

YOU WANT TO TARGET CURRENT AND POTENTIAL CUSTOMERS ON THE INTERNET THAT YOU CAN ACTUALLY SELL TO... PEOPLE THAT LIVE WITHIN YOUR SALES FOOTPRINT.



Q: Can we do this?

How?

**TRAFFIK®
MEDIA KIT**

**You Pick the Markets & Targets
We Drive the TRAFFIK®**



TRAFFIK® Custom “Spot Market” Internet Campaigns

WHO WE ARE

We are a digital marketing company that specializes in creating customized local internet campaigns for clients. We utilize a combination of **local lifestyle** and **media** websites... Truly Local Sites. We help you reach beyond the big branded Publishers to target POPULAR & INFLUENTIAL sites in your **key markets**.

WHAT WE DO

We can access thousands of websites with **indigenous content to local markets**: media, information, lifestyle and special interests that appeal to prospects for your products/brands. We deliver banner, **rich media** & video campaigns that are optimized for CTR. We categorize sites by their audience interests.

Passion Points

- Sports & Activities
- Media, News & Information
- Music & Entertainment
- Ethnic & Culture
- Community, Hobbies & Family
- Blogs & Opinions
- Guides, Portals & Travel
- Business, Associations & Finance



WHERE WE OPERATE

From Abilene to Zanesville; and all points in between. We do not sell an off-the-shelf network. Each project is tailored to the prospects and footprint you want. We guarantee impressions within flight and **you approve the site list**.

WHEN DO WE MAKE SENSE FOR YOU

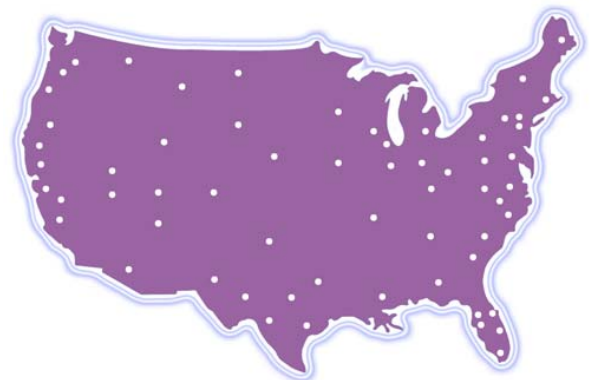
When you have a regional footprint or key markets you want to attack, we should be first on your list.

- Dealer and Franchise Groups
- Retailers with a Regional Footprint
- Testing & Special Marketing Programs
- Brands with Regional Appeal
- Products Subject to Varying State and Local Regulations

WHY WE SHOULD TALK

All of our campaigns

- are customized to your needs
- can deploy rich media creative
- offer a choice in site selection
- have guaranteed delivery
- are optimized for lead generation
- are tracked for performance



You Pick the Markets & Targets
We Drive the TRAFFIK®

Digital Focus is a marketing company for internet display advertising on local websites throughout the US. These are **media, information, lifestyle and special interest content sites** that serve local audiences in cities and communities throughout the country.

We've developed a tool, called **TRAFFIK®**, which allows us to **customize** our vast universe of sites to the needs of any marketer/agency in any DMA(s), based on the specs you desire. This allows us to **match** the interests of audiences with the appeal of your products.

Think of us as a **"spot internet"** provider. We're not an Ad Network, but a marketing arm for sites that are valued locally... **WHICH MEANS SUPERIOR RESULTS FOR YOU**. We consistently outperform Ad Networks by delivering your ads to audiences that have an affinity for your brand/products.

We help you reach beyond the big branded sites by tapping the potential of niche websites that provide valuable content for their local readership. We aggregate prospect reach where you need it most. And, as traffic building experts, we've developed some interesting methods for accomplishing this task.

We use **Quantcast** for audience profiling of the sites we work with.

