

Media Kit 2008

# Your Dictionary.com


## The Last Word in Words

YourDictionary is a free online English dictionary and much more. The free dictionary search gives you definitions, thesaurus entries, spelling, pronunciation, and etymology results for your word. Alternately, you can browse the dictionary alphabetically or by related terms to find meanings and synonyms. In addition, YourDictionary provides resources to help you find the best dictionary and translation sites for French, Spanish, Italian, German and hundreds of other languages.

*"If you love language, you'll love this site, formerly known as A Web of Online Dictionaries, which is a treasure trove of online dictionaries, thesauri and translation links. Want to know how to say money in 220 different languages? Find out with its cross-referenced multilingual dictionaries. Need to decode jargon from a specific field? Head to its specialized subject dictionaries like Yahoo Financial Glossary and the Internet Language Dictionary. You'll also find fun stuff like vocabulary quizzes and New York Times crossword puzzles, too. BEST:Quick Look-up (English). Faster than you can say Funk & Wagnalls, you get spelling, definition, pronunciation, etymology and synonyms."*

**Forbes Best of the Web**





"Foreign language dictionaries abound on the internet , but putting all those good words to use requires some knowledge of the rules of usage and grammar ... [the] site includes links to dozens of on-line tutorials, grammar guides, and reference materials. The languages include the widely used such as Spanish and German. And the rare, like Quechua, which is spoken by the indigenous people in the Andes. The site also covers extinct languages, such as Akkadian, which was used in Mesopotamia in 3000 B.C." -- **The Chronicle of Higher Education**

*LibrarySpot.com is proud to announce that yourDictionary.com (Danville, Calif.) has been selected as the 2000 Reference Site of the Year.*

*"The quantity and quality of outstanding library and reference content continues to proliferate, which makes the task of selecting the best sites a great challenge," said Lauren Zollinger, LibrarySpot.com managing editor. yourDictionary.com inspired us with its fresh approach to the world of words."*

*Judges found yourDictionary.com (<http://www.yourdictionary.com/>) content exhaustive and intriguing, providing access to more than 1,500 dictionaries in more than 230 languages. Judges also noted a friendly user interface that leads to practical tools and thought-provoking discoveries about words and the societies they help describe.*

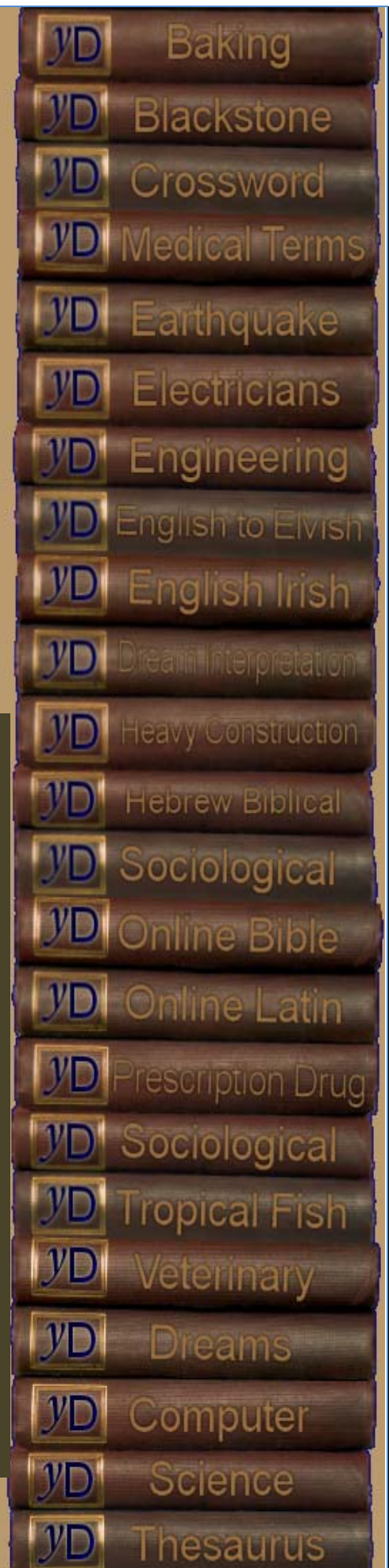
*Finalists were selected from Reference Site of the Month winners and judged on quality and richness of information, credibility, and overall organization and accessibility. Judges also carefully considered the regularity of updates and contributions to students, teachers, librarians and anyone conducting research online.*

Need a specialized dictionary, thesaurus or glossary? YourDictionary can help you find the best customized resources including medical and pharmaceutical dictionaries, computer and science glossaries and a wide collection of industry specific terms. These extensive references are useful for students trying to further their education and learn the vocabulary of a field of study as well as for seasoned professionals.

