



**Media Resources**  
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www.eMediaResources.com  
*"Media Research Made Easy"*

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eMediaReport: Exotic Cars, Inc.  
Created: Thu 01 Mar 2001

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## INTRODUCTION

eMediaReport functions as a primary research tool for developing your online advertising and/or marketing campaign. Through discussions with your eMediaReport Account Manager regarding the target market criteria, other requirements and/or limitations for a campaign, Media Resources searches its extensive proprietary online resource database to provide you with the top online opportunities best suited to your requirements and goals.

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## REPORT OVERVIEW

The following is a recap of the campaign criteria presented for your eMediaReport:

Gender: Men  
Income: \$100,000 and up  
Individual Opportunity Spending Limit: None  
Media Properties Excluded from Search: None

Exotic Cars, Inc. is a dealer of exotic and hard to find cars for the domestic United States market. The goal of the campaign is to generate active leads and prospects for sales using web and e-mail advertising.

This is their first online campaign, and previous offline advertising has consisted primarily of ads in newspapers. There is no campaign deadline or time frame, the company seeks a viable ongoing campaign to run until further notice.

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By evaluating the returns produced through searches using several different combinations of the criteria, we have narrowed the results to the ten profiles that best fit your requirements.

[Please click here to access your profile index...](#)



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Exotic Cars, Inc. (Created Thu 01 Mar 2001)

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### eMediaReport Individual Site Profiles

Based on your criteria described in the introduction, here are the individual profiles (in alphabetical order) for the resources that best fit your needs. For each listing, click the resource name to view the full profile. You may also view the Comparison Profile which condenses key resource data to allow more efficient comparisons between resources. We have also included an external link to the Website for each resource.

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#### Media Resources Profile Report (10 Resources)

<a href="#">Resource 01</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 02</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 03</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 04</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 05</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 06</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 07</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 08</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 09</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 10</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>

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Several Large Media Resources have been included in the report. Given their dominant reach and scope online, these companies may suit your campaign needs even if not explicitly mentioned in their profile.

#### Large Media Resources Profile Report (4 Resources)

<a href="#">Resource 11</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 12</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 13</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>
<a href="#">Resource 14</a>	<a href="#">Comparison Profile</a>	<a href="#">(Website)</a>

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Company/Site Name: Resource 01

URL: <http://www.Resource01.com/>

Media Kit: <http://www.Resource01.com/media/>

Category: Sports

Media Synopsis: We are the official web site of the R01 Tour, featuring live scoring, exclusive event statistics from 1990 and extensive editorial coverage.

Add'l Sites Represented: N/A

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

INCOME	AGE
\$0 to \$24,000 12.0%	0 to 24 24.0%
\$25,000 to \$49,999 19.0%	25 to 34 30.0%
\$50,000 to \$74,999 23.0%	35 to 44 24.0%
\$75,000 to \$99,999 18.0%	45 to 54 16.0%
\$100,000 to \$149,999 14.0%	55 and up 6.0%
\$150,000 to \$199,999 5.0%	
\$200,000 and up 9.0%	
GENDER	MARITAL STATUS
Male 67.0%	Married N/A
Female 33.0%	Unmarried N/A
EDUCATION	CHILDREN
High School or Less 14.0%	None N/A
Vocational Tech 16.0%	1 - 2 N/A
Some College 15.0%	3 - 4 N/A
Graduated College 32.0%	5 Plus N/A
Graduate School 23.0%	

AD TYPE	PRICE	AD SPECS
Banner: 468x60	\$25.00 CPM	12k Max
Button: 120x60	\$20.00 CPM	7k Max
Interstitial	\$25.00 CPM	
Newsletter	\$50.00 CPM	40 Word Max + 2 Links
Sponsorship	Available	
Text Link	\$5.00 CPM	Location: Marketplace

#### TRAFFIC

Unique Users: 750,000 Per Week  
Pageviews: 2,000,000 Per Week  
Ad Impressions: 2,325,666 Per Week  
Internet Pop. Reach: N/A  
E-Mail Circulation: 15,000 Per Week  
Registered Users: 15,000

#### SUPPLEMENTARY INFORMATION

Media Type: Web ; E-Mail  
Advertising Minimum: \$0.00  
Additional Targeting N/A  
Capabilities:  
Additional Info: N/A

#### RESEARCH

Research Compiled: Inside Company  
Outside Company: N/A  
Most Recent Research: September 2000

#### CONTACT

Name: John Doe  
Title: Marketing & Sales Director  
Phone: 800-555-1212

E-Mail: [jdoe@Resource01.com](mailto:jdoe@Resource01.com)

**Last updated 02/02/2001**

Company/Site Name: Resource 02

URL: <http://www.Resource02.com/>

Media Kit: <http://www.Resource02.com/media/>

Category: Vehicles

Media Synopsis: R02 brings the trusted magazine to the web with road tests, feature stories, car reviews, and introducing a Buyer's Guide for the auto shopper.

Add'l Sites Represented: N/A

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

INCOME	AGE
\$35,000 to \$49,999 16.0%	<b>18 to 24 32.0%</b>
\$50,000 to \$74,999 21.0%	25 to 34 27.0%
\$75,000 to \$99,999 16.0%	35 to 44 16.0%
<b>\$100,000 and up 23.0%</b>	
GENDER	MARITAL STATUS
<b>Male 93.0%</b>	Married N/A
Female 7.0%	Unmarried N/A
EDUCATION	CHILDREN
High School or Less N/A	None N/A
Vocational Tech N/A	1 - 2 N/A
Some College N/A	3 - 4 N/A
<b>Graduated College 45.0%</b>	5 Plus N/A
Graduate School N/A	

AD TYPE	PRICE	AD SPECS
Banner: 468x60	Available	
Button: 120x90	Available	
Contest	Available	
Interstitial	Available	
Microsite	Available	
Newsletter	Available	
Opt-in Promotion	Available	
Sponsorship	Available	
Text Link	Available	

#### ADDITIONAL AD INFO

Formats Accepted: GIF, JPEG

Third Party Advertising Accepted

#### TRAFFIC

Unique Users: N/A  
Pageviews: N/A  
Ad Impressions: N/A  
Internet Pop. Reach: N/A  
E-Mail Circulation: N/A  
Registered Users: N/A

#### SUPPLEMENTARY INFORMATION

Media Type: Web ; E-Mail  
Advertising Minimum: \$0.00  
Additional Targeting N/A  
Capabilities:  
Additional Info: N/A

#### RESEARCH

Research Compiled: N/A  
Outside Company: N/A  
Most Recent Research: N/A

## C O N T A C T

Name: John Doe  
Title: VP of Interactive Sales  
Phone: 800-555-1212  
E-Mail: [jdoe@Resource02.com](mailto:jdoe@Resource02.com)

John Doe  
Marketing Director  
800-555-1212  
[jdoe@Resource02.com](mailto:jdoe@Resource02.com)

**Last updated 01/29/2001**

Company/Site Name: Resource 03

URL: <http://www.Resource03.com/>

Media Kit: <http://www.Resource03.com/media/>

Category: Vehicles

Media Synopsis: R03 is a network of the Web's leading automotive brands including sites such as XXXX, XXXX, and XXXX. Through these and other top auto sites, we provide you with a variety of online automotive advertising solutions.

