



Shopzilla, Inc.
ADVERTISING AND PUBLIC
RELATIONS GUIDELINES

About This Guide

Hello Shopzilla® merchants, affiliates and communications professionals. The Shopzilla, Inc. network of brands consists of Shopzilla®, Bizrate®, and Bizrate® Insights.

The following are provided as general guidelines. Each advertising or promotional use (including news releases) referencing Shopzilla®, Bizrate®, Shopzilla.com®, Bizrate.com®, or Bizrate® Insights must be approved in writing by Shopzilla, inc.

What is Shopzilla, Inc.?

Since 1996, Shopzilla, Inc. has been building products that change online retail for the better. Shopzilla, Inc. owns and operates nine different leading consumer shopping experiences and multiple cutting edge business solutions for retailers, general advertisers, and content publishers across the US and Europe.

Shopzilla, Inc. Boilerplate

A boilerplate is a piece of ready-to-use copy that is used in advertising or news releases. When you use this boilerplate, it must be used in its entirety not broken up in sections within a release.

Shopzilla, Inc. manages a premier portfolio of online shopping brands in the US and Europe, consisting of Bizrate®, Beso™, Shopzilla®, PrixMoinsCher® and SparDeinGeld®. Shopzilla connects shoppers with over 100 million products from tens of thousands of retailers with its unique portfolio of engaging and informative websites. Reaching a global audience of over 40 million shoppers each month through both its destination websites and affiliate network, Shopzilla is a leading source of sales and consumer feedback for online merchants and retail advertisers. With offices in Los Angeles, San Diego, and London, the company operates sites and business services in the United States, the United Kingdom, France and Germany. Shopzilla, Inc. is owned by Scripps Networks Interactive (NYSE:SNI).

Trademark Usage

Shopzilla®, Bizrate®, Shopzilla.com®, and Bizrate.com® are registered service marks. When used in a paragraph of copy, the first mention must be followed by the ®. Thereafter, it is not necessary to use the ®. Beso.com is a trademark and must be followed by a ™ the first time it is mentioned in a paragraph of copy.

“Shopzilla®” should always appear as one word with the “S” capitalized. “Zilla” should never be used separately from the name “Shopzilla.” Bizrate® should always appear as one word with “B” capitalized and “r” NOT capitalized.

When using or mentioning our brands, we require the use of their associated hyperlinks.

Shopzilla® Logo Guidelines

The primary signature for Shopzilla® consists of a wordmark (shopzilla) and icon (cart and flame). These elements are locked together in a fixed relationship and must not be altered, redrawn, or modified in anyway.

Always use the logo assets provided to you by Shopzilla®. Please see below for several examples of correct and incorrect use.

Correct Use:



Incorrect Use:



Minimum Clear Area: The minimum clear area is the space around the Shopzilla® logo that must remain clear of type and other graphic elements.



Minimum Size: The minimum size for the Shopzilla® logo is 1" wide for print applications and 26 pixels high for web applications. Never reproduce the signature smaller than the minimum size.

MINIMUM SIZE- PRINT



← 1" WIDE →



PREFERRED
SIZE- WEB
44 PIXELS



MINIMUM
SIZE- WEB
26 PIXELS

Bizrate® Logo Use Guidelines

The primary signature for Bizrate® consists of the wordmark (bizrate) and icon (the flag). These elements are locked together in a fixed relationship and must not be altered, redrawn, or modified in anyway.

Always use the logo assets provided to you by Shopzilla®. Please see below for several examples of correct and incorrect use.

Correct Use:



FOUR-COLOR VERSION



ONE-COLOR VERSION



DARK BACKGROUND VERSION



NON-TAGLINE VERSION*

* Wherever possible, the tagline version of the logo is the preferred asset to be included. However we will provide a non-tagline version for special request and space considerations.

Incorrect Use:



DON'T ALTER THE RELATIONSHIP BETWEEN THE ELEMENTS



DON'T DISTORT THE BIZRATE SIGNATURE. CONSTRAIN PROPORTIONS WHEN CHANGING THE SIZE



DON'T USE THE FOUR-COLOR VERSION ON A DARK BACKGROUND.



