



**THE SPMG DIGITAL NETWORK
VALUE. VISIBILITY. PROFIT.**

THE SPMG DIGITAL NETWORK

WHAT IT MEANS TO **YOU.**

- *Allows you to sell the true **VALUE** and **AUDIENCE** of your site*
- *Enhance **VISIBILITY** to national **BRANDS** and **ADVERTISERS***
- *Turn-key **AD REVENUE MANAGEMENT SYSTEM***
- ***HIGH CPMS** and **QUALITY FILL***
- ***ADVANCED REPORTING TOOLS***
- ***FULL TRANSPARENCY***
- *Total support via **WEB-EX** and **DEDICATED 800 LINE***
- *The **TOTAL SOLUTION** for **INDEPENDENT WEB PUBLISHERS***

THE SPMG DIGITAL NETWORK

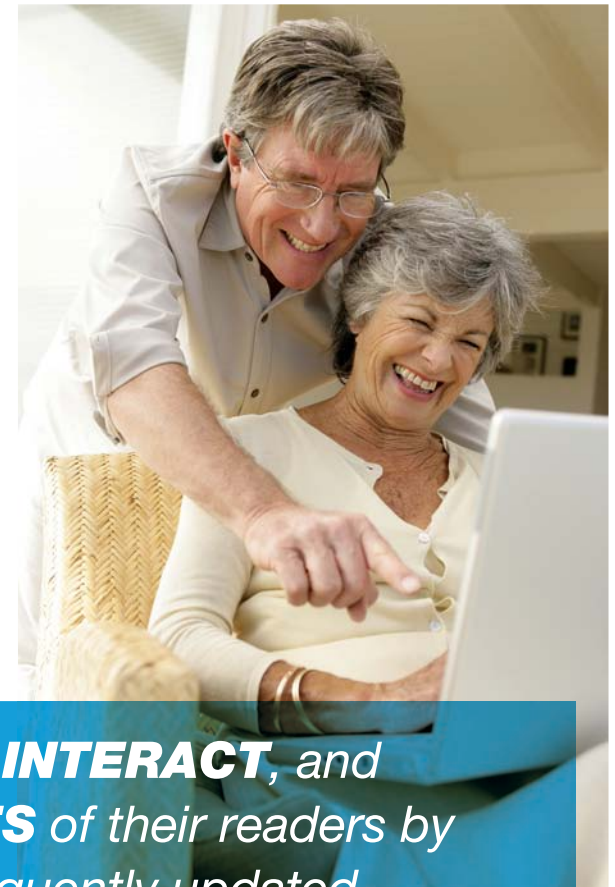
AT A GLANCE

- > ***NATIONWIDE*** sales representation that ***PENETRATES*** over ***90% of ALL MAJOR AD AGENCIES***
- > ***A VIBRANT PUBLISHER COMMUNITY***
- > ***35 60+ TARGETED WEBSITES*** and ***GROWING***
- > ***2.5 MILLION+ PAGE VIEWS PER MONTH***
- > ***HIGHLY TARGETED TO THE 60+ DEMOGRAPHIC***
NOT GENERAL INTEREST
- > ***CAPITALIZES ON INDEPENDENT WEB PUBLISHERS***

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LEVERAGING THE VALUE OF THE INDEPENDANT PUBLISHER

- > *Everyone uses the major search engines, i.e. Google and Yahoo, which ultimately takes the user to the sites they are passionate about...*
- > **These sites are where people spend their online lives and receive the highest levels of interaction.**
- > **RELEVANCE: IT'S ALL ABOUT YOUR CONTENT, FOR YOUR AUDIENCE**

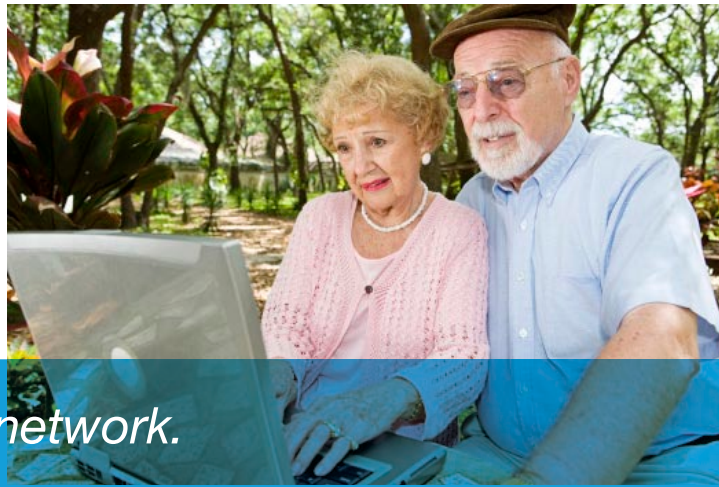
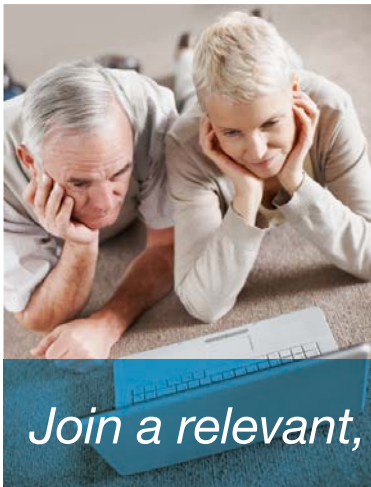


We are a network of lifestyle sites that **INFORM, INTERACT**, and **EDUCATE**. Our publishers **ENHANCE** the **LIVES** of their readers by providing **HIGH QUALITY CONTENT** that is frequently updated.