Add'l Sites Represented: N/A

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

Titles This Color With (\*) Indicate Resource Can Target This Demographic

INCOME (*)	AGE (*)
GENDER (*)	MARITAL STATUS (*)
Male N/A	Married N/A
Female N/A	Unmarried N/A
EDUCATION (*)	CHILDREN (*)
High School or Less N/A	None N/A
Vocational Tech N/A	1 - 2 N/A
Some College N/A	3 - 4 N/A
Graduated College N/A	5 Plus N/A
Graduate School N/A	

AD TYPE	PRICE	AD SPECS
Banner: 468x60 Channel, Targeted Select Site	\$55.00 CPM	Single Site Targeted Standard File 12k Max, Enhanced File 15k Max 3 Loop Max
Banner: 468x60 ROC, Network Sites	\$30.00 CPM	Standard File 12k Max, Enhanced File 15k Max 3 Loop Max
Banner: 468x60 ROC, Select Sites	\$50.00 CPM	Standard File 12k Max, Enhanced File 15k Max 3 Loop Max
Button: 120x60	Available	4k Max, 3 Loop Max
E-Commerce	Available	
E-mail	Available	
Keyword	\$30.00 CPM	
Micro Targeting	\$120.00 CPM	Specific Company or College
Pop up	Available	
Sponsorship	Available	

#### ADDITIONAL AD INFO

Additional Target Filter Cost \$1 CPM

Formats Accepted: JPEG, Unicast, Hotmedia, Java, JavaScript, HTML/CGI, ShockWave, Flash, Enliven, Zapa Microsites, InterVu Video, Real Audio, Real Video

Audited by AVBS

Reporting Available

#### TRAFFIC

Unique Users: 3,700,000 Per Month

Pageviews: N/A

Ad Impressions: N/A

Internet Pop. Reach: N/A

E-Mail Circulation: N/A

Registered Users: N/A

#### SUPPLEMENTARY INFORMATION

Media Type: Web ; E-Mail

Advertising Minimum: \$0.00

Additional Targeting Content, Psychographic, Frequency, Hour, Day, Geography,

Capabilities: Domain, Company Name, Industry Type, Business Size, Browser, Operating System, Service Provider, Interest, Make, Model

Additional Info: N/A

R E S E A R C H

Research Compiled: Inside & Outside Company  
Outside Company: Millward Brown Interactive  
Most Recent Research: N/A

C O N T A C T

Name: John Doe  
Title: Auto Sales Manager  
Phone: 800-555-1212  
E-Mail: [jdoe@Resource03.com](mailto:jdoe@Resource03.com)

**Last updated 02/13/2001**

Company/Site Name: Resource 04

URL: <http://www.Resource04.com/>

Media Kit: <http://www.Resource04.com/media/>

Category: E-mail Marketing

Media Synopsis: R04 is a permission based e-mail marketing network. Our opt-in email network of newsletter publishers and email list owners can reach millions of consumers through advertising.

Add'l Sites Represented: N/A

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

Titles This Color With (\*) Indicate Resource Can Target This Demographic

INCOME (*)	AGE (*)
GENDER (*)	MARITAL STATUS (*)
Male N/A	Married N/A
Female N/A	Unmarried N/A
EDUCATION (*)	CHILDREN (*)
High School or Less N/A	None N/A
Vocational Tech N/A	1 - 2 N/A
Some College N/A	3 - 4 N/A
Graduated College N/A	5 Plus N/A
Graduate School N/A	

AD TYPE	PRICE	AD SPECS
Newsletter: 468x60	\$10.00 - \$100.00 CPM	12k Max Position: Top of Newsletter
Newsletter: Text	\$10.00 - \$100.00 CPM	7 Line Max, 65 Characters per Line Position: Top of Newsletter
Opt-In Email: 468x400	\$10.00 - \$200.00 CPM	27k Max
Opt-In Email: Text	\$10.00 - \$200.00 CPM	20 Line Max, 65 Characters per Line
Sponsorship: Text	\$10.00 - \$100.00 CPM	

#### ADDITIONAL AD INFO

Rich Media Accepted  
Reporting Available

#### TRAFFIC

Unique Users: N/A  
Pageviews: N/A  
Ad Impressions: N/A  
Internet Pop. Reach: N/A  
E-Mail Circulation: N/A  
Registered Users: 20,000,000

#### SUPPLEMENTARY INFORMATION

Media Type: E-Mail  
Advertising Minimum: \$0.00  
Additional Targeting Zip Code, City, State, Country  
Capabilities:  
Additional Info: N/A

#### RESEARCH

Research Compiled: N/A  
Outside Company: N/A  
Most Recent Research: N/A

#### CONTACT

Name: John Doe  
Title: VP of Sales  
Phone: 800-555-1212  
E-Mail: [jdoe@Resource04.com](mailto:jdoe@Resource04.com)

**Last updated 12/06/2000**

Company/Site Name: Resource 05

URL: <http://www.Resource05.com/>

Media Kit: <http://www.Resource05.com/media/>

Category: Investing

Media Synopsis: R05 helps the novice, as well as the experienced investor to identify winning trading opportunities within the explosive Internet market.

Add'l Sites Represented: N/A

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

INCOME	AGE
\$50,000 to \$99,999 30.0%	22 to 34 45.0%
\$100,000 and up 41.0%	35 to 49 35.0%
	50 and up 17.0%
GENDER	MARITAL STATUS
Male 78.0%	Married N/A
Female 22.0%	Unmarried N/A
EDUCATION	CHILDREN
High School or Less N/A	None N/A
Vocational Tech N/A	1 - 2 N/A
Some College N/A	3 - 4 N/A
Graduated College 72.0%	5 Plus N/A
Graduate School N/A	

AD TYPE	PRICE	AD SPECS
Banner: 468x60	Available	12k Max Position: Top Center of Page
Button: 125x125	Available	8k Max Position: Right of Start and Index Pages
E-mail	Available	
Newsletter: Text	Available	7 Line Max, 70 Spaces per Line + URL Link

#### ADDITIONAL AD INFO

Formats Accepted: GIF, JPEG

Animation Accepted

#### TRAFFIC

Unique Users: N/A

Pageviews: 385,000 Per Month

Ad Impressions: 5,545,000 Per Month

Internet Pop. Reach: N/A

E-Mail Circulation: N/A

Registered Users: N/A

#### SUPPLEMENTARY INFORMATION

Media Type: Web ; E-Mail

Advertising Minimum: \$0.00

Additional Targeting N/A

Capabilities:

Additional Info: N/A

#### RESEARCH

Research Compiled: N/A

Outside Company: N/A

Most Recent Research: N/A

#### CONTACT

Name: John Doe

Title: Advertising Sales

Phone: 800-555-1212

E-Mail: [jd@Resource05.com](mailto:jd@Resource05.com)

**Last updated 01/03/2001**

Company/Site Name: Resource 06

URL: <http://www.Resource06.com/>

Media Kit: <http://www.Resource06.com/media/>

Category 1: News & Media

Category 2: Local Media - Northeast

Media Synopsis: R06 combines content from the daily and Sunday editions of the newspaper with features unique to the web site, including updates throughout the day from R06 journalists, a low-cost 365-day premium archive service and a searchable library of more than 50,000 book reviews.

