

# 2010

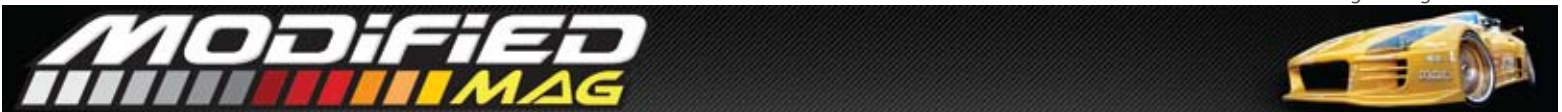
# Display Advertising on Modified.com

Monthly Average\*:

Unique Visitors: 124,000

Page Views: 469,000

\* Nielsen SiteCensus 12 Month Avg. through Dec 2009



Offers an authoritative, youth-driven voice for the high-octane world of sport compact and import cars. With unwavering dedication and genuine compassion, it delivers fast, reliable and engaging industry news about hot cars, new products, and top events from NOPI, NHRA, Formula D, D1GP, HIN, and SEMA.

## Why Display Ads?

Today's Display Advertisements bear little resemblance to the original "banner ads" of the past. Like a print ad, Display Advertisements provide the advertiser a defined amount of space on our site to promote their products & brand. Unlike print ads, Display Ads can include animation, video and even audio. Display Ads are the best means to use color, images and innovative designs to attract attention to your advertising message. As with all our online ad units, clicking upon the ad will open a desired web address. Three key reasons to use Display Advertisements:

**Budget-Friendly:** With Display Ads you purchase a guaranteed number of instances (called an "impression") your ad will be seen over a custom length of time. This method provides a tailored campaign to meet your marketing objectives & budget. All our enthusiast sites feature the same ad sizes, making it easy to target multiple sites. Display Ads are sold on a CPM-basis (cost per thousand impressions) as detailed on the lower right of this page.

**Creative Advantage:** The type of ad you design can range from a static JPG image to Flash animation. You can even run a :30 second commercial through a Display Ad. SIM can also assist in developing interactive Rich Media ads, such as our unique expandable MiniCatalog ad to showcase a wide assortment of your products.

**Targeting:** This site is already very focused. However, you may elect to target visitors in more detail. Source Interlink Media Display Ads can be targeted to:

- Geographic regions
- Specific sections of sites (i.e. "Community Pages")
- Content featuring specific vehicles

## Location of Display Ads



Ad locations for the homepage, forum and blog pages. Approximately 20% of the pages reflect this layout.



Ad locations for "inside" site pages. Approximately 80% of the pages reflect this layout.

## Vehicle Targeting Options with Display Ads

Source Interlink offers three methods of targeting content on our sites featuring specific vehicles:

- 1) Many SIM sites are vehicle-focused.
- 2) Types of vehicle (i.e. "Truck", "SUV", etc.).
- 3) Any combination of year-make-model.

## Location Targeting Option with Display Ads

Our Display Ads can be targeted to specific regions where site visitors are located. You can elect to have your Display Ads only appear in those regions, or you can have different ads running for different locations. You can target by: Country, State, DMA (Designated Market Area) or Zip Code.

## Multiple Ads & Guaranteed Impressions

Because you will purchase an exact quantity of Display Ad Impressions, the number of times your ad(s) will be seen is guaranteed. You may also place multiple ads to test graphic designs or feature multiple products.

## Common Online Terms

**Third Party Reporting:** All SIM site traffic is reported by independent third parties: Nielsen & ComScore. Your weekly ad performance reports & billing data will be provided by Google's Double-Click, our Ad Serving system.

**Unique Visitors:** Similar to magazine circulation, counts the number of individual people visiting a site each month. Each visitor is counted a maximum of once per month.

**Page Views:** How many pages a website displays over a month.

**Impressions:** How many times an ad is displayed on a site.

**Click Through Rate:** How many times an ad is clicked upon divided by the number of impressions. Helps compare ad performance & creative across multiple sites.

**Ad Frequency:** The percentage of site pages where your ad will be seen.

**Run of Site:** Display Ads will appear on pages throughout the site and are not limited to one specific section. This maximizes the chance your ad will be seen by more unique visitors.

