



Advertising with butterscotch.com

Introduction

butterscotch.com is an online video network about technology brought to you by Tucows. butterscotch.com is for everyday people who enjoy technology but think technology is just a little too techie. You can think of butterscotch.com as HGTV meets Tech TV on the web – a showcase of entertaining shows that make understanding technology a breeze.

The butterscotch.com Lineup

We have all sorts of unique and compelling shows that reach a wide audience. Check out what's playing on butterscotch right now:

Lab Rats

Andy Walker and Sean Carruthers demystify the technology that you already own - and they have a blast doing it! From defining the latest buzzwords to showing you how things work, Andy and Sean are the go-to guys for making sense of everyday technology.

A★List

Internet pop culture is driven by viral videos. Missing out puts you behind the times. Who can forget the now infamous "Chocolate Rain" video, or the diet soda fountain video that inspired countless people to try the same gag at home? Host Amber Mac shows you all the top viral videos on A-List.

The Noob

Who hasn't wondered what RAM is? Or what text messaging is really all about? The Noob is a short 3-5 minute show that helps unravel confusing and tricky technology terms.

Miss Download

Making sense of downloading on the Internet can be tricky business, never mind where exactly to find the best file downloads on Tucows.com and beyond. In this 3-5 minute show, Miss Download gives the low-down on all of the best file downloads available on the Internet.

onDeck

Have you ever wondered what goes on behind the scenes at butterscotch.com? Here's your chance! On Deck takes you inside our space so you can see where all the magic happens.

Tutorials

Video tutorials are one of the best and easiest ways to help people understand different products, services and concepts.

Tutorial Specials

Reach us at:

www.butterscotch.com

Email: sales@butterscotch.com

Call: +1-416-535-0123 x1319



butterscotch also features tutorials that are done as a special series covering specific topics like Facebook.com, Flickr.com and other focused topics.

Audience

butterscotch.com is for people who love technology but think all of the latest gadgets can be just a little too techie sometimes. While our videos benefit technology lovers, moms, dads and their kids – our shows are largely made with the every-day mom in mind.

Studies show that women now make more than 80% of buying decisions in North American homes. And when it comes specifically to electronics, The Consumer Electronics Association estimates that women influence 88% of all purchases. The members of this powerful female demographic have become the principal purchasing agents of the average family. Busy moms do research before they go out and pick up the latest gadget for their kids or buy the next family TV, but they want to learn about it in practical language not geeky jargon – and that’s where butterscotch.com comes in.

References

I am Woman, Hear me Shop. http://www.businessweek.com/bwdaily/dnflash/feb2005/nf20050214_9413_db_082.htm
What Women Really Want in Consumer Electronics. http://www.ce.org/1520_1864.asp

Capabilities and Rates

There all sorts of ways to get your message out on butterscotch.com from banner ads to syndication to custom video, we can do it all. Check out all of the cool stuff you can do:

Video Advertisements

Rates effective November 2008 – February 2009

All rates are calculated on a CPM basis

	The Noob	A★List	Miss Download	Lab Rats	Tutorials
Pre Roll	\$50	\$55	\$40	\$55	\$35
Top of Show	\$45	\$55	\$40	\$50	
First Break				\$50	
Second Break				\$40	

What do all of the different time slots mean?

- Pre Roll - advertisements are inserted before the show starts
- Top of Show - advertisements are inserted after the opening credits but before the show content starts
- First Break - first break advertisements are in the first 10 minutes of the show and are thrown to by the show host
- Second Break - these advertisements are inserted during the second half of the show and are thrown to by the show host
- Post Roll - post roll advertisements are appended to the end of the show, right after the credits

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How long are the video advertisements?

- Each video advertisement runs for approximately 5 - 10 seconds.

Display Advertisements

Display ads are a sure-fire way to get your message to technology lovers visiting butterscotch.com (or viewing butterscotch.com shows). From Run of Site ads to prime display real estate, butterscotch.com will get you noticed.

	CPM Rates
Run of Site (ROS) 300 x 250	\$12 CPM
Top of Page – Prime Software Spot 75 x 140	\$2,000/month
Bottom of Page – Prime Software Spot 75 x 140	\$1,000/month

Custom Video Content Creation

If you'd like your own video advertisements or tutorials but don't have the resources to do it in-house, look no further than the team at butterscotch.com. Our expert tech personalities can put together a slick computer-generated ad or even a custom live-action spot.

	Per Unit	10 Part (20-30 minutes)
Product Walkthrough / Video Tutorial	\$1,200/minute	\$10,000
Studio Based Show Production	Call for more information	
Video Content Hosting	\$0.35/GB	

Product Placement

If you want to get your product noticed, consider featuring it in one of our many shows. You can even have the host give it a cool shout out!

	Per Episode	12 Episodes	24 Episodes
Onset Placement	\$2,000	\$20,000	\$40,000
In Show Ad Read by Host	Call for price		

Syndication

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We think our short, digestible tasty tech shows are perfect for all kinds of screens. If you're interested in syndicating one of our shows and showing it on your own screens, give us a call and we'll be happy to work with you to make it happen.

There are three different ways you can syndicate our shows:

1. We can provide our awesome shows just as they are and you can pop them into your own website and add your custom advertisements.
2. Any of our shows can be branded specifically for your company.
3. We can make your company it's very own, fantastic show.

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