THE PROCESS

Research

- Identify Markets
- Filter for appeal to target prospects
- Identify possible sites for program
- Confer with client about suggested sites

Agree

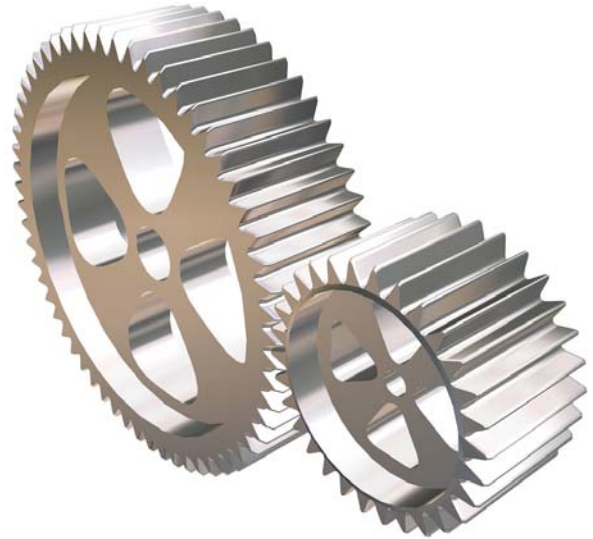
- Sites for Approved List (Universe)
- Impressions Guarantee
- Optimization Goal
- Approve Budget & Timeframe

Deploy

- 3rd Party Tags or Supplied Creative
 - Can supply reports if no Ad Server
 - Can report from tags to your Ad Server
 - Can supply screenshots

Optimize

- Monitor Performance Ongoing
- Adjust for Weak Performers
- Maximize Performance vs Goal
- Deliver Impressions evenly within flight



EXAMPLES & CASE STUDIES

The following will provide you with some **site list examples** in three different DMAs along with some **Case Studies** of successful campaigns we have run.



EXAMPLE A: AUTO DEALER ASSOCIATION

TRAFFIK®

Site List Proposal to: EXAMPLE

Client/Product: TBD

DMA: Miami-Ft Lauderdale (MIA)

Websites			
<u>News/Info</u>	<u>Travel/Entertain</u>	<u>Sports/Outdoors</u>	<u>Spanish Language</u>
Collegebound in Miami	Local Miami Guide	Calder Racetrack	¡BOOM!
Critical Miami	Miami Attraction Guide	CaneSport	Diario Las Americas
Daily Business Review	Miami Carpool World	FIU Sports	Editorial Lo Nuestro
Florida Keys Keynoter	Miami City Buzz	Florida Golf	El Argentino
Florida Smart	Miami Club Zone	Florida Marlins	El Colombiano
Florida Sun Sentinel	Miami Gas Prices	Florida Outdoors	El Nuevo Herald
Hello Miami	Miami Night Out	Florida Panthers	El Popular
Miami Examiner	Miami Traffic	Florida Sport Fishing	El Sentinel
Miami Herald	Miami Vacation Hotels	Florida Sportsman	Empresarios en Accion
Miami New Times	Miami Vacation Travel Guide	Go Play Miami	Fama
Miami Today	Miami Visitors Guide	Golf Now	Hola Miami
Miami Topix	Miami Weather Underground	Golf-Florida	La Revista El Diario
Party In Miami	My Miami Wedding	Miami Heat	Mi Apogeo
South Florida CEO	Social Miami	Miami Sports Blog	Miami Dnoche
South Florida Gourmet	South Beach	Miami Surf XTC	Todobebé
WFOR TV (CBS)	South Beach Dining Guide	Sail Miami	Viva Florida
WINZ AM	South Beach Night Guide	WAXY AM	WAMI TV TLF
WIOD AM	South Florida Gourmet	WGAM AM	WAMR FM
WPLG TV (ABC)	South Florida Stuff		WAQI AM
WSVN TV (FOX)	Visit South Florida Online		WLTV TV UNW
WTVJ TV (NBC)	Welcome to Miami		WSCV TV TLM

Target: Adults 18-49

Employed, potentially live in a dual income household

Travel, Entertainment, Sports and Fun Seeking

Spanish and English Language

The above sites in our database meet the criteria you supplied for this project. Please note that we are constantly adding new sites, so more candidates may become available during the calendar year. If they meet your approval we will add them.

Please be aware that these sites represent a universe within which we will run your ads, but not all of the sites will be used. This group can deliver far more impressions than indicated and the timing of your effort can be impacted by periodic sponsorships and/or category restrictions. The large group is provided to demonstrate our breadth of sites and for flexibility in optimizing your campaign.

Research:

Site by site audience profiles projected by Quantcast. Impressions will be focused at the gender target identified above.

Ad Server:

DigitalFocus uses the Mediaplex Ad Server. We understand that agencies may prefer to supply tags via a different 3rd Party Ad Server and track audience delivery via their system. As long as we are provided a login to track delivery this is acceptable to us. However, we ask that you supply us with tags from your system for similar creative units so that we can test delivery to guard against possible delays for technical reasons. These tests are internal and will not be exposed to the general public.