## Display Ad CPM Pricing (rate per 1,000 ad impressions)

All Rates Net		160x600	Local or Vehicle
Site	728x90	300x250	Targeting
Modified.com	\$10.00	\$11.00	+10%
<b>Discounted rates below offered for minimum of \$500 per month</b>			
			Minimum
			Commitment
3 Months (5% Discount)	\$9.50	\$10.45	\$1,500
6 Months (15% Discount)	\$8.50	\$ 9.35	\$3,000
9 Months (25% Discount)	\$7.50	\$ 8.25	\$4,500
12 Months (35% Discount)	\$6.50	\$ 7.15	\$6,000

**How to use CPM Pricing:** If the CPM is \$10.00 and you want to spend \$500, your ad will be displayed 50,000 times ( $\$500 \div \$10 \times 1,000$ ). To purchase 125,000 impressions, your cost will be \$1,250 ( $125,000 \div 1,000 \times \$10$ ).

**Billing:** We bill at the end of each month for the number of actual impressions displayed, (not to exceed your order) times the CPM rate. Terms are Net 30 Days DOI.

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## Fixed Position Advertising on Modified.com

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Fixed Position Advertising allows you to secure premium locations on our sites to feature your products and advertising message. These ads are located in a fixed location on our site for a set period of time (usually monthly). As with all our online ad units, clicking upon the ad will open your desired web address. Complete weekly reporting of ad performance is also provided. Fixed Position Ads are sold "first come-first sold", so check availability.

### Product Showcase

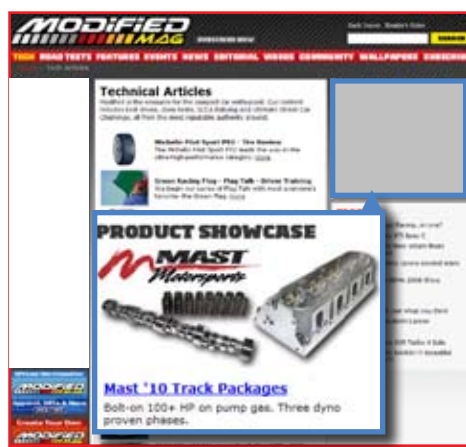
#### Homepage Product Showcase



Located on ALL visits to the Homepage for an entire month. Placed under our "Top Story" feature for prominent attention. To maximize performance, you can feature up to 5 products.

Homepage	Month
Price (Net)	\$660
Est. Impressions	33,000

#### Tech Product Showcase



Located on ALL visits to the Tech section of the site for an entire week or month. To maximize performance, you can feature up to 5 products.

Tech Pages	Month
Price (Net)	\$900
Est. Impressions	60,000

#### Features Product Showcase



Appears on the entry page only of certain sections of the site. An entry page is like a table of contents for a section of each site. To maximize performance, you can feature up to 5 products.

Feature Entry	Month
Price (Net)	\$330
Est. Impressions	22,000

**Billing for Product Showcases:** We bill at the end of each month for the rates reflected above. Terms are Net 30 Days DOI.

### Why Use The Product Showcase?

Consider the Product Showcase an "advertorial" where you are provided limited space to inform our audience of your products. Also a good choice for launching new products. This is not a graphical nor creative ad. Showcases perform best for products where you need to use text vs. graphics to promote the products. Best results occur when you write with clear facts and editorial-style copy. Showcases are best for a limited number of key sites as they consume more budget per site vs. display ads.

### Site Sponsorship

The Site Sponsor is our site's premium online branding ad. The ad is located at the upper right corner of the site and will be present on ALL pages for an entire month. You may rotate up to 5 static ads in this 250w x 90h pixel ad unit.



Site Sponsorship	1x	Number of Months (Discount)			
		3x (5%)	6x (15%)	9x (25%)	12x (35%)
Price (Net)	\$2,185	\$6,227	\$11,144	\$14,749	\$17,043
Impressions	437,000	1,311,000	2,622,000	3,933,000	5,244,000

**Billing for Site Sponsorship:** We bill at the end of each month for the rates reflected above. Terms are Net 30 Days DOI.

### Why Use A Site Sponsor?

Best for branding efforts on sites representing your key markets or new targets. Also a good choice for resellers looking to feature multiple brands and vendors. Click through rates tend to be lower because site visitors see your message on every page. But, when measured by Unique Visitors, this ad compares well to Display Ads.