Add'l Sites Represented: [Xxxx1.com](#), [Xxxx2.com](#), [Xxxx3.com](#), [Xxxx4.com](#), [Xxxx5.com](#)

**GEOGRAPHIC FOCUS**

NY

**DEMOGRAPHICS**

Titles This Color With (\*) Indicate Resource Can Target This Demographic

INCOME (*)	AGE (*)
\$0 to \$35,000 12.9%	18 to 24 9.4%
\$35,000 to \$49,999 15.7%	25 to 34 19.1%
<b>\$50,000 to \$74,999 20.9%</b>	35 to 44 22.5%
\$75,000 to \$99,999 18.3%	<b>45 to 54 26.6%</b>
\$100,000 to \$149,999 17.5%	55 to 64 13.0%
\$150,000 and up 14.8%	65 and up 9.3%
GENDER (*)	MARITAL STATUS
<b>Male 58.9%</b>	<b>Married 64.7%</b>
Female 41.1%	Unmarried 35.3%
EDUCATION (*)	CHILDREN
High School or Less 6.1%	<b>None 65.8%</b>
Vocational Tech N/A	1 - 2 14.1%
Some College 16.4%	3 - 4 N/A
Graduated College 37.8%	5 Plus N/A
<b>Graduate School 38.5%</b>	

AD TYPE	PRICE	AD SPECS
Banner: 140x800	Available	20k Max, 4 Loop Max Location: Article Page
Banner: 184x90	Available	15k Max Location: Homepage
Banner: 234x60	Available	16k Max
Banner: 468x60	\$15.00 - \$40.00 CPM	20k Max
Banner: 86x60	Available	10k Max Site for the Day
Banner: 86x60	Available	10k Max, 8 Loop Max Location: Homepage
Banner: Targeted 468x60	\$18.75 - \$54.00 CPM	20k Max
Button: 120x90	Available	10k Max
Classified	Available	
Custom Opportunities	Available	
E-mail	\$105.00 - \$131.25 CPM	Editorial
E-mail: Text/HTML	\$70.00 CPM	R06 Update
Interstitial	Available	
Microsite	Available	
Opt-In Email	\$200.00 CPM	
Pop up	Available	
Sponsorship	Available	

**ADDITIONAL AD INFO**

Formats Accepted: GIF, HTML, Shockwave  
Rich Media Accepted  
Reporting Available via Real Media

#### T R A F F I C

Unique Users: 4,700,000 Per Month  
Pageviews: 139,000,000 Per Month  
Ad Impressions: N/A  
Internet Pop. Reach: 4.3%  
E-Mail Circulation: 5,700,000 Per Month  
Registered Users: 13,200,000

#### S U P P L E M E N T A R Y I N F O R M A T I O N

Media Type: Web ; E-Mail  
Advertising Minimum: \$20,000.00 per Month  
Additional Targeting Real Media Open AdStream: Zip Code, Content, Time, Browser, Platform,  
Capabilities: Domain, Frequency, Competitive, Ad Sequence  
Additional Info: N/A

#### R E S E A R C H

Research Compiled: Inside & Outside Company  
Outside Company: @Plan, Media Metrix  
Most Recent Research: Fall 2000

#### C O N T A C T

Name: John Doe	John Doe
Title: Director of Sales	Vice President, National Sales
Phone: 800-555-1212	800-555-1212
E-Mail: <a href="mailto:jdoe@Resource06.com">jdoe@Resource06.com</a>	<a href="mailto:jdoe@Resource06.com">jdoe@Resource06.com</a>

**Last updated 01/04/2001**

Company/Site Name: Resource 07

URL: <http://www.Resource07.com/>

Media Kit: <http://www.Resource07.com/media/>

Category: Investing

Media Synopsis: R07 is the leading options advisory service on the Internet, offering all of the analysis and tools that traders need and expect from an advisory service. R07 has also created a virtual options community- providing market commentary, posture, sentiment, research tools, editorials, and education.

Add'l Sites Represented: N/A

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

INCOME	AGE
\$50,000 to \$99,999 28.0%	25 to 44 47.0%
\$100,000 to \$499,999 38.0%	45 to 54 31.0%
\$500,000 and up 19.0%	55 and up 20.0%
GENDER	MARITAL STATUS
Male 88.0%	Married N/A
Female 12.0%	Unmarried N/A
EDUCATION	CHILDREN
High School or Less N/A	None N/A
Vocational Tech N/A	1 - 2 N/A
Some College N/A	3 - 4 N/A
Graduated College 75.0%	5 Plus N/A
Graduate School N/A	

AD TYPE	PRICE	AD SPECS
Banner: 468x60	Available	12k Max Position: Top Center of Page
Button: 125x125	Available	8k Max Position: Right of Start and Index Pages
E-mail	Available	
Newsletter: Text	Available	7 Line Max, 70 Spaces per Line + URL Link

#### ADDITIONAL AD INFO

Formats Accepted: GIF, JPEG  
Animation Accepted

#### TRAFFIC

Unique Users: N/A  
Pageviews: 1,100,000 Per Month  
Ad Impressions: 6,800,000 Per Month  
Internet Pop. Reach: N/A  
E-Mail Circulation: N/A  
Registered Users: N/A

#### SUPPLEMENTARY INFORMATION

Media Type: Web ; E-Mail  
Advertising Minimum: \$0.00  
Additional Targeting N/A  
Capabilities:  
Additional Info: R07 is extremely sticky with an average user session of 20 minutes plus.

#### RESEARCH

Research Compiled: N/A  
Outside Company: N/A  
Most Recent Research: N/A

#### CONTACT

Name: John Doe  
Title: Advertising Sales

Phone: 800-555-1212

E-Mail: [jdoe@Resource07.com](mailto:jdoe@Resource07.com)

**Last updated 01/08/2001**

Company/Site Name: Resource 08

URL: <http://www.Resource08.com/>

Media Kit: <http://www.Resource08.com/media/>

Category: Finance

Media Synopsis: R08 provides financial insight and analysis. News and in-depth interviews with market and business leaders and daily market updates. At R08, you'll hear un-cut, un-edited conversations with CEO's and leading financial Analysts.

Add'l Sites Represented: [Xxxx1.com](#), [Xxxx2.com](#), [Xxxx3.com](#), [Xxxx4.com](#)

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

INCOME	AGE
\$75,000 to \$99,999 15.0%	<b>25 to 44 55.0%</b>
<b>\$100,000 and up 51.0%</b>	45 to 59 29.0%
GENDER	MARITAL STATUS
<b>Male 84.0%</b>	Married N/A
Female 16.0%	Unmarried N/A
EDUCATION	CHILDREN
High School or Less N/A	None N/A
Vocational Tech N/A	1 - 2 N/A
Some College N/A	3 - 4 N/A
<b>Graduated College 52.0%</b>	5 Plus N/A
Graduate School 29.0%	

AD TYPE	PRICE	AD SPECS
Audio Commercial	Available	15 Second
Button: 125x125	Available	
Listing	Available per Year	Audio Commercial Text + Button Location: Archive
Pop up	Available	Logo + URL Link

#### TRAFFIC

Unique Users: 700,000 Per Month

Pageviews: N/A

Ad Impressions: 15,000,000 Per Month

Internet Pop. Reach: N/A

E-Mail Circulation: N/A

Registered Users: N/A

#### SUPPLEMENTARY INFORMATION

Media Type: Web

Advertising Minimum: \$0.00

Additional Targeting N/A

Capabilities:

Additional Info: N/A

#### RESEARCH

Research Compiled: Outside Company

Outside Company: Informative, Inc.