We assume that you will supply tags from your Ad Server, so we have not included Ad Serving Fees in this quote. However if DigitalFocus will upload and serve your executions we will need to charge Ad Serving Fees in addition to the media costs above.

Creative:

728x90, 300x250, 180x150 & 160x600; in-page & non-expandable flash or static banner creative units that conform to IAB guidelines.

Optimization Parameters:

- 1) indicated impression for corresponding monthly 4week budget (contiguous wks)
- 2) maximize click thru rate via change in creative unit, placement or site utilized



EXAMPLE B: HOME FURNISHINGS STORE GRAND OPENING

TRAFFIK®

2009 Site List Proposal

Proposed to: XXX

Client: Retailer; New Store Opening

DMA: Charlotte, NC (CLT)

PUBLISHERS		
<p><u>Working Women</u></p> <p>Bizy Moms Carpool World Charlotte Business Journal Charlotte Observer College Grad Creative Loafing Examiner Gas Prices Hello Charlotte North Carolina Journal for Women Open List Roam Magazine Today's Charlotte Women Topix Traffic Weather Underground Weekend Rush WNKS FM Young Active Professionals</p>	<p><u>Bridal, Shopping & Entertainment</u></p> <p>10 Best Charlotte 49ers Basketball City Voter Club Planet Club Vibes Club Zone Fandango Flixster Judy's Book Menuism Merchant Circle Mr Movietime My Charlotte Wedding Shoppe Charlotte The Knot Urban Spoon Womens Sportsnet Yelp Charlotte Restaurants</p>	<p><u>Family and Housing</u></p> <p>American Home Guides Baby Zone Best Apartments In Charlotte Charlotte Apartment Ratings Family Fun NC Home & Family Black Career Woman Charlotte City Data Charlotte Mommies Charlotte New Home Guide Charlotte Parents Charlotte School Digger Great Schools Health Grades Moms Charlotte Moms Like Me Parent Zone Café Mom NC Hometown Locator</p>

Target: Women 25-49
 Children in the Household
 Primary decision maker for home furnishings

The above sites in our database meet the criteria you supplied for this project during 2009. Please note that we are constantly adding new sites, so more candidates may become available during the calendar year.

Please be aware that these sites represent a universe within which we will run your ads, but not all of the sites will be used. This group can deliver far more impressions than indicated and the timing of your effort can be impacted by periodic sponsorships and/or category restrictions. The large group is provided to demonstrate our breadth of sites and for flexibility in optimizing your campaign.

The following will provide impression and delivery goals at the indicated monthly spend levels:

Research:

Site by site audience profiles projected by Quantcast. Impressions will be focused at the gender target identified above.

Ad Server:

DigitalFocus uses the Mediaplex Ad Server. We understand that agencies may prefer to supply tags via a different 3rd Party Ad Server and track audience delivery via their system. As long as we are provided a login to track delivery this is acceptable to us. However, we ask that you supply us with tags from your system for similar creative units so that we can test delivery to guard against possible delays for technical reasons. These tests are internal and will not be exposed to the general public.

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Creative:

728x90, 300x250, 180x150 & 160x600; in-page & non-expandable flash or static banner creative units that conform to IAB guidelines.

Optimization Parameters:

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EXAMPLE C: HOME IMPROVEMENT STORE

TRAFFIK®

2009 Site List Proposal

Presented to:

Client: Home Improvement Store

DMA: Los Angeles (LA & Orange Counties geo-targeted)

PUBLISHERS		
<u>Real Estate/News/Relocation</u>	<u>Energy Conservation/Home Improvement</u>	<u>Parenting/Working Moms/Family</u>
Greater Los Angeles Trulia	CA Eco Geek	Baby Zone
LA Carpool World	CA Envirowork	Café Moms
Greater Los Angeles Gas Prices	Tree Hugger	Collegebound
LA Wunderground	CA Garden Web	Parent Zone
Los Angeles Daily Business News	Cool Trails in So. Cal.	South Bay Parents
Los Angeles Traffic	CA National Parks Guide	Amazing LA Moms
Los Angeles Examiner	California Trails	CA Moms Like Me
OC Real Estate Blog	CA Mountain Zone	Los Angeles.com
LA Realtor	The CA Back Packer	Urban Baby
Move to LA	Home Insight	Los Angeles Parents
Greater LA Real Estate Guide	The Los Angeles Remodeling Guide	LA Work at Home Moms
Sig Alert	Earth2Tech	Family Fun
OC Real Estate Guide	CA Do It Yourself	Nine Blue
AC/Heating/Refrig News	Remodeling Magazine	Black Career Woman
Hello Los Angeles	LA Remodel Home Guide	Working Moms in LA
	Home Tips	Working Mother
	Ask the Builder	CA Home & Family

Target: Home Owners
 Relocation Families
 Environmentally Conscious
 Female Decision Makers for Remodeling/Home Décor

The above sites in our database meet the criteria you supplied for this project during 2009. Please note that we are constantly adding new sites, so more candidates may become available during the calendar year.

