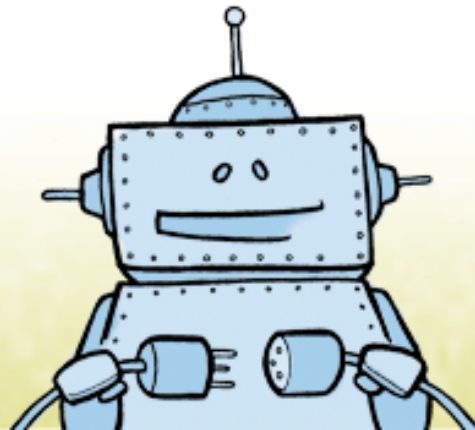
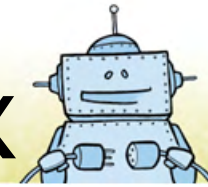


Introduction to



About Widgetbox



Web widget
platform

76m uniques/
130,000
widgets/550m
widget views

Funded by
Sequoia, HWVP,
and NCD

Built to serve
web publishers

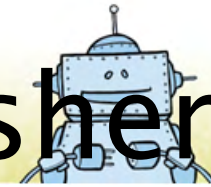
FINANCIAL ADVISER NETWORK **Forbes** .COM

Marketing By The Book
A book you write is a business card nobody throws away. Here's how to do it right.

Boomers On Shakedown Street
Baby boomers want pensions. Firms that can create synthetic defined-benefit plans will be able

Q Get Stock Quote   Sponsored by **Prudential**

Widgetbox is for Publishers

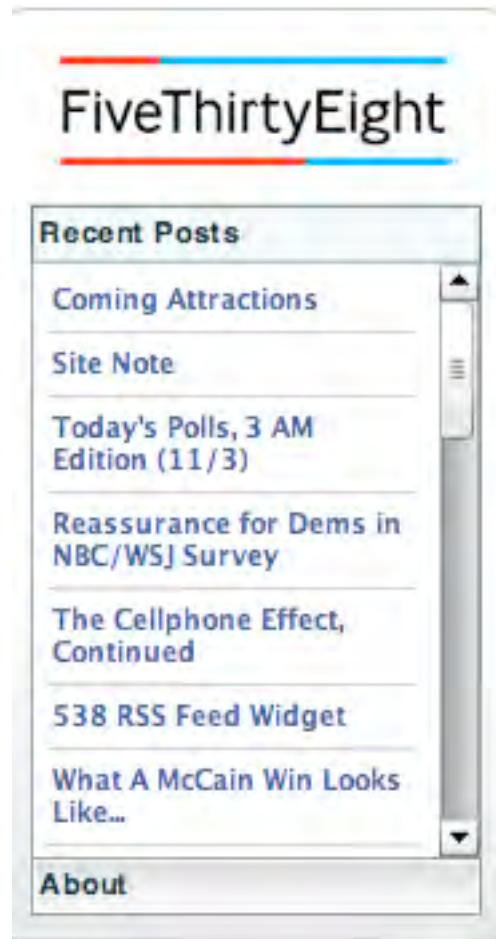


Easily Turn Your Content into a Widget

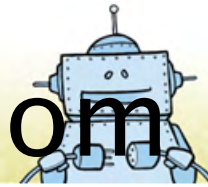
Reach New Users and Drive Traffic

Monetize Your Content

Find Dynamic Content for Your Site



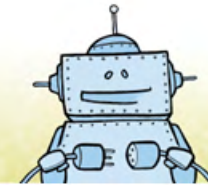
Distribution:Widgetbox.com



- Widgetbox has a Google Page Rank of 8
 - Obama widgets,
 - McCain widgets,
 - Phillies widgets...
 - Content pages indexed frequently
 - High SEO ranking
- Distribution Hub for all widgets

rk/fitness

Yardbarker Network Case Study



- Partner
 - Yardbarker is a leading sports blog network with over 700+ writers and 8.5m uniques
- Challenge
 - How best to cross-promote content, increase traffic, and extend reach?
 - How best to develop widget program without material costs and new hires?
 - How to launch in-quarter?
- Project
 - Widgetbox developed a Yardbarker network widget that syndicates content based on sport, team, and top stories across all 700 member sites
- Results
 - Saved 2 Yardbarker FTEs
 - Generated millions of impressions in first month
- Ongoing
 - Creating new custom feed based widgets

SBN YARDBARKER NETWORK

Baron Davis

LATEST POST

CONGRATS TO USA BASKETBALL

Stayed up late to watch the gold medal game in Beijing last night. What a game! I gotta shout out the 2008 Redeem Team for reclaiming the gold for ... »

[Read and Discuss!](#)

More Articles

OBAMA '08!!!!
Monta...
back with some updates
Sending out prayers today...
Opening Night Eve...

