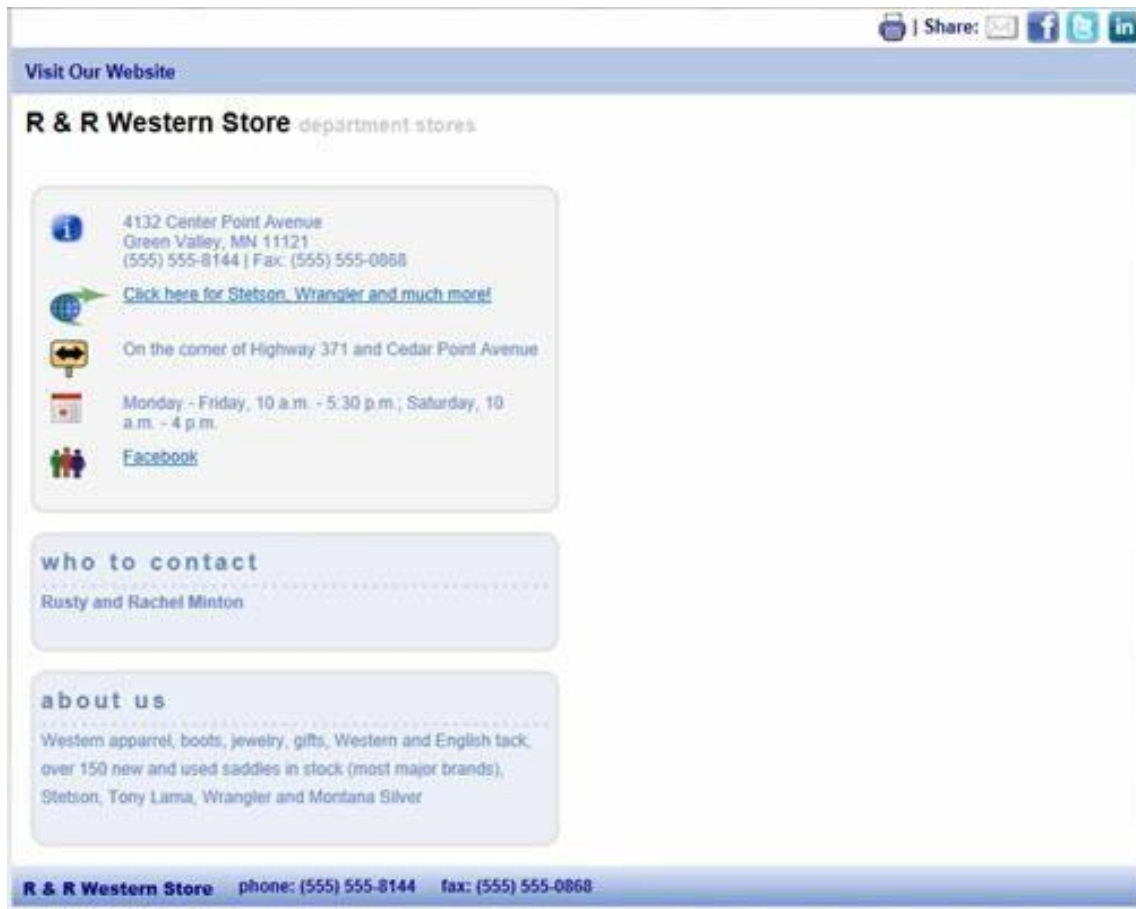


What's the difference between a basic listing and an enhanced listing?

Basic Listing – available to all members. A **Free Basic Listing instructional video** is provided on your member account (**Help**).

Your **INCLUDED Basic Listing** on the Chamber's Online Business Directory offers:

- E-Brochure/member page (Figure 1) with:
 - Business Name, Address and Phone
 - 200 character business description
 - Hours of operation
 - Driving directions
 - Personalized keywords
- Search Results Listing – Random placement below priority placement listings
- Free online job postings
- Access to Member-only Deals
- Ability to register for Events
- Update the Chamber's database without having to call or email



The image shows a screenshot of a basic listing e-Brochure/Member page for R & R Western Store. The page is titled "R & R Western Store department stores" and includes a "Visit Our Website" button. The main content area is divided into several sections: "Address" (4132 Center Point Avenue, Green Valley, MN 11121, (555) 555-8144 | Fax: (555) 555-0868), "Click here for Stetson, Wrangler and much more!", "On the corner of Highway 371 and Cedar Point Avenue", "Monday - Friday, 10 a.m. - 5:30 p.m.; Saturday, 10 a.m. - 4 p.m.", and "Facebook". Below this is a "who to contact" section listing "Rusty and Rachel Minton". The "about us" section describes the store's offerings: "Western apparel, boots, jewelry, gifts, Western and English tack, over 150 new and used saddles in stock (most major brands), Stetson, Tony Lama, Wrangler and Montana Silver". The footer contains the store name and contact information: "R & R Western Store phone: (555) 555-8144 fax: (555) 555-0868".

Figure 1 Basic listing e-Brochure/Member page

Enhanced listing on the next page...scroll down.

Enhanced Listing - available to VIP members and above and General members with Enhanced Upgrade

- Search Results Listing (Figure 2)
 - Priority Placement over Basic listings
 - 200 character description under company name on Search Results

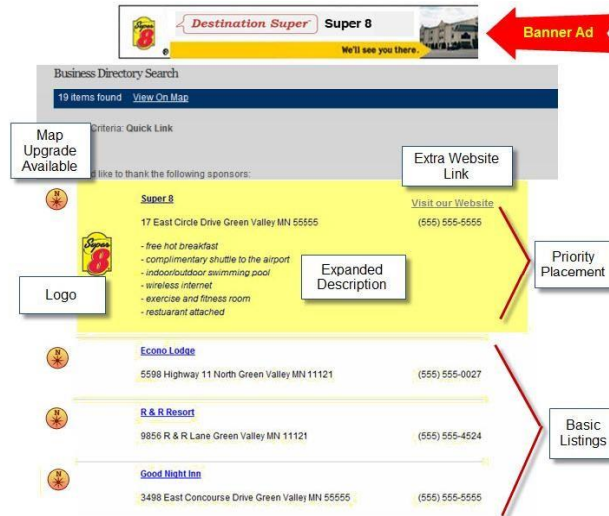


Figure 2 Search Results showing Enhanced and Basic listings

- e-Brochure/Member page (Figure 3)
 - Logo/Image next to company info
 - Expanded description of 1600 characters (standard 200)
 - Bulleted highlights
 - Additional website links
 - Slideshow of additional photos or video



Figure 3 Enhanced listing e-Brochure/Member page