



# MediaBuyerPlanner.com

2010 Media Kit



## MediaBuyerPlanner.com

**35,000**  
Unique Monthly Visitors

**10,000**  
Daily Newsletter Subscribers

### 2010 Editorial Calendar

**January:** Forecast

**February:** Sweeps

**March:** Mid-season TV programming

**April:** Upfront

**May:** Upfront, May sweeps

**June:** Upfront, cable upfront

**July:** Back to school

**August:** Fall television season

**September:** Fall television season

**October:** Holiday forecasts

**November:** Sweeps

**December:** Holiday shopping

### It's a simple proposition:

MediaBuyerPlanner.com comprehensively covers the six media types every weekday, focusing on news that affects the day-to-day work of people who buy media.

MBP writers and editors cover these events in the voice of the media buyer—an open-minded but cynical perspective that has, at times, shades of humor.

Our editorial staff covers Television, Print, Internet, Radio, Outdoor and Direct Marketing.

Each medium has its own section on the MBP site that is updated daily. These areas provide many sponsorship opportunities for media companies looking to reach buyers.



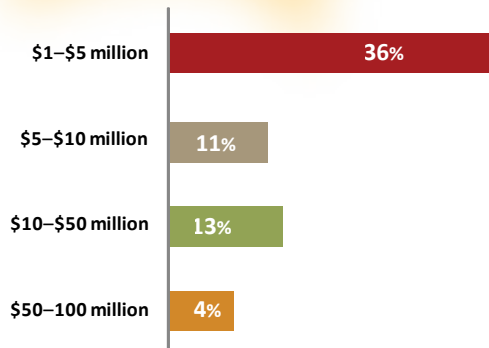
## Audience Size, Potency

The MediaBuyerPlanner.com target audience includes everyone from media directors to assistant media planners—the whole range of decision-makers who spend the campaign budgets.

The typical MBP buyer is responsible for several million dollars in budget. One in 25 readers control a budget from between \$50 and 100 million. 60 percent of the audience deals with a budget from between \$5 and \$50 million.

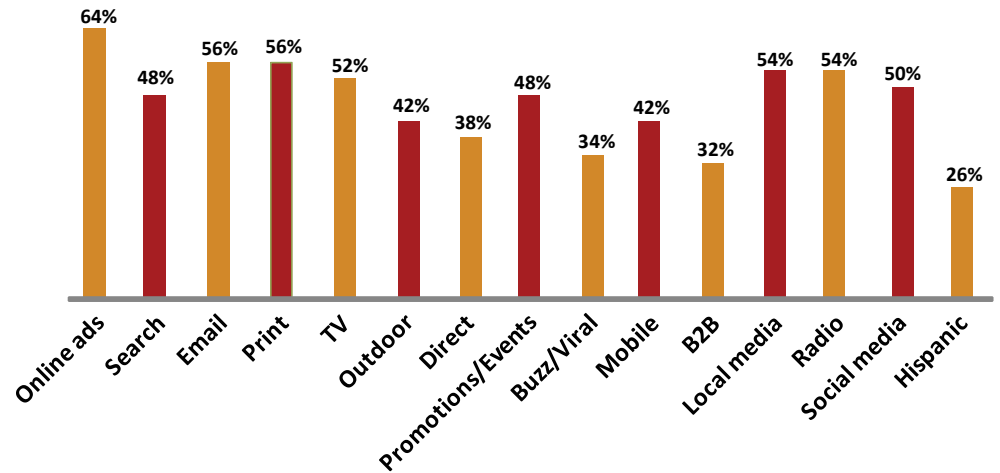
It is not a large audience, but it's a potent one.

**Value of Budgets Controlled**



The MediaBuyerPlanner.com reader is active across all media — planning, buying, selling, managing, creating and producing.

**MBP readers are active in...**



The charts show the audience's self-reported degree of purchasing authority. Charts in this document are based on an online reader survey run from Dec. '09 - Jan '10.

## Audience Composition

Our readers tend to be senior, with 59 percent saying that they have more than ten years under their belts.

Age and income demography also support this level of seniority, with 61 percent indicating they make more than \$100,000 per year.