SBN YARDBARKER NETWORK

Top Stories

The Feres Twins, Synchronized Swimming's ...

Detroit News writer fabricated story

Steven Stamkos Breaks His Cherry

Westbrook Up for FedEx Ground Player of the Week

Hot Stove Knicks Quiz

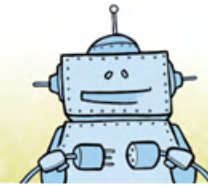
[More Top Stories Articles >](#)

What's Your Team?

Type in team name...

[SEE WIDGET](#)

Introducing Widget Content Networks




- Widget Content Networks
 - Drive traffic, reach, and affinity
 - Combine feeds from multiple articles/blogs
 - Content hubs on Widgetbox, a Google Page Rank 8 site
 - SEO wrapper
 - Monetize via the In-Widget Ad system


SPORTS CHANNEL WIDGET


GET THIS WIDGET

ESPN YARDBARKER NETWORK

NFL

 Yankees and Cowboys Jointly Create own Co...

 Zero Penalties for the Pats

 Grab Bag: Week 9

THE SPORTS HERNIA Danielle Sargent, huge fan of the NFL

YOU BEEN BLINDED Video: Bad Days For Danyelle Sargent And ...

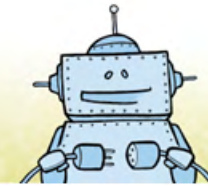
More NFL Articles >

What's Your Team?

Type in team name...

GET THIS powered by widgetbox

Monetization In Widget Advertising



- Dynamic, In-Widget ad system allows publishers the power to control ad inventory.
- Can serve JS tags as well as xml from most ad systems
 - Standard IAB units as well as custom creatives
- Targeting – channels, content, geography, ...
- In-widget and overlay ad placements
- Full interaction analytics

Video Detective

Search and find Movie Trailers from the largest catalog on the internet. Video Detective has over 20,000 trailers spanning over 80 years of film history. Our high quality viewing experience delivers the trailers the way you want to see them. Watch...

Try It!

Get Widget

Full Widget Text Ad

Sample Widget

Splid, permalink to a YouTube timecode

GET SMART CONTROL DEFENSE

SAVING THE WORLD... AND LOVING IT.

CLICK TO PLAY

SF Gate's profile on Flickr community manager Heather Champ

Very Small Array visualizes #1 hit singles by genre,

Get Widget

Full Widget Custom Media Ad

Free Online Games

50 exclusive and addictive games. Please fill out survey to play.

Try It!

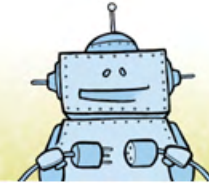
Get Widget

Free Online Games

50 exclusive and addictive games. Please fill out survey to play.

Try It!

Get Widget



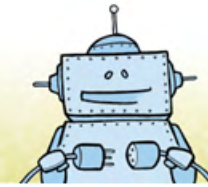
Contact:

WILL PRICE

WILL.PRICE@WIDGETBOX.CO

M

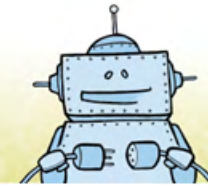
Distribution – Gallery / Get Widget Menu



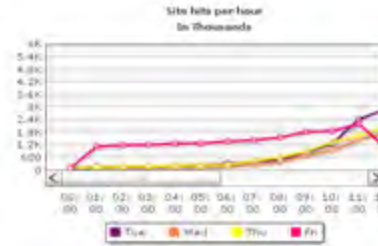
- Widgetbox Gallery
 - High SEO ranking
 - Searchable
 - All widgets will be included in the Widgetbox Gallery
 - Available to all Widgetbox Custom gallery owners and their user base.
- Viral Installer or “Get Widget” button
 - Easily install to web pages, social networks and blog platforms
 - email widget to friends and colleagues
 - Add to Delicious, Digg, Twitter, StumbleUpon, Technorati, Reddit, ...



Analytics



- Detailed analytics
 - Widget views
 - Widget installations
 - Domains widgets are located
 - Widget interactions
 - Geo breakdown of traffic
 - Ad impressions
 - Ad interactions
- Can track by Master/Sub affiliate
 - Hearst
 - SF Gate
 - Houston Chronicle
 - ...



Click on columns above to view details

