



A podcast and portal for the business of tech.

### [[[ *General Information* ]]]

The Force Field is a podcast and portal in a new and growing media aimed specifically at IT service professionals including consultants, resellers, field service technicians, VARs, system builders, computer shops and other technology businesses in the United States and Canada as well as the Service Professional community of OnForce, an IT Service "Marketplace" with over 12,000 Provider members. The purpose of The Force Field is to provide news, commentary, reviews of new technologies and interviews with other professionals, companies and vendors in the industry in order to inform, entertain and assist professionals in managing and growing their IT service businesses.

The show was originally intended as a private podcast for OnForce Service Providers only and was in limited distribution in the Provider Only forums on the OnForce website. Feedback from listeners suggested the podcast had much wider appeal and on November 1, 2006 the show began open syndication from its own launch site at [www.theforcefield.net](http://www.theforcefield.net).

The Force Field has received rave reviews and great support among members of the IT community and the small business community as well. In August 2007 it was placed on the list of Small Business Trend Radio's Small Biz Podcast 100. The show is also a member of The TechPodcast Network, an exclusive network of quality tech related shows. Our audience continues to grow with each new episode and the feedback from listeners is overwhelmingly positive.

The show is currently available as both downloadable and streaming media to allow the audience to either listen from their mp3 players on the go or while they work right from their desktop. The show follows a standard format starting with a news and comment segment, a tool or product review or tip and/or a call-in or interview segment covering the show topic for the week. Listeners can participate by calling in their comments Saturday nights from 10:30 PM to 2 AM EST. Interviews are conducted at the convenience of the guest(s). These segments are pre-recorded and are usually between 10 and 18 minutes in length. The entire show is between 24 and 30 minutes in length. Interestingly enough, nearly 90% of those who download or stream the show listen to the entire podcast.

The show focuses on the IT professional or technician who is also a small business owner and is mobile or runs a computer shop. Topics cover hot button issues important to these entrepreneurs and the callers often set the topic of the shows themselves during the call-in segments. Rather than merely discuss the topic, the host attempts to bring it full circle with a summary, possible resolution or call to action, depending on the topic. This helps keep the show upbeat, informative and entertaining.

### [[[ *Competitive Edge* ]]]

Most IT related websites focus on the technician. Most websites who cater to small entrepreneurs cover the businessman. TheForceField.net, through The Force Field podcast, integrates both and precisely targets the small entrepreneur whose business is IT sales, service and support. Banner ads alone are often either overlooked or are targets for ambiguous click-throughs or even click fraud. Traditional media advertising is can become expensive quickly and may not reach your intended audience. Why settle for these marketing venues when you can talk directly to the audience you are trying to reach, and that audience only, for less? The Force Field includes only one 30-60 second commercial break in the middle of each episode, encouraging the audience to keep tuned to the show and allowing your message to stand out from others. You can use your own pre-produced commercial or we can produce one for you for a nominal fee.

Recently, Arbitron did a study on the effectiveness of advertising on Internet broadcasts. In Arbitron's own



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words: "Internet broadcast consumers spend more, are more eager to try new products and services, and are a compelling advertising target..." (Want a copy of the report? Just ask and we'll send you a complimentary copy). Furthermore, our specific audience is entrepreneurial, tech-savvy and spends, on-average, over \$10,000 per year on equipment, product inventory and resources specifically for servicing their customers. (see demographic statistics on the following pages).

**THE RESULT: Your message reaches the exact, highly-targeted audience you want to address – at exactly the right time (often while they are on the road, on site or working at a computer with their mp3 players) - at a fraction of the cost of radio or magazine advertising.**

### [[[ [How The Force Field Attracts IT Service Professionals and Resellers](#) ]]]

The show has a built-in attraction with OnForce Pros and is already established as "the one, the only and the unofficial podcast of the OnForce community" within their forums. Previously only accessible to members of their private forums, as of November 8, 2006 The Force Field podcast was made accessible to the public forums, which are frequented by a greater number of members. In addition, OnForce itself promotes membership to the forums, formerly only an option, to ALL Service Providers and Buyers on the platform. OnForce currently claims over 12,000 Service Providers. Quite a potential audience for any advertising campaign.

The Force Field also opened up the podcast to include IT Professionals and Resellers outside the OnForce platform across the United States and Canada. The podcast website is building links to other sites and message boards that focus on system builders, national IT service companies, contractors and VARs in vertical markets. Message boards and mailing lists for professionals who normally do not accept advertising or reject it as spam often are receptive and welcome a link to a podcast if it is technically informative and relevant to the discussion. Several discussion groups currently on the roster boast memberships of 2,000 or more.

