



MarketBrowser Partner Application Form for ISPs

Congratulations! Your choice of MarketBrowser adds a unique, innovative offering to your website – a leading edge product which both your Customers and site visitors alike will enjoy and find useful.

Please complete this Application, and submit to the following e-mail address: mbprtnrs@marketbrowser.com. Approval is solely at LMT's discretion.

Use of MarketBrowser by end users and partners is subject to LMT's standard Terms & Conditions and Privacy Policy, which can be found at www.marketbrowser.com.

It is intended herein that Customer refer to both actual customers along with general site visitors.

Thank you for contacting LMT regarding a partnership with MarketBrowser.

Partner Contact Information

Company Name	
Contact Name	
Contact Title	
Business Phone	
Fax Number	
E-mail Address	
Address	
City, State, Zip	

Partner General Information

Website URL	
Number of Unique Vistiors	
Geographic Area Covered	

How did you hear about MarketBrowser?

Are you a MarketBrowser user?

Partner Branding Information

Do you wish to offer MarketBrowser with your own Branding included?

Yes No (use only MarketBrowser branding)

If Yes, then please complete the below section; otherwise, please skip to the section *MarketBrowser Placement Information*.

Partner Branding Specifications

Upon approval of your Application, LMT will create and host a Co-Branded Download Page on the web (co-branded with the Partner's name and presence), the content of which is solely determined by LMT and may be updated from time-to-time. See www.marketbrowser.com/partners/get_isp.asp as an example; [YourISP.com] will be replaced with your own Branding Bitmap.

LMT will also create a Co-Branded edition of MarketBrowser which carries your own branding and gives the user 1-Click Access™ to your website. This is a powerful recognition and loyalty tool, as users of MarketBrowser tend to use it every day.

1. Branding

For branding you have a choice of branding either with your ISP's URL, your Company's Name -- or your own custom creative, in the form of a .BMP file (see below).

Company Name	
URL	

Please indicate your preferred branding for MarketBrowser (choose one)

Company Name

Company URL (e.g., WWW.MYISP.COM)

Bitmap (.BMP) image – for image files, *please follow instructions below.*

To create your Co-Branded edition of MarketBrowser, we need you to provide these two things:

• Branding Bitmap

This is your firm's logo, or other creative, in the form of a .BMP file. This file should be submitted as an attachment when you email this completed form. Here are the specs:

- Maximum height of 20 pixels, maximum width of 100 pixels. (20 x 100 pixels is recommended)
- Must be a 256-color bitmap (NOT 16-bit, nor TrueColor)
- Websafe colors preferred.
- Must be submitted in the form of a .BMP file.

• Transfer URL

This is the page, which must be on your firm's website (usually, the HomePage), to which the user is transferred when the Branding Bitmap is clicked. Here are the specs:

- Limit 200 characters. Please enter this URL in the space provided below:



MarketBrowser Placement Information

In consideration of LMT providing MarketBrowser PE (4-chart edition) for free distribution by the Partner to web site visitors and Customers, the Partner intends to prominently feature one or more graphic download buttons (which link to the Co-Branded Download Page described above) for MarketBrowser on its website at the following locations:

Web Page URL

Location on Page

Web Page URL	Location on Page

The Partner may include the URL of the Co-Branded Download Page in any Customer communication including normal course-of-business emails.



Submission Instructions

We appreciate you taking time to complete the above. Please submit this form, Attn: Vera Iordanova, Partner Application, via email to: mbprtnrs@marketbrowser.com; or, FAX to +1.617.494.4788. Your Branding Bitmap should be submitted via email to the same address. LMT will then notify you via fax or email of the approval status of your Application. Thank you.