Most Recent Research: April 2000

#### CONTACT

Name: John Doe

Phone: 800-555-1212

E-Mail: [jdoe@Resource08.com](mailto:jdoe@Resource08.com)

**Last updated 09/18/2000**

Company/Site Name: Resource 09

URL: <http://www.Resource09.com/>

Media Kit: <http://www.Resource09.com/media/>

Category: Vehicles

Media Synopsis: R09 is the interactive version of Road & Track magazine, the automotive enthusiast's resource. Attracting a loyal audience of affluent, upscale men, the site delivers news, editorials and interactive features that provide a comprehensive look at high-end automobiles and concept cars direct from the manufacturers.

Add'l Sites Represented: N/A

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

INCOME		AGE	
\$20,000 to \$34,999	10.0%	12 to 17	10.0%
\$35,000 to \$49,999	15.0%	18 to 24	27.0%
<b>\$50,000 to \$74,999</b>	<b>21.0%</b>	25 to 34	26.0%
\$75,000 to \$99,999	14.0%	35 to 44	17.0%
\$100,000 to \$149,999	16.0%	45 to 54	14.0%
\$150,000 and up	14.0%	55 and up	6.0%
GENDER		MARITAL STATUS	
Male	94.0%	Married	N/A
Female	6.0%	Unmarried	N/A
EDUCATION		CHILDREN	
High School or Less	N/A	None	N/A
Vocational Tech	N/A	1 - 2	N/A
Some College	N/A	3 - 4	N/A
<b>Graduated College</b>	<b>48.0%</b>	5 Plus	N/A
Graduate School	N/A		

AD TYPE	PRICE	AD SPECS
Banner: 468x60	Available	
Button: 120x90	Available	
Contest	Available	
Interstitial	Available	
Microsite	Available	
Newsletter	Available	
Opt-in Promotion	Available	
Sponsorship	Available	
Text Link	Available	

#### ADDITIONAL AD INFO

Formats Accepted: GIF, JPEG

Third Party Advertising Accepted

#### TRAFFIC

Unique Users: N/A  
Pageviews: N/A  
Ad Impressions: N/A  
Internet Pop. Reach: N/A  
E-Mail Circulation: N/A  
Registered Users: N/A

#### SUPPLEMENTARY INFORMATION

Media Type: Web ; E-Mail  
Advertising Minimum: \$0.00  
Additional Targeting N/A  
Capabilities:  
Additional Info: N/A

#### RESEARCH

Research Compiled: N/A  
Outside Company: N/A  
Most Recent Research: N/A

C O N T A C T

Name: John Doe

Title: VP Sales

Phone: 800-555-1212

E-Mail: [jdoe@Resource09.com](mailto:jdoe@Resource09.com)

John Doe

Marketing Director

800-555-1212

[jdoe@Resource09.com](mailto:jdoe@Resource09.com)

**Last updated 01/29/2001**

Company/Site Name: Resource 10

URL: <http://www.Resource10.com/>

Media Kit: <http://www.Resource10.com/media/>

Category: Finance

Media Synopsis: R10 empowers individual investors by providing them with the tools and research needed to make critical financial decisions. These are the same tools and information long used by the world's largest fund managers, banks, corporations and brokerage firms.

Add'l Sites Represented: N/A

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

##### INCOME

**\$100,000 and up 40.0%**

##### GENDER

**Male 90.0%**

Female 10.0%

##### EDUCATION

High School or Less 5.1%

Vocational Tech N/A

Some College 17.2%

**Graduated College 28.9%**

Graduate School 26.4%

##### MARITAL STATUS

**Married 67.1%**

Unmarried 32.9%

##### CHILDREN

**None 58.7%**

1 - 2 18.6%

3 - 4 17.8%

5 Plus 4.9%

AD TYPE	PRICE	AD SPECS
Banner: 468x60	\$55.00 CPM	12K Max
Sponsorship	Available	

#### ADDITIONAL AD INFO

Additional Target Filter Cost \$1 CPM

#### TRAFFIC

Unique Users: 360,907 Per Month

Pageviews: 6,975,255 Per Month

Ad Impressions: N/A

Internet Pop. Reach: N/A

E-Mail Circulation: N/A

Registered Users: 700,000

#### SUPPLEMENTARY INFORMATION

Media Type: Web

Advertising Minimum: \$0.00

Additional Targeting Frequency, Geography, Domain, SIC code, Company Size,

Capabilities: Browser, Operating System, Service Provider

Additional Info: N/A

#### RESEARCH

Research Compiled: Inside Company

Outside Company: N/A

Most Recent Research: N/A

#### CONTACT

Name: John Doe

Title: Sales Manager

Phone: 800-555-1212

E-Mail: [jdoe@Resource10.com](mailto:jdoe@Resource10.com)

**Last updated 02/13/2001**

**LARGE MEDIA RESOURCE: Serves a broad audience - consider for any campaign.**

Company/Site Name: Resource 11

URL: <http://www.Resource11.com/>

Media Kit: <http://www.Resource11.com/media/>

Category: Search & Reference

Media Synopsis: R11 focuses exclusively on delivering the best search experience on the World Wide Web. Through unique advances in search technology, R11 helps its users find the information they're looking for with unprecedented levels of ease, speed, and accuracy. R11 delivers services to individuals and enterprises through R11, and through co-branding our Web Search and Site Search services. R11 serves 23 million searches each day.

Add'l Sites Represented: N/A

#### GEOGRAPHIC FOCUS

#### DEMOGRAPHICS

GENDER	MARITAL STATUS
Male 51.0%	Married N/A
Female 49.0%	Unmarried N/A
EDUCATION	CHILDREN
High School or Less N/A	None N/A
Vocational Tech N/A	1 - 2 N/A
Some College N/A	3 - 4 N/A
Graduated College 66.0%	5 Plus N/A
Graduate School N/A	

AD TYPE	PRICE	AD SPECS
Keyword: Text	\$45.00 - \$100.00 CPM	Line One, 72 Character Max Line Two, 80 Character Max
Text Ad: Category	\$30.00 - \$75.00 CPM	Line One, 72 Character Max Line Two, 80 Character Max

#### TRAFFIC

Unique Users: 6,400,000 Per Month

Pageviews: N/A

Ad Impressions: N/A

Internet Pop. Reach: N/A

E-Mail Circulation: N/A

Registered Users: N/A

#### SUPPLEMENTARY INFORMATION

Media Type: Web

Advertising Minimum: \$0.00

Additional Targeting N/A

Capabilities:

Additional Info: R11 is the world's largest search engine, indexing more than 1.3 billion web pages and supplying search services to such clients as Yahoo!, Cisco, Netscape and the Washington Post. In 2000, R11 won 2 Webby awards and was named the best Internet Innovation by PC Magazine, The Most Intelligent Agent by WIRED readers, Best of the Best by Forbes and Best Search Engine on the Internet by Yanoo! Internet Life.

#### RESEARCH

Research Compiled: Inside & Outside Company

Outside Company: NPD Online, Media Metrix, Nielsen/NetRatings

Most Recent Research: October 2000

#### CONTACT

Name: John Doe

Title: East Coast

Phone: 800-555-1212

E-Mail: [jdoe@Resource11.com](mailto:jdoe@Resource11.com)

John Doe

West Coast

800-555-1212

[jdoe@Resource11.com](mailto:jdoe@Resource11.com)

**Last updated 12/20/2000**

**LARGE MEDIA RESOURCE: Serves a broad audience - consider for any campaign.**

Company/Site Name: Resource 12

URL: <http://www.Resource12.com/>

Media Kit: <http://www.Resource12.com/media/>

Category: Search & Reference

Media Synopsis: R12, part of the R12 Network, combines leading Web search and navigation resources, deep content in vertical areas, communications and personalization tools, and a complete shopping center.

