



Dot

eMARKETING

P R O G R A M

2007

IT'S ABOUT BUILDING BRANDS

Distributors use no other website in the food industry more than Dot Foods' ecommerce website, the Dot Expressway.

With over 4,000 users from 2,000 distribution companies logging on, the Expressway averages 1.5 million hits per month. Not only do buyers order on the Expressway, it's one of the first places they go to get product information like pallet/layer quantities, nutritional information and code dates.

Dot offers our annual eMarketing Program to help get your brands in front of these buyers and to give them easy access to information about your company.

6 Powerful Tools to Build Your Brand

As a participant in Dot's 2007 eMarketing Program, you'll receive six tools designed to promote your products:

1. DotComm e-Newsletter

Published (emailed) monthly and seen by more than 3,000 distributor buyers. A great place to feature new products, promotions and innovative product uses.

2. Web Banners

Expressway advertising made simple. Updated quarterly, these ads average up to 30,000 impressions per quarter. We will create these based on art you provide; or your company's design team can create a branded banner that we'll place on the Expressway.

3. Search Terms

In the Expressway world, buyers are the explorers, and Search gets them where they need to go. You select six terms based on your product descriptions, and your items will get preferred placement on the search results page. Your banner ad will also appear above your items.

4. Email Exclusives

We send special email messages about your products only to distributors who aren't actively buying from you. That means, you're not wasting time and marketing funds on business you already have. Dot's professional sales staff will follow up on all orders and capture repeat sales for you.

5. Web Surveys

NEW THIS YEAR: do some quick and easy market research! We allow you to create a web survey question on the Dot Expressway home page for distributor buyers. Which product do they prefer? What categories should you spend your time developing? Gain market insight on what buyers need and want.

6. Expressway Feature Story

We want to spread the good word about your products. Once per year, we will develop a Dot Expressway feature story on your products or brands. It will give you added exposure to distributor buyers for a full month.

VISIBILITY AND ACTIVITY YOU CAN MEASURE

We are confident your investment in Dot's 2007 eMarketing Program will promote your brand to the distributor community. We'll report impressions and activity to you each quarter. Your quarterly report will include details on your Email Exclusive sales, Expressway banner ad impressions, DotComm article click-throughs, Expressway search results, and your overall sales with active Expressway users.

2007 eMARKETING PROGRAM: 3 Brand-Building Packages

	GOLD	SILVER	BRONZE
<i>DotComm Articles</i>	3 per year	2 per year	1 per year
<i>Banner Ads</i>	4 per year – 30,000 impressions/qtr	4 per year – 20,000 impressions/qtr	4 per year – 10,000 impressions/qtr
<i>Search Terms</i>	6 per year	4 per year	2 per year
<i>Email Exclusives</i>	3 per year	2 per year	1 per year
<i>Web Polls</i>	1 per year	No	No
<i>Expressway Feature Story</i>	One 30-day Feature	No	No
<i>Cost:</i>	\$15,000	\$10,000	\$5,000

Sign up for Dot's 2007 eMarketing Program by **October 20**. Contact your Dot Marketing Manager; or contact Client Services Manager Brian Middendorf at 636-537-4002, or by email at bmiddendorf@dotfoods.com.