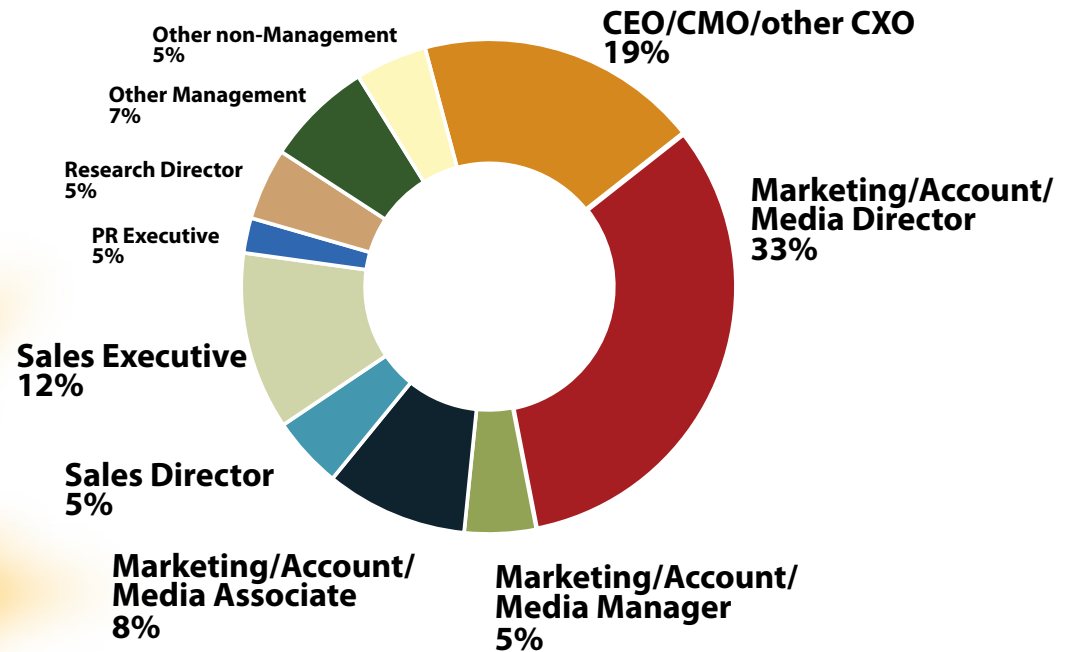
43% of the audience is female.

The buyers are pressed for time. They like MediaBuyerPlanner.com because they can spend just a few minutes each day to get a full summary of the day's news.

**59%**  
have more than 10 years experience.

**61%**  
are earning more than \$100,000 per year.

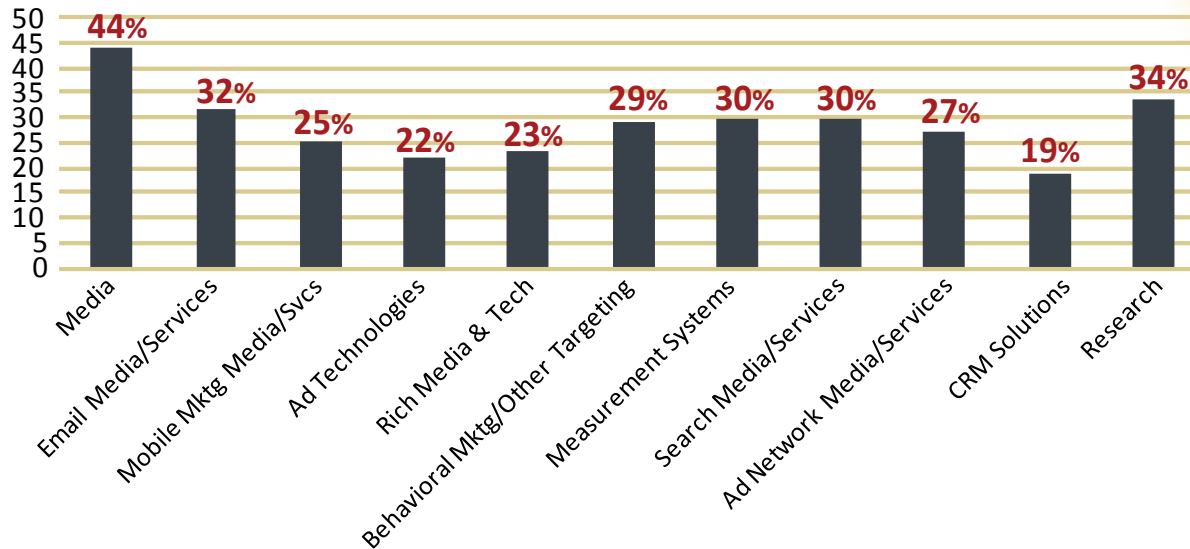
## Job Titles of MBP Readers



## Purchasing Decisions

MediaBuyerPlanner readers are heavily involved in purchasing decisions all along your sales cycle, not only for media but also for related products and services.