Add'l Sites Represented: [Xxxx1.com](#), [Xxxx2.com](#), [Xxxx3.com](#), [Xxxx4.com](#), [Xxxx5.com](#), [Xxxx6.com](#), [Xxxx7.com](#), [Xxxx8.com](#), [Xxxx9.com](#), [Xxxx10.com](#), [Xxxx11.com](#), [Xxxx12.com](#), [Xxxx13.com](#)

**GEOGRAPHIC FOCUS**

**DEMOGRAPHICS**

INCOME	AGE
\$0 to \$34,999 17.8%	18 to 24 15.4%
\$35,000 to \$49,999 17.5%	25 to 34 21.1%
<b>\$50,000 to \$74,999 24.7%</b>	<b>35 to 44 26.3%</b>
\$75,000 to \$99,999 17.3%	45 to 54 24.2%
\$100,000 to \$149,999 13.6%	55 to 64 9.4%
\$150,000 and up 9.1%	65 and up 3.6%
GENDER	MARITAL STATUS
<b>Male 56.1%</b>	<b>Married 64.6%</b>
Female 43.9%	Unmarried 35.4%
EDUCATION	CHILDREN
High School or Less 15.7%	<b>None 56.1%</b>
Vocational Tech N/A	1 - 2 35.7%
Some College 24.3%	3 - 4 N/A
<b>Graduated College 46.7%</b>	5 Plus N/A
Graduate School 10.5%	

AD TYPE	PRICE	AD SPECS
Banner: 120x90	Available	5k Max
Banner: 230x33	Available	3k Max
Banner: 468x60	Available	12k Max
Banner	Available	12k Max Location: Homepage
Banner: RON 468x60	Available	12k Max
Banner: ROS 468x60	Available	12k Max
Button: 88x31	Available	
Custom Opportunities	Available	
Interstitial: 150x50	Available	12k Max
Keyword	Available	
Newsletter	Available	
Opt-in Promotion	Available	
Sponsorship	Available	
Text Link	Available	

**TRAFFIC**

Unique Users: 30,967,470 Per Month  
 Pageviews: N/A  
 Ad Impressions: N/A  
 Internet Pop. Reach: 45.1%  
 E-Mail Circulation: N/A  
 Registered Users: N/A

**SUPPLEMENTARY INFORMATION**

Media Type: Web ; E-Mail

Advertising Minimum: \$2,500.00 per Month

Additional Targeting State, Zip Code, Area Code, Country, Operating System,

Capabilities: Browser, Domain, Service Provider, Day, Time, SIC Code, Company Size, Frequency

Additional Info: R12 is part of G-R12, the new global Internet network operating in 41 countries in 20 languages, reaching 91 million unique monthly visitors worldwide. Created by the combination of XXXX and R12, in October 2000, G-R12 is one of the most popular Internet networks in the U.S., Europe, Asia and Latin America, and is the third largest Internet access provider in the world.

#### RESEARCH

Research Compiled: Inside & Outside Company

Outside Company: @Plan, Media Metrix, Nielsen/NetRatings, IPSOS-ASI

Most Recent Research: December 2000

#### CONTACT

Name: John Doe

John Doe

Title: Western VP Advertising Sales

Eastern VP Advertising Sales

Phone: 800-555-1212

800-555-1212

E-Mail: [jdoe@Resource12.com](mailto:jdoe@Resource12.com)

[jdoe@Resource12.com](mailto:jdoe@Resource12.com)

**Last updated 01/24/2001**

**LARGE MEDIA RESOURCE: Serves a broad audience - consider for any campaign.**

Company/Site Name: Resource 13

URL: <http://www.Resource13.com/>

Media Kit: <http://www.Resource13.com/media/>

Category: Search & Reference

Media Synopsis: R13 Sales and Marketing offers online advertising, sponsorship, eCommerce and distribution opportunities within the R13 network of Internet services. In addition to broad consumer reach, the R13 properties deliver highly qualified audiences to your target audience, helping you to achieve your sales and marketing goals.

Add'l Sites Represented: [Xxxx1.com](#), [Xxxx2.com](#), [Xxxx3.com](#), [Xxxx4.com](#), [Xxxx5.com](#), [Xxxx6.com](#), [Xxxx7.com](#), [Xxxx8.com](#), [Xxxx9.com](#)

**GEOGRAPHIC FOCUS**

**DEMOGRAPHICS**

INCOME		AGE	
\$0 to \$34,999	17.0%	24 to 54	72.2%
\$35,000 to \$49,999	18.0%	55 and up	13.3%
<b>\$50,000 to \$74,999</b>	<b>24.0%</b>		
\$75,000 to \$99,999	17.0%		
\$100,000 to \$149,999	14.0%		
\$150,000 and up	10.0%		
GENDER		MARITAL STATUS	
Male	53.3%	Married	65.3%
Female	46.7%	Unmarried	34.7%
EDUCATION		CHILDREN	
High School or Less	N/A	None	43.7%
Vocational Tech	N/A	1 - 2	N/A
Some College	N/A	3 - 4	N/A
<b>Graduated College</b>	<b>57.3%</b>	5 Plus	N/A
Graduate School	N/A		

AD TYPE	PRICE	AD SPECS
Advertorial	Available	
Banner: 200x105	Available	7k Max
Banner: 230x33	Available	3k Max
Banner: 234x60	Available	5k Max
Banner: 468x60	Available	12k Max Position: Top of Page
Button: 120x60	Available	4k Max
Button: 120x90	Available	5k Max
Classified	Available	
Custom Opportunities	Available	
Full Page: 450x284	Available	Transition Ad 12k Max, 7 Second Max
Interstitial	Available	
Newsletter	Available	
Opt-In Email	Available	
Opt-in Promotion	Available	
Sponsorship	Available	
Text Link	Available	

**ADDITIONAL AD INFO**

Formats Accepted: GIF, JPEG, HTML, DHTML, Animated GIF, GIF 89, GIF 89A, JavaScript, Flash  
Rich Media Accepted

**TRAFFIC**

Unique Users: 48,251,000 Per Month

Pageviews: N/A  
Ad Impressions: N/A  
Internet Pop. Reach: 59.6%  
E-Mail Circulation: N/A  
Registered Users: N/A

#### S U P P L E M E N T A R Y I N F O R M A T I O N

Media Type: Web ; E-Mail  
Advertising Minimum: \$0.00  
Additional Targeting N/A  
Capabilities:  
Additional Info: N/A

#### R E S E A R C H

Research Compiled: Outside Company  
Outside Company: @Plan, Media Metrix  
Most Recent Research: Winter 2000

#### C O N T A C T

Name: John Doe  
Phone: 800-555-1212  
E-Mail: [jdoe@Resource13.com](mailto:jdoe@Resource13.com)

**Last updated 01/16/2001**

**LARGE MEDIA RESOURCE: Serves a broad audience - consider for any campaign.**

Company/Site Name: Resource 14

URL: <http://www.Resource14.com/>

Media Kit: <http://www.Resource14.com/media/>

Category: Search & Reference

Media Synopsis: As the first online navigational guide to the Web, R14 offers a comprehensive branded network of services to more than 180 million individuals each month worldwide. R14 is the leading guide in terms of traffic, advertising, household and business user reach.