In the summer of 2007 TheForceField.net web portal officially launched. The site offers resources for IT Service Providers and entrepreneurs including news, editorials, forums, a marketplace and a repository of technical and business information to help them start and manage their tech businesses. It is also the home of The Force Field podcast. TheForceField.net is not focused solely on business or tech – its mission is to cover the *business of tech*.

### [[[ [Advertising Rates](#) ]]]

#### **Level 1 Sponsorship includes:**

- Giveaway promotion of your product or service on the website
- Product mention and Giveaway during the show.
- Thank you at the end of the show
- Your company logo and hotlink on TheForceField.net (Two week run)
- Text hotlink in podcast RSS feed
- Archive of your sponsored show with text hotlink for at least 120 days

**Rate: Product, service or promotional items to be given away. (Must have an actual dollar value)**

#### **Level 2 Sponsorship includes:**

- 20 seconds of text read by host during News and Comment segment of the show.
- Your company logo and hotlink on TheForceField.net (Two week run)
- Text hotlink in podcast RSS feed
- Archive of your sponsored show with text and logo hotlink for at least 120 days

**Rate: \$50 (six episode minimum buy)**

### Level 3 Sponsorship includes:

- 30 or 60 second spot in the middle of the show.\*
- Your company logo and hotlink on TheForceField.net home page (Two week run)
- Text hotlink in podcast RSS feed
- Archive of your sponsored show with text and logo hotlink for at least 120 days

**Rate: 30 seconds \$200/60 seconds \$350 (six episode minimum buy)**

\*Pre-produced ad provided by client. If an ad needs to be produced please call for quote.

### Level 4 Sponsorship includes:

- 15 minute interview with your company spokesperson promoting your product or service
- 1-2 minute lead-in promoting your interview at the beginning of the show
- 60 second spot in the middle of the show.
- Your company logo and hotlink on TheForceField.net home page (Two week run)
- Text hotlink in podcast RSS feed
- Archive of your sponsored show with text and logo hotlink for at least 120 days
- Limited redistribution/rebroadcast license

**Rate: \$1800**

### Web Portal Sponsorship:

- Banner on Front Page **\$20/CPM**
- Sidebar button, Banner or Text Link on Podcast Episodes pages **\$10/CPM**
- Promotional Content or Advertisement On customized Products page. **\$200\***
- Advanced Promo Content or Advertisement with imbedded audio feed **\$300\***
- Premium Promo Content or Advertisement with imbedded video feed **\$400\***
- Basic Listing in IT Business Services Directory on TheForceField.net home page **FREE\*\***
- Advanced Listing in ITBS Directory (Includes logo and product shot) **\$9.95\***

\*Annual listing. Renewal Discounts available.

\*\*Free Directory listing provided as a member service to resellers and courtesy to vendors. Includes Company name, contact name, address, phone number and URL

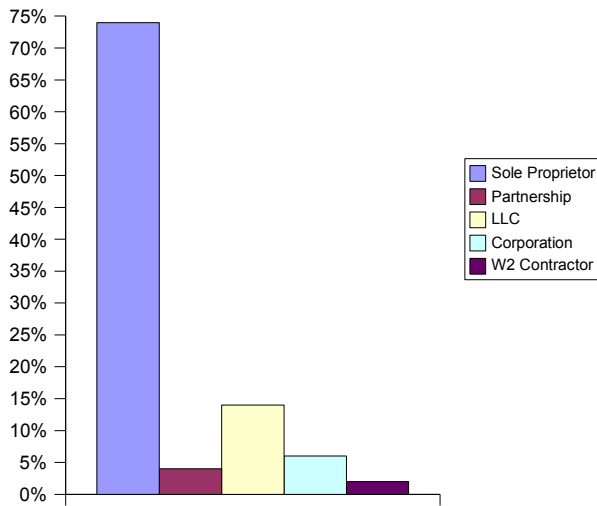
**Combo packages and customized promotions available. Please call for rates.**

