



for



Lovetoknow is a fast growing online publisher that specializes in providing our audience with intelligent and quality editorial on every subject. Our editorial rich site is the perfect place to advertise as content rich advertising is the best positioning to create brand awareness and call-to-action. At **Lovetoknow**, you can research and learn about any subject within our 60 categories with leading edge articles written by over 40 world class editors.

Advertise to one of the highest shopping index sites as reported on COM Score!!! The average index for “retail” worthiness is 100, however at **Lovetoknow** we are two and a half times the average at an index of 255!

Add to that our 60 categories, and ability to target specifics including:

✓ **Business & Finance – Credit Cards**



“Since 2005 we have seen companies and government agencies suffer huge security breaches that expose consumer’s social security, debit and credit account numbers—Veterans Affairs Administration, Fidelity Investments, the Boston Globe, and most recently TJX Company are examples of breached entities.”

✓ **Entertainment & Hobbies - Movies**



“When you download free movies online, make sure that you are downloading from a legal source. In general, most movies available for free are part of the public domain. That means that the copyright has expired or that a copyright never existed. “

✓ **Family & Lifestyle - Cats**



“Could something in your cat’s food be making him sick? It’s possible. Food allergies often surface as skin problems that cause a feline to scratch, lick and chew themselves raw. We spoke with Dr. Randy Aronson, DVM about how to identify food allergies in cats.”

We offer programs that allow you to tap into our highly targeted, highly transactive customer base, all within the context of viewing and sharing their most relevant articles. **Lovetoknow** can drive traffic to your site or store, encourage trial, and help build your brand. Advertise on **Lovetoknow** – and experience the results.

Demographics

- 87% Women
- 75% Married
- 60% Have Children
- 85% Own Homes
- 80% with College Degrees
- HH income: \$75K plus
- Primarily ages 25-64
- Shopping index=255 (COM Score: July 2007)

| Name | Ad Unit Size | File Size | Looping | Placement | Flash |
|------------------|------------------|-----------|---------|------------------------------|-------|
| Banner | 728 x 90 pixels | 20kb | Max 4x | Top of Page | 39kb |
| Skyscraper | 160 x 600 pixels | 20kb | Max 4x | Top and/or Left Side of Page | 39kb |
| Medium Rectangle | 300 x 250 pixels | 20kb | Max 4x | Middle of Page | 39kb |

Content Rich Editorial Sponsorships are available upon request including-

- Articles about a subject with your clients ad block around article pages
- Articles featuring a product with ads within content
- Advertorial articles where your client provides editorial and we feature it as "advertisement"
- Customized with our Editorial Team to your requirements

Targeting Capabilities: All Verticals, Geo-targeting, DMA and Zip code, Ad Blocks, and customized targeting upon request

Ad Server: We use Ad Juggler, a third party ad serving company

Reporting: Ad Juggler, with customized reports and log-in information for clients

For more information, contact:

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