Add'l Sites Represented: [Xxxx1.com](http://Xxxx1.com)

**G E O G R A P H I C   F O C U S**

**D E M O G R A P H I C S**

Titles This Color With (\*) Indicate Resource Can Target This Demographic

INCOME (*)	AGE (*)
GENDER (*)	MARITAL STATUS
Male N/A	Married N/A
Female N/A	Unmarried N/A
EDUCATION	CHILDREN (*)
High School or Less N/A	None N/A
Vocational Tech N/A	1 - 2 N/A
Some College N/A	3 - 4 N/A
Graduated College N/A	5 Plus N/A
Graduate School N/A	

AD TYPE	PRICE	AD SPECS
Banner: 468x90	Available	15k Max Location: Chat
Banner: Category 468x60	Available	15k Max
Banner: HTML	Available	13k Max
Banner: ROC 468x60	Available	15k Max
Banner: RON 468x60	Available	15k Max
Banner: ROP 468x60	Available	15k Max
Banner: Section 468x60	Available	15k
Banner: Targeted 468x60	Available	15k Max
Button: 83x31	Available	2k Max
Co-branded Opportunity	Available	
Custom Opportunities	Available	
E-Commerce	Available	
Keyword: 468x60	Available	15k Max
Opt-In Email: HTML	Available	
Sponsorship	Available	
Text Link	Available	
Yellow Pages Link	Available	

**A D D I T I O N A L   A D   I N F O**

Formats Accepted: GIF, JPEG, HTML, DHTML, Java JavaScript, Audio, Video, Director, Flash, Bluestreak, Enliven  
Rich Media Accpeted  
Audited by ABC Interactive

**T R A F F I C**

Unique Users: N/A  
Pageviews: N/A  
Ad Impressions: N/A  
Internet Pop. Reach: N/A  
E-Mail Circulation: N/A  
Registered Users: N/A

S U P P L E M E N T A R Y   I N F O R M A T I O N

Media Type: Web ; E-Mail  
Advertising Minimum: \$0.00  
Additional Targeting State, Country, DMA, Occupation, Interest, Industry, Spending Indices,  
Capabilities: Content  
Additional Info: N/A

R E S E A R C H

Research Compiled: N/A  
Outside Company: N/A  
Most Recent Research: N/A

C O N T A C T

Name: John Doe	John Doe
Phone: 800-555-1212	800-555-1212
E-Mail: <a href="mailto:jdoe@Resource14.com">jdoe@Resource14.com</a>	<a href="mailto:jdoe@Resource14.com">jdoe@Resource14.com</a>

**Last updated 01/26/2001**

Name	URL	Category
Resource 01	http://www.Resource01.com/	Sports
Age	Children	Education
25 - 34 (30.0 %)	N/A	Graduated College (32.0 %)
Gender	Income	Marital
Male (67.0 %)	\$50,000.00 - \$74,999.00 (23.0 %)	N/A
T R A F F I C		
Unique Users: 750,000 Per Week	Internet Pop. Reach: N/A	
Pageviews: 2,000,000 Per Week	E-Mail Circulation: 15,000% Per Week	
Ad Impressions: 2,325,666 Per Week	Registered Users: 15,000	
A D T Y P E S		
Banner: 468x60 \$25.00 CPM	12k Max	
Button: 120x60 \$20.00 CPM	7k Max	
Interstitial \$25.00 CPM		
Newsletter \$50.00 CPM	40 Word Max + 2 Links	
Sponsorship Available		
Text Link \$5.00 CPM	Location: Marketplace	
C O N T A C T I N F O		
John Doe Marketing & Sales Director 800-555-1212 <a href="mailto:jdoe@Resource01.com">jdoe@Resource01.com</a>		

Name	URL	Category
Resource 02	http://www.Resource02.com/	Vehicles
Age	Children	Education
18 - 24 (32.0 %)	N/A	Graduated College (45.0 %)
Gender	Income	Marital
Male (93.0 %)	\$100,000.00 - \$10,000,000.00 (23.0 %)	N/A
T R A F F I C		
Unique Users: N/A		Internet Pop. Reach: N/A
Pageviews: N/A		E-Mail Circulation: N/A
Ad Impressions: N/A		Registered Users: N/A
A D T Y P E S		
Banner: 468x60 Available		
Button: 120x90 Available		
Contest Available		
Interstitial Available		
Microsite Available		
Newsletter Available		
Opt-in Promotion Available		
Sponsorship Available		
Text Link Available		
A D D I T I O N A L A D I N F O		
Formats Accepted: GIF, JPEG		
Third Party Advertising Accepted		
C O N T A C T I N F O		
John Doe VP of Interactive Sales 800-555-1212 <a href="mailto:jdoe@Resource02.com">jdoe@Resource02.com</a>		John Doe Marketing Director 800-555-1212 <a href="mailto:jdoe@Resource02.com">jdoe@Resource02.com</a>

Name	URL	Category
Resource 03	http://www.Resource03.com/	Vehicles
<b>Demographics With (*) Indicate This Resource Can Target This Demographic</b>		
<b>AGE (*)</b>	<b>CHILDREN (*)</b>	<b>EDUCATION (*)</b>
N/A	N/A	N/A
<b>GENDER (*)</b>	<b>INCOME (*)</b>	<b>MARITAL (*)</b>
N/A	N/A	N/A
<b>T R A F F I C</b>		
Unique Users: 3,700,000 Per Month Pageviews: N/A Ad Impressions: N/A		Internet Pop. Reach: N/A E-Mail Circulation: N/A Registered Users: N/A
<b>A D T Y P E S</b>		
Banner: 468x60 Channel, \$55.00 CPM Targeted Select Site		Single Site Targeted Standard File 12k Max, Enhanced File 15k Max 3 Loop Max
Banner: 468x60 ROC, \$30.00 CPM Network Sites		Standard File 12k Max, Enhanced File 15k Max 3 Loop Max
Banner: 468x60 ROC, \$50.00 CPM Select Sites		Standard File 12k Max, Enhanced File 15k Max 3 Loop Max
Button: 120x60 Available E-Commerce Available E-mail Available Keyword \$30.00 CPM Micro Targeting \$120.00 CPM Pop up Available Sponsorship Available		4k Max, 3 Loop Max         Specific Company or College
<b>A D D I T I O N A L A D I N F O</b>		
Additional Target Filter Cost \$1 CPM Formats Accepted: JPEG, Unicast, Hotmedia, Java, JavaScript, HTML/CGI, ShockWave, Flash, Enliven, Zapa Microsites, InterVu Video, Real Audio, Real Video Audited by AVBS Reporting Available		
<b>C O N T A C T I N F O</b>		
John Doe Auto Sales Manager 800-555-1212 <a href="mailto:jdoe@Resource03.com">jdoe@Resource03.com</a>		

