

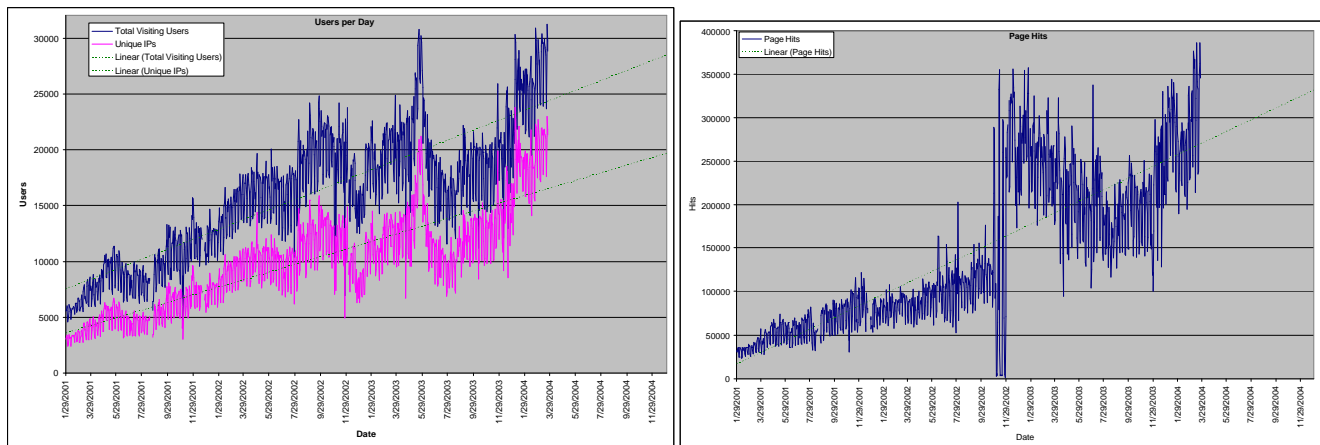
Sportbike Rider Picture Website

Media Kit – Site Information

Sportbike Rider Picture Website (<http://www.sportbikerider.us>) was placed online May 15, 1999 as a web portal for enthusiasts of high performance motorcycles. Since that time, we have become the largest motorcycle picture website on the World Wide Web with over 50,000 pictures, movies, and sound files available for download. With our unique picture lookup database and easy to use comment publishing system, our user base continues to grow at incredible levels and our reach continues to expand.

We offer advertising opportunities that target a very specific market segment, giving advertisers the most bang for their buck. And with our team of highly skilled website developers, we can offer advertising solutions that may not be available on other sites. Since we've been advertising for several years, we have the experience and knowledge to ensure successful campaigns targeted to our unique user demographics. Because of this, we have several advertisers who come back month after month to continue advertising on our site. Some of our past campaigns include advertising from Devil Exhausts, Chevrolet Motors, Microsoft, Competition Accessories, Progressive Insurance, CycleMall USA, MotorcycleUSA Superstore, and many others. We have a proven track record unlike some of the smaller, less targeted websites dealing in the same subject matter.

As you can see in the graphs below, we increase our Total Visiting Users by 50% each year (left graph) and page hits by over 50,000 per year (right graph). We strive to maintain this growth rate in years to come .



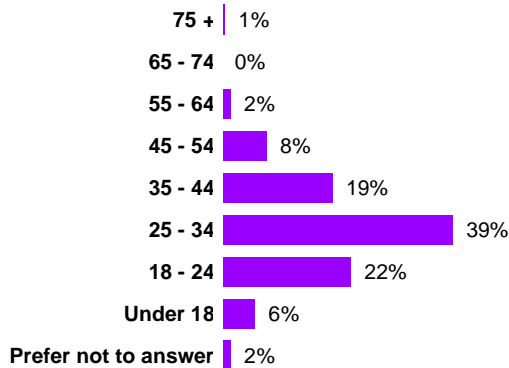
(Spikes in traffic can be attributed to special media coverage or other marketing techniques. Decreases in page hits during the period from 11/29/2002 through 7/29/2003 can be attributed to site layout redesign and significant improvement of our user interface).

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Media Kit – Demographics

Site Demographic Report: captured December 1, 2003 (based on 1,254 responses).

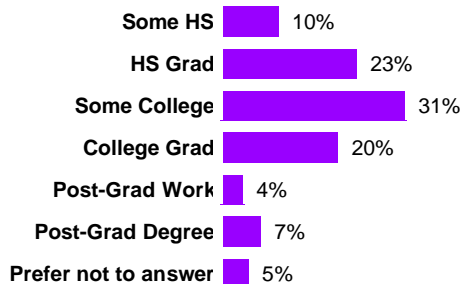
Which of the following groups includes your age?