Please be aware that these sites represent a universe within which we will run your ads, but not all of the sites will be used. This group can deliver far more impressions than indicated and the timing of your effort can be impacted by periodic sponsorships and/or category restrictions. The large group is provided to demonstrate our breadth of sites and for flexibility in optimizing your campaign.

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AUTO DEALER ASSOCIATION CASE STUDY

- Challenge:** Auto Dealer Association wants to drive leads to their website. Manufacturer is already using national “car sites”, search and other national digital display advertising. However, the Dealer Association recognizes that their prospects spend a lot of time online. Target prospects were identified as Adults 25-49, New Car Purchase Intenders within the next six months who were active lifestyle, sports and outdoor oriented.
- Solution:** DigitalFocus created an online campaign for this Dealer Group in one large market in the Northeast Corridor. We utilized an array of local websites, including: print, broadcast and radio brand extensions of offline media properties, professional sports teams, portals, commuter information, blogs and affluent lifestyle content sites. Program was deployed for 8 weeks. DigitalFocus guaranteed 8,500,000 impressions for the period.
- Results:** DigitalFocus utilized approximately 60 different websites during this campaign, optimizing backend delivery to maintain a CTR that was twice the norm experience of the client. The Dealer Group was happy with the lead generation of the campaign, as recognized by a renewal of the campaign for the balance of the year for the initial DMA and extension into additional markets during the year.

QUICK SERVICE RESTAURANT CASE STUDY

- Challenge:** Regional marketer based in the western US was interested in testing the benefits of utilizing digital advertising in generating online traffic. However, their website was not developed for consumer promotions, but to attract potential new franchisees. They also needed to drive store traffic to both company store and franchised locations within the effort.
- Solution:** We created a mini site that displayed their combo meal menu and offered unique electronic coupons that could be printed via home or office computer printers. The amount of the discount on each coupon varied and each was bar coded to interface with the company’s retail systems for inventory management and redemption. We were also able to manage front-end site ad placements based on coupon distribution within our systems. We deployed a local market website campaign designed to attract 18-34 year old male prospects within the marketers strongest DMA. The program ran for 8 weeks.
- Results:** Marketer was very happy with the coupon distribution mechanism we created, as it proved to be an efficient method. It also attracted a lot of franchisee attention, which benefited the Marketing Dept initiative. While we do not have access to the results of coupon redemption, we are currently in discussion for an expanded effort that includes both company store and franchised locations in multiple DMAs.

UNIQUE ELECTRONIC COUPONS

We can distribute **electronic coupons** that have a safety feature which **limits how many copies** of the coupon can be printed, either in mass or by an individual. This helps to insure that your statistics on redemption remain accurate. And, these coupons are **bar coded** so that they interface with your systems at retail and the clearing house you may use for managing affinity programs.



CAPABILITIES

- Industry-Leading Technology
 - Leading category patent rights
 - No on-screen coupon display
 - Print Limits
 - Per download
 - Overall Campaign
- Proven Layout Templates
- Advanced Measurement & Insights
- Bar codes interface w/ retail systems
- Consumer data collection
 - Enrollment/Memberships
- Ad Placements optimized for results
- Allows for redemption tracking
- Versatile execution options
 - Savings Centers
 - Tell-A-Friend
 - Loyalty Programs
 - Sweepstakes



How We Operate

We **optimize** all campaigns for media delivery, as we guarantee impressions within a given footprint and timeframe. We can also read coupon distribution rates and **adjust front end website ad placements** to leverage this data and **maximize coupon distribution** with minimal duplication.



AD SPECIFICATIONS

We work with the Mediaplex Ad Serving System. This allows us to serve your campaign **from original materials or via tags from an Ad Serving system** that you might employ. It also allows us to deploy banner, rich media or video executions.