<b>Name</b>	<b>URL</b>	<b>Category</b>
Resource 04	http://www.Resource04.com/	E-mail Marketing
<b>Demographics With (*) Indicate This Resource Can Target This Demographic</b>		
<b>AGE (*)</b>	<b>CHILDREN (*)</b>	<b>EDUCATION (*)</b>
N/A	N/A	N/A
<b>GENDER (*)</b>	<b>INCOME (*)</b>	<b>MARITAL (*)</b>
N/A	N/A	N/A
<b>T R A F F I C</b>		
Unique Users: N/A Pageviews: N/A Ad Impressions: N/A	Internet Pop. Reach: N/A E-Mail Circulation: N/A Registered Users: 20,000,000	
<b>A D T Y P E S</b>		
Newsletter: 468x60 \$10.00 - \$100.00 CPM	12k Max Position: Top of Newsletter	
Newsletter: Text \$10.00 - \$100.00 CPM	7 Line Max, 65 Characters per Line Position: Top of Newsletter	
Opt-In Email: 468x400 \$10.00 - \$200.00 CPM	27k Max	
Opt-In Email: Text \$10.00 - \$200.00 CPM	20 Line Max, 65 Characters per Line	
Sponsorship: Text \$10.00 - \$100.00 CPM		
<b>A D D I T I O N A L A D I N F O</b>		
Rich Media Accepted Reporting Available		
<b>C O N T A C T I N F O</b>		
John Doe VP of Sales 800-555-1212 <a href="mailto:jdoe@Resource04.com">jdoe@Resource04.com</a>		

Name	URL	Category
Resource 05	http://www.Resource05.com/	Investing
Age	Children	Education
22 - 34 (45.0 %)	N/A	Graduated College (72.0 %)
Gender	Income	Marital
Male (78.0 %)	\$100,000.00 - \$10,000,000.00 (41.0 %)	N/A
T R A F F I C		
Unique Users: N/A	Pageviews: 385,000 Per Month	Ad Impressions: 5,545,000 Per Month
Internet Pop. Reach: N/A	E-Mail Circulation: N/A	Registered Users: N/A
A D T Y P E S		
Banner: 468x60 Available	Button: 125x125 Available	E-mail Available
Newsletter: Text Available		
		12k Max Position: Top Center of Page
		8k Max Position: Right of Start and Index Pages
		7 Line Max, 70 Spaces per Line + URL Link
A D D I T I O N A L A D I N F O		
Formats Accepted: GIF, JPEG Animation Accepted		
C O N T A C T I N F O		
John Doe Advertising Sales 800-555-1212 <a href="mailto:jdoe@Resource05.com">jdoe@Resource05.com</a>		

Name	URL	Category
Resource 06	http://www.Resource06.com/	News & Media Local Media - Northeast
Demographics With (*) Indicate This Resource Can Target This Demographic		
AGE (*)	Children	EDUCATION (*)
45 - 54 (26.6 %)	None (65.8 %)	Graduate School (38.5 %)
GENDER (*)	INCOME (*)	Marital
Male (58.9 %)	\$50,000.00 - \$74,999.00 (20.9 %)	Married (64.7 %)
T R A F F I C		
Unique Users: 4,700,000 Per Month Pageviews: 139,000,000 Per Month Ad Impressions: N/A	Internet Pop. Reach: 4.3% E-Mail Circulation: 5,700,000% Per Month Registered Users: 13,200,000	
A D T Y P E S		
Banner: 140x800 Available		20k Max, 4 Loop Max Location: Article Page
Banner: 184x90 Available		15k Max Location: Homepage
Banner: 234x60 Available		16k Max
Banner: 468x60 \$15.00 - \$40.00 CPM		20k Max
Banner: 86x60 Available		10k Max Site for the Day
Banner: 86x60 Available		10k Max, 8 Loop Max Location: Homepage
Banner: Targeted 468x60 \$18.75 - \$54.00 CPM		20k Max
Button: 120x90 Available		10k Max
Classified Available		
Custom Opportunities Available		
E-mail \$105.00 - \$131.25 CPM		Editorial
E-mail: Text/HTML \$70.00 CPM		NYTimes.com Update
Interstitial Available		
Microsite Available		
Opt-In Email \$200.00 CPM		
Pop up Available		
Sponsorship Available		
A D D I T I O N A L A D I N F O		
Formats Accepted: GIF, HTML, Shockwave Rich Media Accepted Reporting Available via Real Media		
C O N T A C T I N F O		
John Doe Director of Sales 800-555-1212 <a href="mailto:jdoe@Resource06.com">jdoe@Resource06.com</a>	John Doe Vice President, National Sales 800-555-1212 <a href="mailto:jdoe@Resource06.com">jdoe@Resource06.com</a>	

Name	URL	Category
Resource 07	http://www.Resource07.com/	Investing
Age	Children	Education
25 - 44 (47.0 %)	N/A	Graduated College (75.0 %)
Gender	Income	Marital
Male (88.0 %)	\$100,000.00 - \$499,999.00 (38.0 %)	N/A
T R A F F I C		
Unique Users: N/A	Pageviews: 1,100,000 Per Month	Ad Impressions: 6,800,000 Per Month
Internet Pop. Reach: N/A	E-Mail Circulation: N/A	Registered Users: N/A
A D T Y P E S		
Banner: 468x60 Available	Button: 125x125 Available	E-mail Available
Newsletter: Text Available		
		12k Max Position: Top Center of Page
		8k Max Position: Right of Start and Index Pages
		7 Line Max, 70 Spaces per Line + URL Link
A D D I T I O N A L A D I N F O		
Formats Accepted: GIF, JPEG Animation Accepted		
C O N T A C T I N F O		
John Doe Advertising Sales 800-555-1212 <a href="mailto:jdoe@Resource07.com">jdoe@Resource07.com</a>		

Name	URL	Category
Resource 08	http://www.Resource08.com/	Finance
Age	Children	Education
25 - 44 (55.0 %)	N/A	Graduated College (52.0 %)
Gender	Income	Marital
Male (84.0 %)	\$100,000.00 - \$10,000,000.00 (51.0 %)	N/A
T R A F F I C		
Unique Users: 700,000 Per Month	Internet Pop. Reach: N/A	
Pageviews: N/A	E-Mail Circulation: N/A	
Ad Impressions: 15,000,000 Per Month	Registered Users: N/A	
A D T Y P E S		
Audio Commercial Available	15 Second	
Button: 125x125 Available		
Listing Available per Year	Audio Commercial Text + Button	
	Location: Archive	
Pop up Available	Logo + URL Link	
C O N T A C T I N F O		
John Doe 800-555-1212 <a href="mailto:jdoe@Resource08.com">jdoe@Resource08.com</a>		

Name	URL	Category
Resource 09	http://www.Resource09.com/	Vehicles
Age	Children	Education
18 - 24 (27.0 %)	N/A	Graduated College (48.0 %)
Gender	Income	Marital
Male (94.0 %)	\$50,000.00 - \$74,999.00 (21.0 %)	N/A
T R A F F I C		
Unique Users: N/A	Internet Pop. Reach: N/A	
Pageviews: N/A	E-Mail Circulation: N/A	
Ad Impressions: N/A	Registered Users: N/A	
A D T Y P E S		
Banner: 468x60 Available		
Button: 120x90 Available		
Contest Available		
Interstitial Available		
Microsite Available		
Newsletter Available		
Opt-in Promotion Available		
Sponsorship Available		
Text Link Available		
A D D I T I O N A L A D I N F O		
Formats Accepted: GIF, JPEG		
Third Party Advertising Accepted		
C O N T A C T I N F O		
John Doe VP Sales 800-555-1212 <a href="mailto:jdoe@Resource09.com">jdoe@Resource09.com</a>	John Doe Marketing Director 800-555-1212 <a href="mailto:jdoe@Resource09.com">jdoe@Resource09.com</a>	