### **Q: How will sponsoring *The Force Field* help me sell more product?**

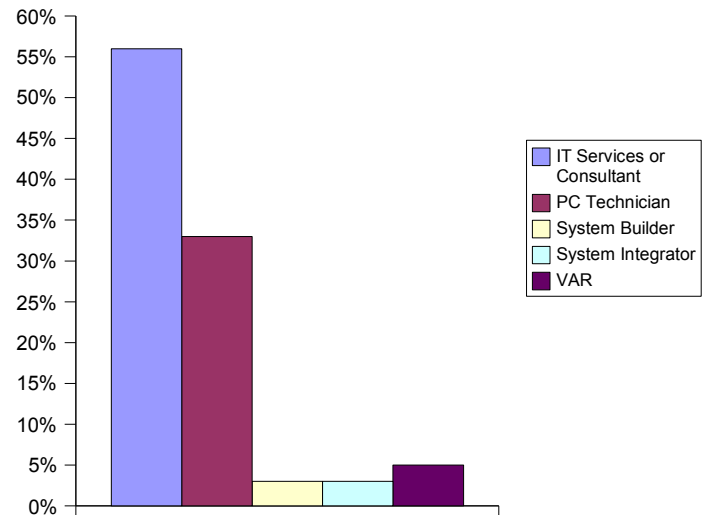
**A:** The answer is simple. **Internet multimedia is a newer medium that gets results.** Audience subscribers to The Force Field are a high net worth group that make buying decisions based on trust. The Force Field has built that trust with its audience by providing great content. Because only one 30-60 second commercial break is featured in each episode, listeners are not "tuning out" like they would during a 4-minute commercial break on FM or AM radio. Many are regular listeners - resulting in repeated exposure for your brand to a highly targeted audience - a critical component of advertising success. Some listeners play the same show multiple times and store them for replay. Many listeners have The Force Field episodes automatically downloaded to their iPod or other mp3 player and listen to the shows while they are enroute to a client, onsite and working at their bench or in their office - when better to tell them about your product!

[[[ **Listener Demographics** ]]]

Type of Company

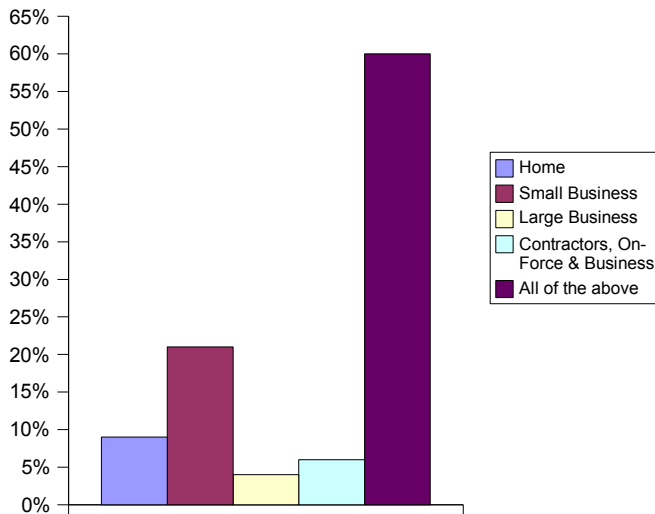


Type of Business

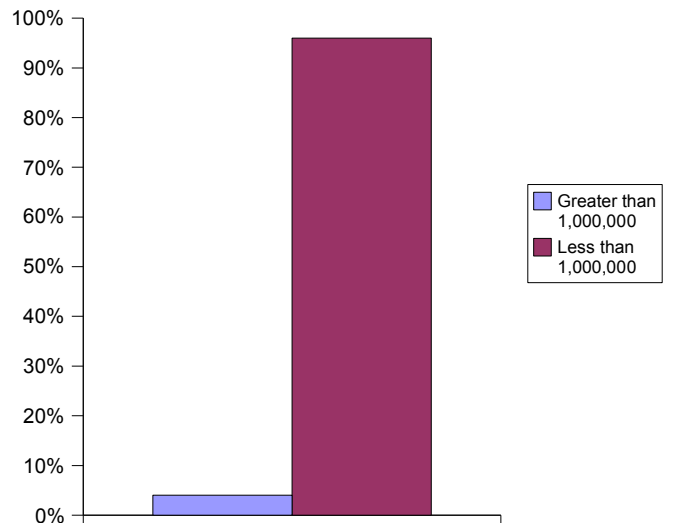


The typical listener is either a consultant, technician or VAR who builds and/or repairs computers, installs and maintains SOHO networks for SMB customers and often does warranty or contract work for national IT service companies to supplement their revenue stream. Many have their own stores and are either sole proprietors or Limited Liability Corporations and may have one or more employees.

Service Provider Customer Base



Annual Revenue



## Other Listener Statistics:

Own a Full Time Business 74%  
Have General Liability Insurance 67%  
Accept Credit Cards 49%  
Have a Website 85%  
Host Their Own Website 20%  
Are Bilingual 16%

[[[ [Enter The Force Field](#) ]]]

**Ready to boost your sales today? Call Rick Savoia at 1-877-724-0607.**