### Services Purchased (recommend or approve)



**"...keeps my knowledge up to date. it's relevant..."**

Readers' comments in this document are based on an online reader survey of our audience conducted from Dec. '09 - Jan '10.



## Purchasing Decisions

The audience is heavily biased to the buy-side of the industry, with most working for agencies or directly in marketing departments.

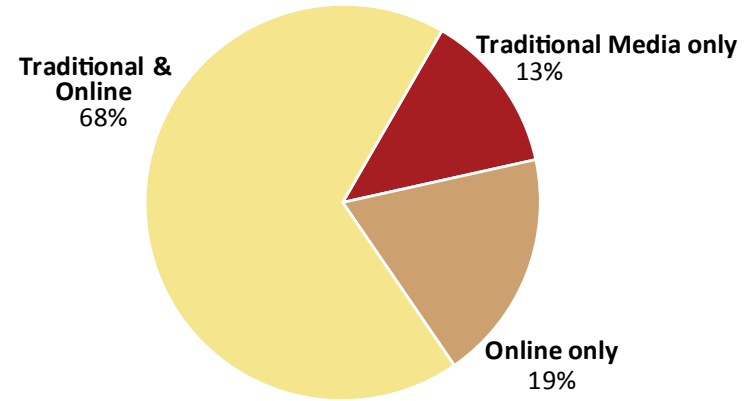
68 percent buy both online and offline media.

The site attracts readers and subscribers from media firms like StarcomIP, Agency.com, TMP and Razorfish.

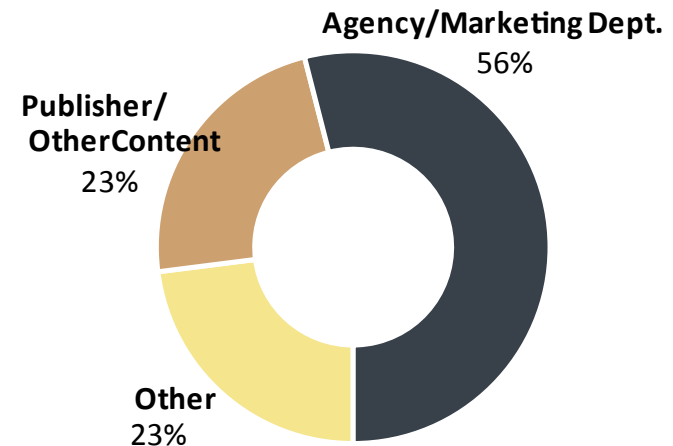
Because media buyers are very hard to reach, and give only the briefest attention when they're on any particular site, MediaBuyerPlanner is designed to put the ad placements in the path of the reader's information flow.

**"...concise, accurate, helpful articles..."**

## Types of Media Bought



## Organization Type



## Advertising Rates

### Website Ad Views

Ad Unit	CPM	50,000 ad views
Display Ad Unit	\$60	\$3,000
Text Ad Unit	\$50	\$2,500

### Newsletter Email Drops

Ad Unit	CPM	4 Drops in 1 month
Display Ad Unit	\$60	\$2,400
Text Ad Unit	\$50	\$2,000

Ask us for a quote about additional exposure opportunities

#### WEBSITE:

The MediaBuyerPlanner site offers three types of graphic sponsorship opportunities: A leaderboard top banner, a rectangle that runs in-line with the content and a right-hand column wide skyscraper.

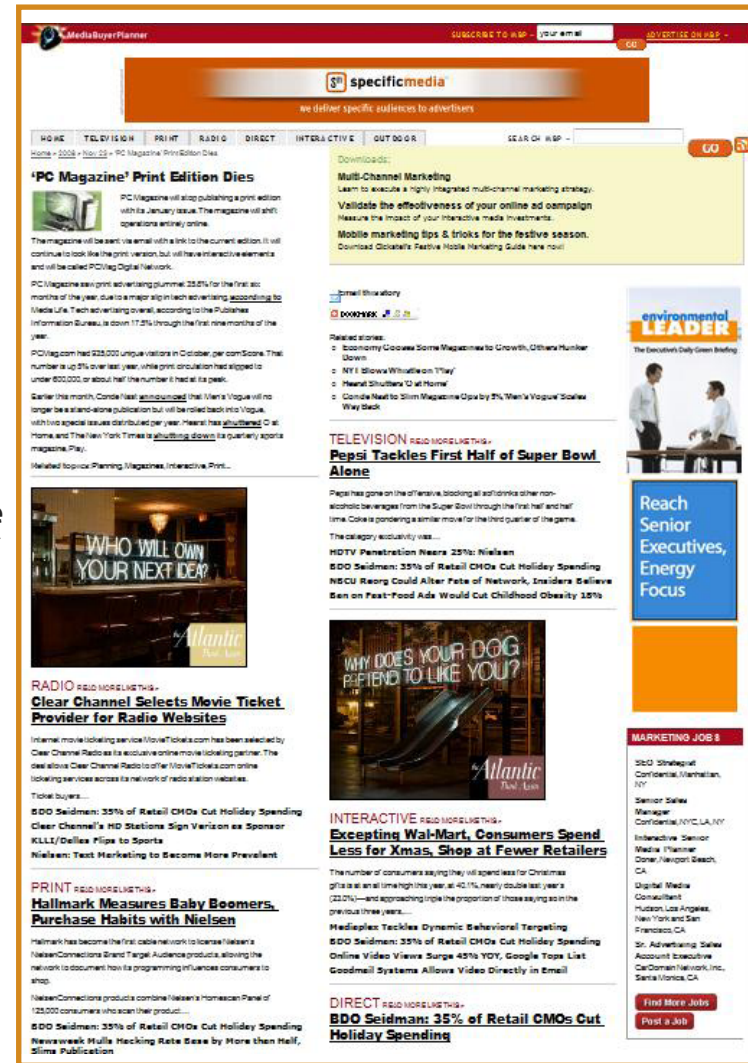
Text ad placements are available in various places on pages.