"www.worth it" Words Worth

*True story: A teacher, after assigning a student to count dictionaries in her family's home, disbelieved her answer of 47 - not knowing that the student's father, a linguistics professor, collected dictionaries the way Bill Gates gathers billions. Now, though, you can easily surpass that total without buying a new set of bookcases, thanks to "A Web of On-line Dictionaries", which lists more than 400 online dictionaries in over 130 different languages. That's followed by an 8 x 18, Afrikaans-to-Xhosa grid of language links, including Esperanto, Gundungurra (an Australian language) and Star Trek's Klingon. But the site's real fun is found in its list of related sites, such as "Thesauri and Other Vocabulary Aids," "Language Identifiers and Guessers," "Web of Grammar," "Linguistic Sites" and "Linguistic Fun." If you ever drift from your goal while looking up words, those last two groupings may keep you unproductive for hours. The former links to comprehensive resources; the latter tells (among other things) why "ghoti" is pronounced "fish." — Gabriel Goldberg*

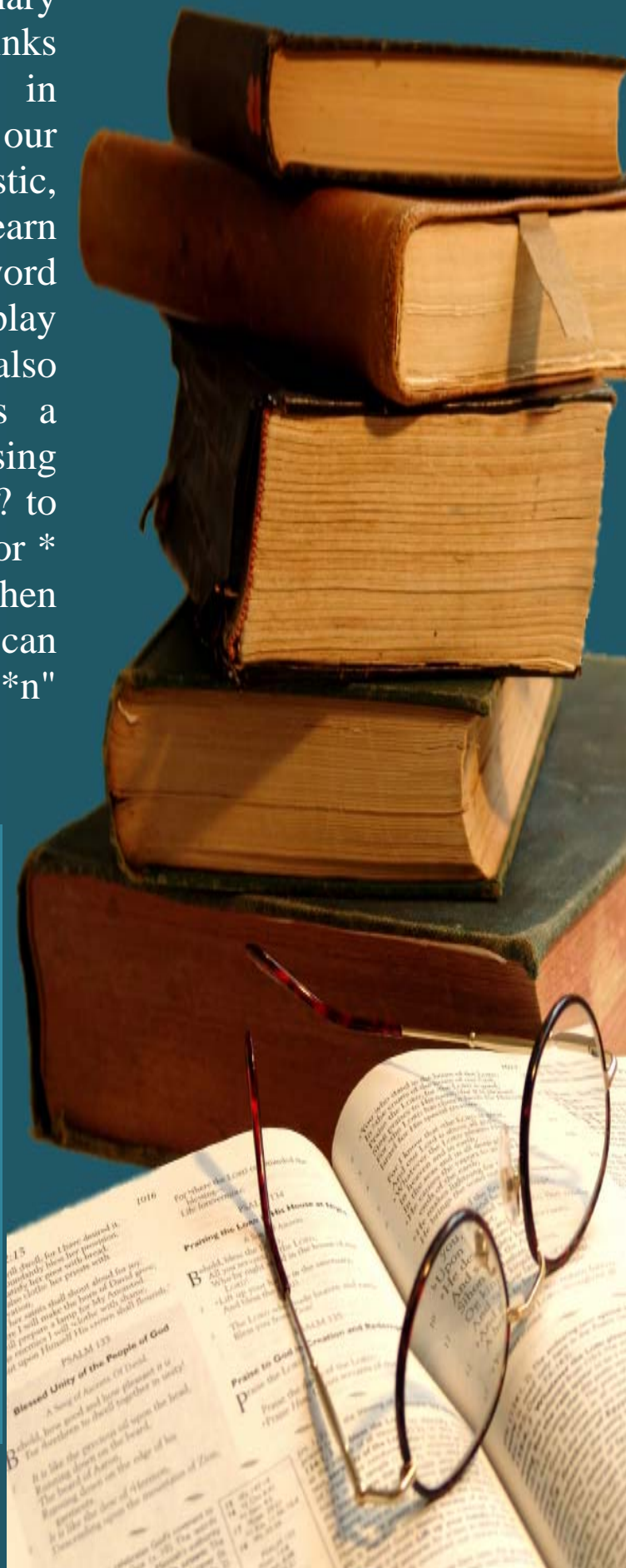
**The Washington Post**



Other useful resources in the dictionary include converters, free translation links and acronym finders. Interested in vocabulary building? Sign up for our word of the day. Browse linguistic, grammar and etymology articles, learn about words in the news, visit the word and language forum or relax and play word games and puzzles. You can also use Your Dictionary's search as a crossword puzzle dictionary by using "wild cards" in your search. Use a ? to replace a single letter in your word or \* to replace more than one letter when you search. For example, you can search for penguin by typing "peng\*n" or "peng?in."

