will not be charged for ads not viewed.

Positioning/Order of Advertisements:

Speak cannot guarantee the order in which the advertiser's ad may be viewed in relation to other ads because of the uniqueness of each member's queue.

Advertiser and Agency Liability:

Speak reserves the right to hold the advertiser and its advertising agency jointly liable for such monies as are due and payable to Speak. Advertiser and its advertising agency shall indemnify Speak from all damages, costs and expenses, of any nature whatsoever, including attorneys' fees, for which Speak may become liable.

Taxes on Advertising:

In the event that any international, federal, state or local taxes are imposed on the sale of advertising space, such taxes shall be assumed and paid by the advertiser.

Cancellations:

Cancellations will not be accepted once an ad has been released to viewers. Cancellations are required at least two working days prior to release of an ad.

Ad filter:

We will be assigning your ad a filter rating based on its content. If you want to learn more about our ad filtering system, contact us at advertise@speekback.com.