We also offer special "Events & Downloads" listings in a prominent box. These sponsorships are very successful in generating interest for trade events, webinars, whitepapers and other content-oriented offerings.

#### EMAIL NEWSLETTER:

MBP offers a high-reach, high-focus newsletter delivered to more than 10,000 internet media executives. Almost all of our advertisers reported that MBP is the most efficient response driver among trade sites.

In-line →



The screenshot shows the MediaBuyerPlanner website interface. At the top, there is a navigation bar with 'HOME', 'TELEVISION', 'PRINT', 'RADIO', 'DIRECT', 'INTERACTIVE', and 'OUTDOOR' categories. A search bar is also present. The main content area features several articles, including 'PC Magazine' Print Edition Dies, 'Multi-Channel Marketing', 'Pepsi Tackles First Half of Super Bowl Alone', and 'Clear Channel Selects Movie Ticket Provider for Radio Websites'. On the right side, there is a 'MARKETING JOBS' section with a 'Find More Jobs' button. The website layout demonstrates various ad placement opportunities: a top banner (Leaderboard), in-line text ads (In-line), and a right-hand column wide skyscraper ad (Wide Skyscraper).

← Leaderboard

← Events & Downloads

← Wide Skyscraper

## Technical Specifications

### GRAPHIC ADS

We run the most popular IAB standards, as well as a custom text-ad format. We run rich media formats, 3rd-party served, and expandable and sound units that are user initiated. The file size limit for graphic ads is 40K.

MBP accepts third-party serving, although we offer free ad serving and tracking. Flash ads must have destination URLs hard-coded into the SWF file.

For email campaigns, please provide JPG or GIF files, as Flash does not play in many email readers. Campaigns that fail to provide static graphic files for email placements will generally see less response.

MBP is happy to use third-party ad-server figures to reconcile media buys; however, those figures will be granted controlling status only if discrepancies are noted by client or agency within 10 days of the first running of the media. In absence of such notice, the client agrees to be charged based on MBP's internal ad statistics.

### "TEXT PLUS GRAPHIC" ADS

- Maximum of 50 words, one exclamation point
- Max logo graphic size: 120x60; max file size 4K

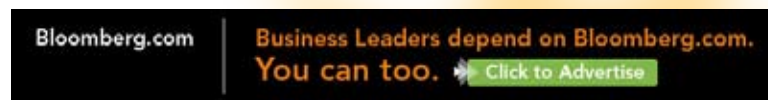
### "EVENT AND DOWNLOAD" LISTINGS

These units consist solely of text:

- Up to 60 characters (including spaces) for a headline
- Up to 80 characters (including spaces) for a line underneath
- More than one link may be employed

MBP monitors its reader experience. Ads with too many flashing parts or other elements that readers may find annoying—determined at the sole discretion of MBP's ad manager—will be rejected.

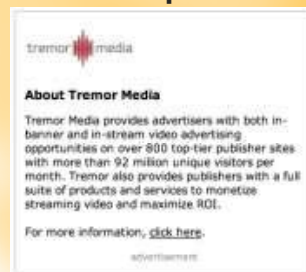
### Leaderboard 728 x 90



### Large Rectangle 300 x 250



### Text Plus Graphic 120 x 60



### "Event & Download" Listing



### Wide Skyscraper 160 x 600