DON'T USE THE BIZRATE WORD MARK ALONE WITHOUT THE FLAG.

Minimum Clear Area: The minimum clear area is the space around the Bizrate® logo that must remain clear of type and other graphic elements.



Minimum Size: The minimum size for the Bizrate® logo is 1" wide for print applications and 26 pixels high for web applications. Never reproduce the signature smaller than the minimum size.

MINIMUM SIZE- PRINT



← 1" WIDE →



PREFERRED SIZE- WEB
44 PIXELS



MINIMUM SIZE- WEB
26 PIXELS

What is Bizrate® Insights?

Bizrate® Insights is the customer feedback and ratings platform of Bizrate . When referring to Bizrate Insights, the citation should describe Bizrate Insights as the “unbiased, customer feedback and ratings platform of Bizrate.” “Market Research Company“ or other description may not be used.

Bizrate® Insights Boilerplate

A boilerplate is a piece of ready-to-use copy that is used in advertising or news releases. When you use this boilerplate, it must be used in its entirety, not broken up into sections within a release.

About Bizrate® Insights

Bizrate® Insights empowers retailers to achieve their end goal of growing consumer loyalty by helping them listen to and start a dialogue with their customers. Bizrate Insights provides tools and reports to over 5,000 retailers to enlighten them about the customer experience and make them aware of the “why” in what consumers think and do. For over 10 years, Bizrate’s consumer feedback and ratings platform amplifies the consumers’ voice in a way that is fast and measurable, resulting in insights, action, and consumer loyalty. For more information on our buyer and non-buyer survey and reporting products, please contact us at bizrateinsights@bizrate.com. Bizrate Insights is a division of [Shopzilla](http://Shopzilla.com), Inc.

Trademark Usage and Claims Regarding Customer Ratings

Proper trademark notices must be used. “Bizrate®” Insights is a registered service mark of Shopzilla, Inc. and must be followed by a clear and legible registration ® notice. The “B” in Bizrate and the “I” in Insights should always be upper case; the “r” is lower case.

It is very important that whenever a claim is used, it is 100% accurate. This protects both you as the retailer and Bizrate® as the claims forum. Claims based on customer ratings should always source Bizrate (not Bizrate Insights), as Bizrate is the consumer recognized brand. Furthermore, all sourcing should include a link back to the applicable area of our site for verification.

Reference to Competition

As we respect each and every retail partner, we do not allow any retailers to denigrate the competition. However, we do believe in sharing accomplishments. As long as claims are accurate, feel free to show of how customers rate and value you!

Correct Use:

“Retailer A consistently performed with a high rating of x during the time period of (Month 1, Day 1 through Month 2, Day 2, Year) in attribute (e.g. product selection.”

Source: [Bizrate® survey, Dec'09](#)

Incorrect Use:

“Retailer A received high ratings by consumers on bizrate.com or shopzilla.com while Retailer B received below attribute ratings on the same attributes.”

CLAIM DENIGRATES
RETAILER B, BIZRATE
IS NOT CAPITALIZED

CLAIM DOES NOT
INCLUDE SOURCE

References to Bizrate® ratings

When a retailer references ratings that they have received from Bizrate®, they need to be accurate and adhere to the following citation guidelines.

All ratings-related claims need to:

- Include the attribute(s) to which the rating(s) refer
- Cite the time period during which the rating was earned
- Cite Bizrate® as the source, with a link back to the ratings and reviews pages on bizrate.com for verification.
For example, “Customer comments from a Bizrate® survey in July 2009”, where “Bizrate® survey” links back to the ratings and reviews pages on bizrate.com. This source text is acceptable for print adaptations as well.
- Protect consumer identity by not revealing consumers’ names, email address, or any other piece of personally identifiable information.

The following may not be used in conjunction with the claim:

- “#1”, “first”, “or anything implying #1 may not be used in conjunction with the claim
- “Rated by Bizrate®”
- “Approved by Bizrate®”
- “Received ratings from Bizrate®”
- “Bizrate® awarded...”

Correct Use:

“Retailer A achieved a consumer rating of X on a 10-point scale in attribute 1 (e.g. product selection) during the period of (time period - time period) on bizrate® or Shopzilla®.”

