



Merchant Directory Options

Feature	Basic	Bronze	Silver	Gold	Platinum
Business Name	✓	✓	✓	✓	✓
Address	✓	✓	✓	✓	✓
Major Category Listing	✓	✓	✓	✓	✓
Sub Category Listing		✓	✓	✓	✓
Telephone Number		✓	✓	✓	✓
Website Link		✓	✓	✓	✓
Email		✓	✓	✓	✓
Location Map		✓	✓	✓	✓
Company Description			✓	✓	✓
Logo			✓	✓	✓
Events Calendar (1/2 Day)				✓	✓
Active Web Page				✓	✓
Picture Uploading				✓	✓
Embed Video Hosting				✓	✓
Rewards Merchant E-Logo				✓	✓
Window Decal				✓	✓
Torontopath.com Rewards Member				✓	✓
Priority Results on Search					✓
Rotating Banner (Category)					✓
Mobile Advertising (iPhone & Blackberry)					✓
Guarantee: 100% Money Back Refund					
Monthly Listing Fee	Free	\$10	\$20	\$35	\$45
Discounted Annual Fee	Free	\$99	\$199	\$399	\$499



Exclusive Sponsor Campaign(s)

Package Features	Platinum	3 Month Category Sponsor
Business Name	✓	✓
Address	✓	✓
Major Category Listing	✓	✓
Telephone Number	✓	✓
Sub Category Listing	✓	✓
Website Link	✓	✓
Email	✓	✓
Events Calendar (1/2 Day)	✓	✓
Location Map	✓	✓
Active Web Page	✓	✓
Logo	✓	✓
Picture Uploading	✓	✓
Embedded Video Hosting	✓	✓
Rewards Merchant E-Logo	✓	✓
Priority Results on Search	✓	✓
Mobile Push (iPhone & Blackberry)	✓	✓
Window Decal	✓	✓
Torontopath Rewards Member	✓	✓
Full Page Company Description		✓
Rotating Front Page Banner		✓
Twitter and Facebook Integration		✓
Fixed Category Banner Advertising		✓
Lifestyle Article Contributor		✓
Email campaigns to TorontoPath.com members		✓
Calendar Promotional Block		✓
Year Round Platinum Listing (\$499 Value)		✓
Fee	\$499 (Annual)	\$1,299 (3 Month Term)