

Small Businesses?



BIG PROFITS.

**And You Can Reach All of Them
In One Place...**



Read

To Learn More About How
to Effectivly and Efficiently
Reach this Niche



Mobile Field Service Management and
Productivity Software for Small Business

Introducing myServiceForce.com
One Stop Efficiency for All Service
Contractors!

2010 Media Kit



Executive Summary:

myServiceForce.com provides a one stop on-line location for service contractors to conduct their daily activities. From dispatch to invoice contractors can handle it all from myServiceForce.com.

Bringing together all of the most important aspects of the service industry, myServiceForce.com allows contractors to truly control their entire business through a single site. Through a new agreement with home warranty giant, American Home Shield, myServiceForce.com expects 45k unique visitors daily with class leading time on site metrics falling between 2 and 3 hours per visitor.

In an industry that is extremely difficult to effectively reach we simplify the issue by allowing you to touch this group multiple times per visit. Learn more about our audience and the draw to myServiceForce.com below.



The Draw for Contractors

One stop for business optimization; myServiceForce.com offers all contractors the tools they need to stick around. A low cost membership allows for access to a tiered structure of business tools and exclusive, unique offers from our partners and affiliates. In addition to finding the best prices on the business and work tools they need, they find a wealth of trade specific case studies, business tips, and a community of like minded contractors to engage. Here are some of the items that will build and keep the user base at myServiceForce.com:

Exclusive Offers from Portal Partners – major discounts on the business tools and services they need most, exclusive to portal members.

Affiliate Connections – Provides access to information and services from brand named companies.

Low Cost Membership – Keeps Quality of the User base high while keeping the barrier to entry low.

Member Only “Free” Tools to Optimize and Centralize their Field Businesses (all tools will be available in a low volume free mode and a high volume/higher feature for fee basis):

myServiceScheduler - Central Customer Scheduling Platform with web-based customer interface for no-call customer self-scheduling. (Available at Launch)

myServiceAce - Lite and Robust work order management and status tracking option specifically designed for AHS contractor base. (Available at Launch) General business version available Q3 2010.

myServiceCustomers - Simple CRM Solution (Q3 2010).

myServiceEstimator - Streamlines sales process providing a simple field estimating tool (Q3 2010).

myServiceForum - for Expert Advice from Peers and Industry Icons.

myServicePro – myServiceForce’s award winning work-order and field technician automation and communications software. All users are automatically portal members and required to access their web based services through the portal.

myServiceWebServices – Large users services for AHS work order receipt and status reporting accessed via the portal.

Audience Profile

Ultra targeted to owners of service contracting companies and their employees, myServiceForce allows for impressive access to a niche few can effectively reach. They turn to myServiceForce for the information to make key business decisions as well as learn what is new in their industry.

Demographics:

Male: 47%

Female: 53%

Average Age: 38

Avg. Income: \$56k yearly

Active Online Consumers:

94% have shopped online in the past 3 months

Education:

64% No College Education

Geo-Location:

98% US

Information Hungry:

82% Online Daily

Business Decision Makers:

Senior Management: 21%

Principal: 43%



Portal Ad Rates:

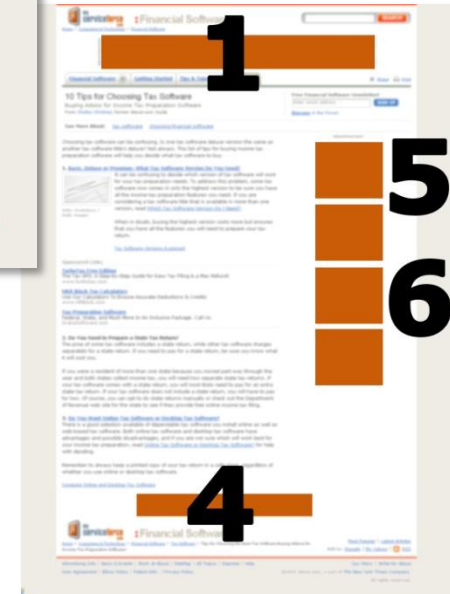
www.msHub.com

Run of Site

1. Leaderboard (Rotation)	\$2500/month	728 X 90
2. Wide Skyscraper (Rotation)	\$2100/month	160 X 600
3. Medium Rectangle (Rotation)	\$1500/month	300 X 250
4. Low Banner (Rotation)	\$1300/month	468 X 60
5. Rectangle - Position 1 (Rotation)	\$925/month	180 X 150
6. Rectangle - Positions 2-4 (Rotation)	\$625/month	180 X 150



Main Content Page Placements - 1



Main Content Page Placements - 2



Forum Placements

Interior Page Sponsorship (exclusive placement in leaderboard (1) and wide skyscraper (2) positions for entire month. See page 3 for physical location of ads.)

myServiceACE	\$1500
myServiceScheduler	\$1300
myServiceEstimator	\$1300
Forum	\$800
Tool Selection Page	\$700

Portal Member Bi-Monthly Newsletter

1. Banner 1st Position	\$1025/issue	468 X 60
2. Banner 2nd Position	\$875/issue	468 X 60
3. Banner 3rd Position	\$775/issue	468 X 60
Sponsored Advertorial Article	\$1500/issue	



Portal Newsletter Placements

Direct to Device Display Advertising

Touch each and every user of our service (msACE and msPro) with a Road-block type approach. We can get your message in front of specific people within a company as well. Want to reach to just the owners or just the field technicians? Totally possible with our technology. How about the dispatchers or office personnel? Absolutely! Contact us for rates and a custom quote on this service today.

Contract Discounts

By booking in advance you can lock in current prices. With our projected growth in traffic and distribution current prices have a higher value on a weekly basis. In addition to this inherent value-enhancing effect, by taking out a long-term ad placement, you will be eligible for the following discounts:

2 Months: 10% Discount
6 Months: 15% Discount
12 Months: 20% Discount

Package Discounts and Custom Solutions

We have the means to easily organize and execute large marketing pushes including complete site buyouts, stand-alone email marketing as well as custom ad-formats within our platform. Custom ad-formats include advertorials, peel-backs, audio, video, rich media (flash), road-blocks and large format advertisements. Please contact us to discuss creating a larger scale campaign.

Questions or Requests?

Feel free to contact us at info@myserviceforce.com or 866-966-6111. We would be happy to work with you to better promote your brand to our user base.