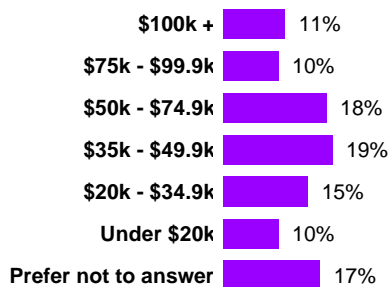
Are you...



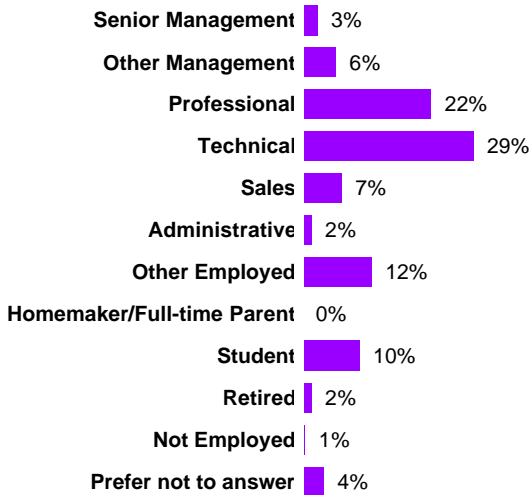
What level of education have you completed?



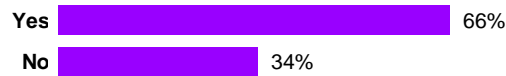
What is your total household income?



What is your occupation?



Are you a US resident?



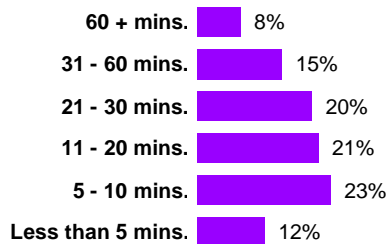
Have you bookmarked this site?



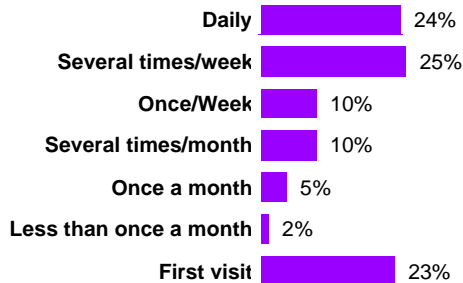
In a typical week, about how much time do you spend using the Internet?



On average, how much time do you spend on this site in a typical visit?



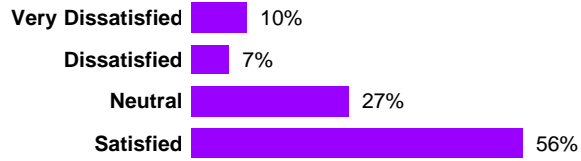
How frequently do you visit this site?



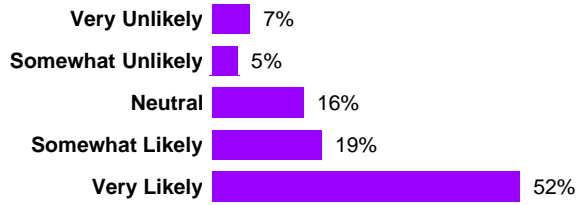
Have you ever purchased a product/service online?



Based on your overall surfing experience, how satisfied are you with our web site?



How likely are you to come back to this site again in the near future?



Note: Due to rounding, column totals may not add to exactly 100%.

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Media Kit – Ad Specifications / Rate Card

The following pricing information deals with our most popular advertising solutions. If you have something else in mind, please let us know so we can begin working on a proposal.

Placement	Size	CPM
Top of page	728x90	\$6.00
Top of page	468x60	\$5.00
Left side under menu	160x600	\$4.00
Left side under menu	120x600	\$3.50
Left side under menu	125x125	\$3.00
Bottom of page	468x60	\$2.50
Pop Up	Variable	\$8.00
Pop Under	Variable	\$7.00
E-Mail	468x60	\$8.00
All Others	Variable	Ask us for specific needs

All banner ads contracted through Sportbike Rider Picture Website will be served from our custom programmed banner management system. On request, we will provide a link to the advertiser that includes information on how often the banner has been displayed that day, how many total displays, how many clicks have been recorded (non rich-media ads only), and the click-through percentage. These real-time statistics can be viewed at any time by the advertiser.

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Media Kit – Contact Information

If you are interested in advertising with Sportbike Rider Picture Website or would like to get more information on our advertising options, please contact us through the following:

Telephone: 515-279-0187

E-Mail: webmaster@sportbikerider.us

Post Office:

Sportbike Rider Picture Website
c/o Matthew Mathers
3405 Shawnee Place
Des Moines, IA 50310