Source: [Bizrate® survey, Aug'09](#)

Incorrect Use:

“rated as the #1 website by bizrate or Shopzilla”

CLAIM USES RANKING AND BIZRATE IS NOT CAPITALIZED

CLAIM DOES NOT INCLUDE SOURCE

“rated the top electronics site by Bizrate or shopzilla”

CLAIM USES “RATED BY”

CLAIM DOES NOT INCLUDE SOURCE

References and usage of Customer Comments and Reviews

Bizrate® surveys provide customers with the opportunity to provide comments, ratings, and reviews about their experience with retailers. Retailers may use these customer comments—collected from Bizrate® surveys—on their site, in emails, and in other collateral material to the extent permitted by the privacy policies from both Bizrate and the retailer.

Customer comments from merchant reviews must be used in an accurate and non-deceptive manner. Customer comments may not be taken out of context or placed in a new context that may change their original meaning.

It is very important that retailers adhere to and respect the privacy of all customers and use the following guidelines when publishing or sharing customer comments.

All customer comments and reviews claims must:

- Cite the comment date (month and year) with the comment/review
- Cite the time period in which the comment was made
- Cite Bizrate® as the source, with a link back to the ratings and reviews pages on Bizrate.com for verification.
For example, “Customer comments from a Bizrate® survey in July 2009”, where “Bizrate® survey” links back to the ratings and reviews pages on Bizrate.com. This source text is acceptable for print adaptations as well.
- Protect consumer identity by not revealing consumers’ names, email address, or any other piece of personally identifiable information. Comments should be attributed to the customer who originated it in a general manner.
For example, “Online Shopper”, “Customer nickname or alias (if they have provided it)”, “First name and location (e.g. Mary from Los Angeles)”, are all acceptable formats.

Correct Use:

“... Retailer A is my absolute favorite store to find the best fits for my family!”

Online shopper, Los Angeles, CA
Source: [Bizrate® survey, Dec'09](#)

Incorrect Use:

“I love this website.”

janesmith@aol.com

PERSONAL EMAIL
USED

COMMENT DOES
NOT INCLUDE
SOURCE

References and usage of Product Reviews

Bizrate® surveys provide customers with the opportunity to provide comments, ratings, and reviews about their experience with products purchased. Retailers may use these product comments, ratings, and reviews collected from Bizrate® surveys on their site, in emails, and in other collateral material to the extent permitted by the privacy policies from both Bizrate and the retailer.

Customer comments from product reviews must be used in an accurate and non-deceptive manner. Customer comments may not be taken out of context or placed in a new context that may change their original meaning.

It is very important that retailers adhere to and respect the privacy of all customers and use the following guidelines when publishing or sharing customer comments.

All customer comments and reviews claims must:

- Cite the comment date (month and year) with the comment/review
- Cite the time period in which the comment was made
- Cite Bizrate® as the source, with a link back to the ratings and reviews pages on Bizrate.com for verification.
For example, “Customer comments from a [Bizrate® survey](#) in July 2009”, where “Bizrate® survey” links back to the ratings and reviews pages on Bizrate.com. This source text is acceptable for print adaptations as well.
- Protect consumer identity by not revealing consumers’ names, email address, or any other piece of personally identifiable information. Comments should be attributed to the customer who originated it in a general manner.
For example, “Online Shopper”, “Customer nickname or alias (if they have provided it)”, “First name and location (e.g. Mary from Los Angeles)”, are all acceptable formats.

Correct Use:

“I have owned the Sharp 52” LCD TV for over three months now and every time I turn on the TV I am pleased. The colors are vibrant and the blacks, the deepest I have seen on a flat screen TV for anywhere near this price point. I would strongly recommend this set to anyone looking for a flat screen TV for anywhere near this price!”

HRH Shopper
Source: [Bizrate® survey, August 2008](#)

Incorrect Use:

“The good: the price is reasonable, the picture is probably as good as any HD LCD on the market. The Aquos has a “fine motion” setting to avid jaggies for quick movement, but its usefulness depends on the program”

janesmith@aol.com

PERSONAL EMAIL
USED

COMMENT DOES
NOT INCLUDE
SOURCE