Name	URL	Category
Resource 10	http://www.Resource10.com/	Finance
Age	Children	Education
N/A	None (58.7 %)	Graduated College (28.9 %)
Gender	Income	Marital
Male (90.0 %)	\$100,000.00 - \$10,000,000.00 (40.0 %)	Married (67.1 %)
T R A F F I C		
Unique Users: 360,907 Per Month Pageviews: 6,975,255 Per Month Ad Impressions: N/A	Internet Pop. Reach: N/A E-Mail Circulation: N/A Registered Users: 700,000	
A D T Y P E S		
Banner: 468x60 \$55.00 CPM Sponsorship Available	12K Max	
A D D I T I O N A L A D I N F O		
Additional Target Filter Cost \$1 CPM		
C O N T A C T I N F O		
John Doe Sales Manager 800-555-1212 <a href="mailto:jdoe@Resource10.com">jdoe@Resource10.com</a>		

**LARGE MEDIA RESOURCE: Serves a broad audience - consider for any campaign.**

Name	URL	Category
Resource 11	<a href="http://www.Resource11.com/">http://www.Resource11.com/</a>	Search & Reference
Age	Children	Education
N/A	N/A	Graduated College (66.0 %)
Gender	Income	Marital
Male (51.0 %)	N/A	N/A
T R A F F I C		
Unique Users: 6,400,000 Per Month Pageviews: N/A Ad Impressions: N/A	Internet Pop. Reach: N/A E-Mail Circulation: N/A Registered Users: N/A	
A D T Y P E S		
Keyword: Text \$45.00 - \$100.00 CPM Text Ad: Category \$30.00 - \$75.00 CPM	Line One, 72 Character Max Line Two, 80 Character Max Line One, 72 Character Max Line Two, 80 Character Max	
C O N T A C T I N F O		
John Doe East Coast 800-555-1212 <a href="mailto:jdoe@Resource11.com">jdoe@Resource11.com</a>	John Doe West Coast 800-555-1212 <a href="mailto:jdoe@Resource11.com">jdoe@Resource11.com</a>	

**LARGE MEDIA RESOURCE: Serves a broad audience - consider for any campaign.**

Name	URL	Category
Resource 12	http://www.Resource12.com/	Search & Reference
Age	Children	Education
35 - 44 (26.3 %)	None (56.1 %)	Graduated College (46.7 %)
Gender	Income	Marital
Male (56.1 %)	\$50,000.00 - \$74,999.00 (24.7 %)	Married (64.6 %)

**T R A F F I C**

Unique Users: 30,967,470 Per Month	Internet Pop. Reach: 45.1%
Pageviews: N/A	E-Mail Circulation: N/A
Ad Impressions: N/A	Registered Users: N/A

**A D T Y P E S**

Banner: 120x90 Available	5k Max
Banner: 230x33 Available	3k Max
Banner: 468x60 Available	12k Max
Banner Available	12k Max
	Location: Homepage
Banner: RON 468x60 Available	12k Max
Banner: ROS 468x60 Available	12k Max
Button: 88x31 Available	
Custom Opportunities Available	
Interstitial: 150x50 Available	12k Max
Keyword Available	
Newsletter Available	
Opt-in Promotion Available	
Sponsorship Available	
Text Link Available	

**C O N T A C T I N F O**

John Doe  
 Western VP Advertising Sales  
 800-555-1212  
[jdoe@Resource12.com](mailto:jdoe@Resource12.com)

John Doe  
 Eastern VP Advertising Sales  
 800-555-1212  
[jdoe@Resource12.com](mailto:jdoe@Resource12.com)

**LARGE MEDIA RESOURCE: Serves a broad audience - consider for any campaign.**

Name	URL	Category
Resource 13	http://www.Resource13.com/	Search & Reference
Age	Children	Education
24 - 54 (72.2 %)	None (43.7 %)	Graduated College (57.3 %)
Gender	Income	Marital
Male (53.3 %)	\$50,000.00 - \$74,999.00 (24.0 %)	Married (65.3 %)
T R A F F I C		
Unique Users: 48,251,000 Per Month	Pageviews: N/A	Internet Pop. Reach: 59.6%
Ad Impressions: N/A		E-Mail Circulation: N/A
		Registered Users: N/A
A D T Y P E S		
Advertorial Available		
Banner: 200x105 Available		7k Max
Banner: 230x33 Available		3k Max
Banner: 234x60 Available		5k Max
Banner: 468x60 Available		12k Max
Button: 120x60 Available		4k Max
Button: 120x90 Available		5k Max
Classified Available		
Custom Opportunities Available		
Full Page: 450x284 Available		Transition Ad
		12k Max, 7 Second Max
Interstitial Available		
Newsletter Available		
Opt-In Email Available		
Opt-in Promotion Available		
Sponsorship Available		
Text Link Available		
A D D I T I O N A L A D I N F O		
Formats Accepted: GIF, JPEG, HTML, DHTML, Animated GIF, GIF 89, GIF 89A, JavaScript, Flash		
Rich Media Accepted		
C O N T A C T I N F O		
John Doe 800-555-1212 <a href="mailto:jdoe@Resource13.com">jdoe@Resource13.com</a>		

**LARGE MEDIA RESOURCE: Serves a broad audience - consider for any campaign.**

Name	URL	Category
Resource 14	http://www.Resource14.com/	Search & Reference
<b>Demographics With (*) Indicate This Resource Can Target This Demographic</b>		
<b>AGE (*)</b>	<b>CHILDREN (*)</b>	<b>Education</b>
N/A	N/A	N/A
<b>GENDER (*)</b>	<b>INCOME (*)</b>	<b>Marital</b>
N/A	N/A	N/A
<b>T R A F F I C</b>		
Unique Users: N/A	Internet Pop. Reach: N/A	
Pageviews: N/A	E-Mail Circulation: N/A	
Ad Impressions: N/A	Registered Users: N/A	
<b>A D T Y P E S</b>		
Banner: 468x90 Available	15k Max	
	Location: Chat	
Banner: Category 468x60 Available	15k Max	
Banner: HTML Available	13k Max	
Banner: ROC 468x60 Available	15k Max	
Banner: RON 468x60 Available	15k Max	
Banner: ROP 468x60 Available	15k Max	
Banner: Section 468x60 Available	15k	
Banner: Targeted 468x60 Available	15k Max	
Button: 83x31 Available	2k Max	
Co-branded Opportunity Available		
Custom Opportunities Available		
E-Commerce Available		
Keyword: 468x60 Available	15k Max	
Opt-In Email: HTML Available		
Sponsorship Available		
Text Link Available		
Yellow Pages Link Available		
<b>A D D I T I O N A L A D I N F O</b>		
Formats Accepted: GIF, JPEG, HTML, DHTML, Java JavaScript, Audio, Video, Director, Flash, Bluestreak, Enliven Rich Media Accpeted Audited by ABC Interactive		
<b>C O N T A C T I N F O</b>		
John Doe 800-555-1212 <a href="mailto:jdoe@Resource14.com">jdoe@Resource14.com</a>	John Doe 800-555-1212 <a href="mailto:jdoe@Resource14.com">jdoe@Resource14.com</a>	