

THE STATS



• The Community currently has over 22,000 registered vinyl collecting users



• Devices: Desktop 46%, Mobile 49% and Tablet 5%

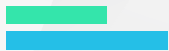


• Location: 76% USA, 5% United Kingdom, 5% Canada and 14% elsewhere



• Audience Overview: Average of 51,000 users per month and 1.9 million page views per month

AVAILABLE UNITS & CPM RATES



• Cost Per 1,000 Impressions in USD Funds

- Minimum purchase is 100,000 impressions (\$250 - \$325) and within increments of 10,000 afterword.
- All banners appear on the Vinyl Collective Forum & News Site.
- Banner impressions are spread across a maximum of 30 days and can be spread across a shorter period if requested
- * Mobile banners include both sizes and your ad will exclusively target mobile users (49% of our audience) Rectangle Banners are served to 30% Mobile Placements and 70% Desktop & Tablet. Square banners can only be viewed on Desktop and Tablet devices.

SQUARE BANNERS:

300 x 250: \$2.75 CPM

RECTANGLE BANNERS:

468 x 60: \$2.75 CPM

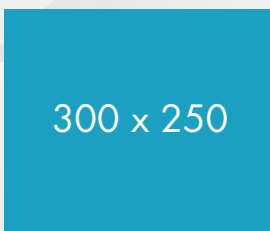
728 x 90: \$2.75 CPM

1200 x 90: \$3.50 CPM

*MOBILE PLACEMENTS ONLY:

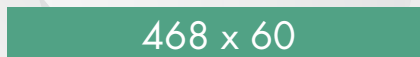
468 x 60 & 320 x 50:
\$3.50 CPM

SQUARE BANNERS:



300 x 250

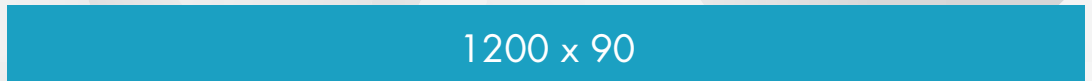
RECTANGLE BANNERS:



468 x 60

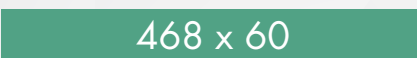


728 x 90

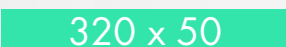


1200 x 90

MOBILE BANNERS:



468 x 60



320 x 50

DISCOUNTS:

- 10% off on 3 month pre purchase
- 15% off on 6 month pre purchase

* NOT ACTUAL SIZE OF BANNERS BUT MODEL REPRESENTS THE PROPORTIONAL RATIO