*"The Place to search for any word in almost any language: Albanian, Guarani, Coptic, Urdu-even Rasta and Pennsylvania Dutch. You'll also find links to specialized English dictionaries elucidating the nomenclature of disciplines as diverse as Advertising and Metallurgy. And if you've been looking for a Hebrew-English basketball dictionary you're in luck."*

**The New Yorker**



YourDictionary has licensed the Webster's New World Dictionary for your free dictionary search. The site has been recognized as the authoritative resource for online dictionary and thesaurus use and has been the recipient of many awards including the prestigious CIO Web Business 50 Award from IDG's CIO magazine, Reference Site of the year from LibrarySpot as well as recognition from Yahoo Internet magazine, CNN, the Wall Street Journal and Forbes Magazine.

### **Sponsorships:**

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*We offer programs that allow you to tap into our highly educated, inquisitive audience who appreciate searching for words. Our base of members have a higher than average buying index of 159 (comScore, 9/07) and are mostly college educated and interested in learning. As an advertiser, you can sponsor a key word in our search category for instance, such as "Romance" for a dating site or "Chocolate" for a brand of candy. There are many creative ways to work with YourDictionary as a publisher. Below are the ad units available. Advertise on YourDictionary– and experience the results!*

### **Demographics:**

- 50% Women, 50% men
- 75% Married
- 60% Have Children
- 85% Own Homes
- 80% with College Degrees
- HH income: \$75K plus
- HH income \$100K plus – 27% of all members
- Primarily aged 25-64
- Shopping index= 159 (COM Score: September, 2007)

### **Site Statistics:**

1.5 Million monthly unique visitors  
20 Million ad views  
Sticky, loyal and educated users

## Leader Board: 728x90

- Max animation loop for all sizes: 4x
- Flash, animation, rich media or standard ok
- Top of Page

The screenshot shows the homepage of YourDictionary.com. At the top, there is a navigation bar with links for 'Bookmark Site', 'Share with Friends', and 'Help'. Below this is a search bar with a dropdown menu set to 'Definitions' and a 'Search' button. The main content area features a Verizon Wireless banner for a 'Free PC Card' offer, a large article titled 'Define Customer Service', a Glam.com advertisement for 'Celebrities in Bikinis', and a sidebar for 'Get Your Dictionary' with an email sign-up form. The footer contains various site navigation links and a copyright notice.

**Get a Free PC Card**  
After rebate with 2-yr activation on \$59.99 BroadbandAccess plan. \$49.99 2-yr price less \$50 mail-in rebate. Limited time offer. While supplies last. [LEARN MORE](#)

### Define Customer Service

Customer service is considered a necessity by most service and retail businesses. Supporting customers through the process of selecting, purchasing, and maintaining a product or service can be done by hiring knowledgeable employees, providing online or telephone support, offering generous return policies, or including warranties that guarantee customer satisfaction.

Regulated industries, such as [aviation](#) and [cable television](#), may have a governing body that determines the customer service standards. Government run programs and services at the federal, state, and local level will also frequently have customer service standards set by a committee or board which oversees operations.

Private corporations and companies are often left to set their own customer service expectations. Companies will often study their clientele's expectations through market research and public relations and create a policy based upon their findings. Policies are taught to employees during training and may also be posted for the consumer to read in a public area, such as a website or in the customer service area. These policies foster public goodwill towards companies and increase customer return.

For years, the basic policy of many companies was a variation on the idea that "the customer is always right." However, recent headlines have shown that companies have started to balk at this simplified idea of customer service, as they face increasingly difficult demands from consumers and higher costs for company service operations. During the summer of 2007, [Sprint](#) cancelled the contracts of customers who called the service hotline too often, saying they were unable to meet the needs of these subscribers. The concept of "firing" customers for becoming too high maintenance is relatively new and has been met with criticism by consumers and corporate competition alike.

Critiques of customer service policies and practices have popped up on the Internet. From private blogs to entire websites devoted to praise and complaints, there is no shortage of resources for a potential consumer to check before doing business with a particular company. Organized awards or listings of noteworthy companies are compiled by large newsgroups, while [research studies](#) regarding customer service relations continue to be popular for company, consumer, and academic audiences alike. To learn more about customer service, visit these websites:

- [US National Better Business Bureau](#)
- [Accenture 2007 Global Customer Satisfaction Survey](#)
- [Institute of Customer Service](#)
- [National Customer Service Awards](#)

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## Large Box: 300 x 250

- Max animation loop: 4X
- Flash, animation, rich media or standard ok
- Middle of Content Rich Pages

## Word of the Day Email

- HTML email sent out daily to YourDictionary opt-in Subscribers
- Email sent to over 2 Million per month
- 160x600 ad space available for sponsorship

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