

**SCHEDULE I**  
**Market Plan Specifications**  
**For the**  
**AITDomains Marketing Funds Co-Op Program**

**Virtual Domain Registrar Submitting Plan:** \_\_\_\_\_

**Marketing Concept**

Detailed description of Marketing Promotion including which of the three promotional categories it falls into.

**Target Audience**

Who is the exact target of this promotion?

**Quantity of Target**

How many potential customers is this promotion intended to reach?

**Methodology Utilized in Program**

How do you intend on reaching the target audience (ex: email, banner ads, site intercept)?

**Timing**

When do you plan on launching this promotion?

**Goals**

What are your unit goals for this promotion?

**Tracking Mechanism**

How do you intend to track the success of this promotion?

**Outside Vendors**

If you intend to use an outside vendor, what kind will you use?

**Direct vs Wholesale Program**

If this a direct marketing promotion to your end-users or is this promotion to be done by your resellers?

**Sales vs Retention Activity**

Is this promotion intended to garner new sales or to retain existing customers?

**Amount of Funds Requested for Promotion**