To ease the strain on your production budgets all sites we work with are based on common denominators for the creative units they accept. First off, all sites are **IAB compliant** to at least one banner size from the **Universal Ad Package**: 728x90, 160x600, 180x150 or 300x250 pixels. Some sites can accept additional unit sizes.

In addition, we work with EyeWonder as our **rich media** provider. So we can serve all units they make available as long as the initial presentation starts with one of the Universal Ad Package unit sizes above. If however you choose to provide **tags from your rich media provider** we can deploy these units as well.

We can serve both **In-Stream** and **In-Banner Video ads**, using original materials or by using your tags.

The **In-Stream Video** units are generally in **pre-roll format** and allow for an adjacent **companion banner** execution to for continuity of message. Ad lengths are :15. Generally, the Video Ad dimensions are: 640x480, 400x300 and 300x250, although there is a growing trend for additional sizes (especially given the proliferation of wide screens). Companion ads are typically in one of the following sizes: 300x250, 300x100, 468x60, 728x90, 300x60.

In-Banner Video is delivered in-page within the pre-defined borders of a banner execution, in very much the same way as a standard banner execution. However, the ad must have controls for the User to activate the video, which typically runs for :15 or less.. There is no need for a Companion Banner, as the execution is not delivered with video content and it has click thru capability, so a redirect to the Client’s website can be embedded in the programming. Ad dimensions conform to the IAB Universal Package of: 300x250, 160x600, 728x90 and 180x150 dimensions.

CONTACTS

Department	Person	Phone	Email
Sales	Kevin Coyne	631-767-8528 (mobile)	kcoyne@dfocus360.com
	Bob Biernacki	212-633-7785	bob_biernacki@focus360llc.com
Operations	Tom Morelli	401-615-7685	tmorelli@dfocus360.com
Accounting	Steve Moore	561-227-0622	Steve_Moore@Focus360LLC.com

COMPANY PROFILE

Digital Focus is a marketing company for internet display advertising on local websites throughout the US. We’re not an Ad Network, but a marketing arm for sites that are valued locally by their respective audiences. Think of us as a “spot internet” provider.

Digital Focus is one of four operating units of a media sales holding company called **Focus 360, LLC**. The other units are **National Focus**, who markets national radio properties; **Local Focus**, which is an ad sales representation firm for radio stations outside of the Top 50 markets; and **Multi Focus**, which is a multi cultural media sales and promotion company. **Focus 360, LLC** is headquartered in Manhattan.

SUMMARY OF OUR CAPABILITIES

TRAFFIK®

“Local Sites, Local Content, Local Results”

CONTENT + CONTEXT = ENGAGEMENT

CONTENT

- DigitalFocus is a marketing company for local Web Publishers
- TRAFFIK® is database of 40,000 local sites with indigenous content by DMA
 - Media
 - Information
 - Lifestyle
 - Special Interests
- Inventory in all markets/DMA's
- 60+ Passion Point Categories (Quantcast)
- Delivered in custom content channels
 - **You approve the sites/channels**
- IAB compliant placements for Flash Banner, Rich Media & Video units
 - 728x90, 300x250, 160x600
 - Other sizes available
- We work with tags from your Ad Server or we can host materials
- You can swap materials quickly
- **TRAFFIK®** is not an Ad Network

CONTEXT

- Optimized delivery by DMA
 - Guarantee impressions delivery within flight
 - Pace impressions to meet or exceed goals
- Optimized CTR performance:
 - Delete and replace under performing sites/placements
 - Move placements to new locations within a site
 - Redistribute impressions to higher performing Placements/Ad Sizes
- Uncluttered competitive environment
 - **Can deliver Unique Electronic Coupons**
 - Bar coded for retail systems
 - Cap prints per download/campaign
 - Capture prospects information
 - Optimize Ad Placements for results
- Workplace Daypart (errands, meals & shopping)

ENGAGEMENT

- **Connect Brand & Customer affinities**
- General Market and Spanish Language
- Adds local reach to National geo-targeting
- Proven rack record across multiple retail categories: Auto, Financial, Apparel, Tech, Restaurants, Event, Food, Media, etc.
- **Superior CTR performance**
 - Relevant local content
 - Local Resource to fill daily needs
 - Seamless & Flexible messaging
 - Retail urgency thru promo "hook"
 - Test multiple offers for feedback
- Superior Value & Results
 - Message resonates with prospect
 - Competitive CPMs
 - Lower CPA
- Turnkey solution
 - **One order, one monthly invoice**
 - One point of contact
- Our team interfaces with your team