THE SPMG DIGITAL NETWORK

ALL SENIOR. ALL THE TIME.

- *The SPMG Digital Network is the product of building and recruiting highly targeted websites that appeal to the 60+ consumer.*
- *Advertisers and agencies understand that placing ads in niche targeted media is paramount to a successful campaign*
- *We invite you to join a growing network of passionate publishers and advertisers who truly understand the power of 60+ targeted media*



Join a relevant, targeted media network.

THE SPMG DIGITAL NETWORK

QUALITY AGENCIES AND QUALITY ADVERTISERS

> *Our long-standing relationships with the top agencies nationwide ensures quality ad campaigns on your site*

A small sample of brands we work with



A small sample of agencies we work with



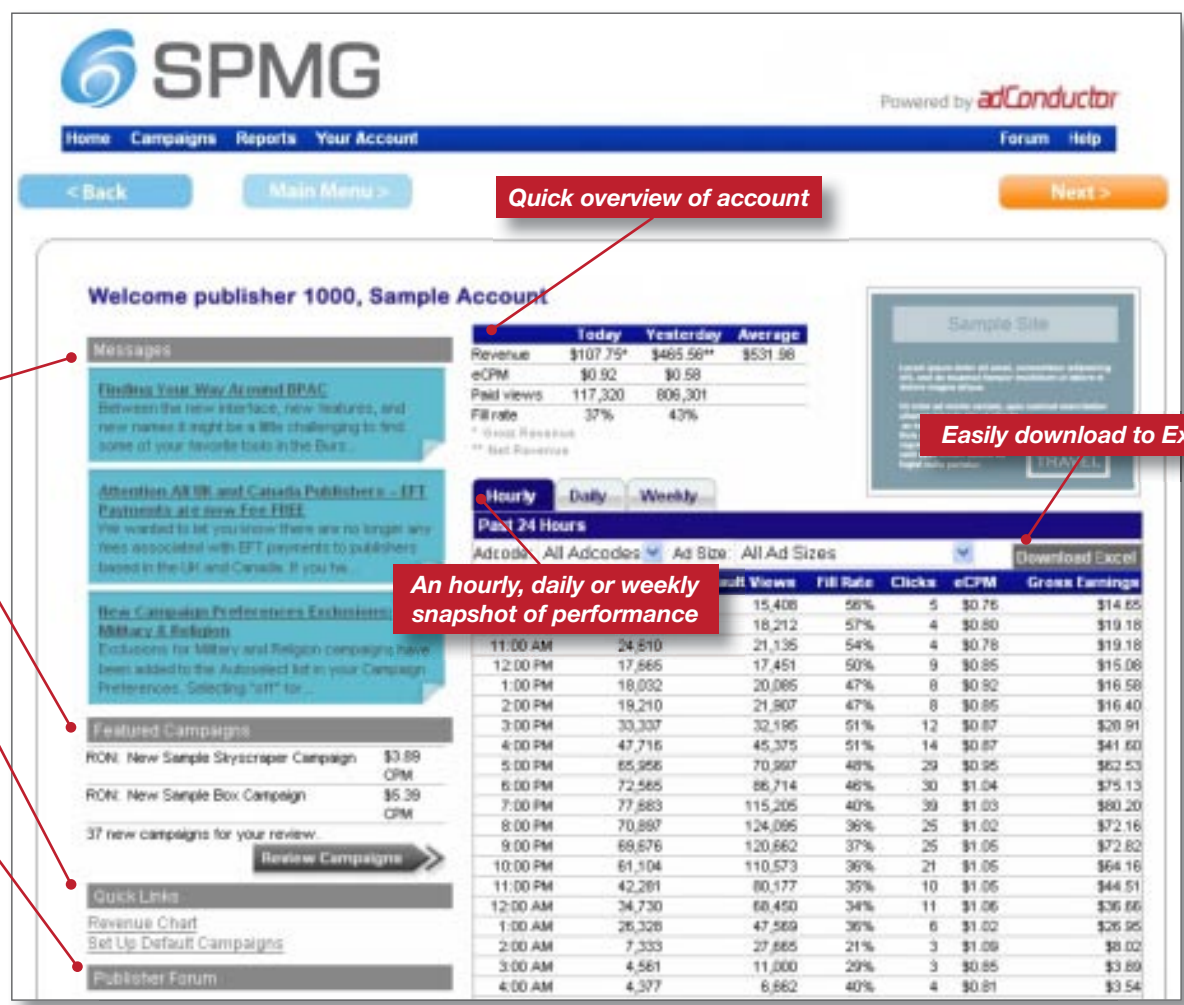
Starcom™



THE SPMG DIGITAL NETWORK

CONTROL IN YOUR HANDS

> Created with the needs of our publishers in mind, the SPMG Digital Network Account Center gives you all of the information and reports you need in an easy-to-use interface.



Quick overview of account

View messages from the Publisher Services Team

See highlighted campaigns

Popular links

Access the Publisher Forum – a great place to read, post and learn

Easily download to Excel

An hourly, daily or weekly snapshot of performance

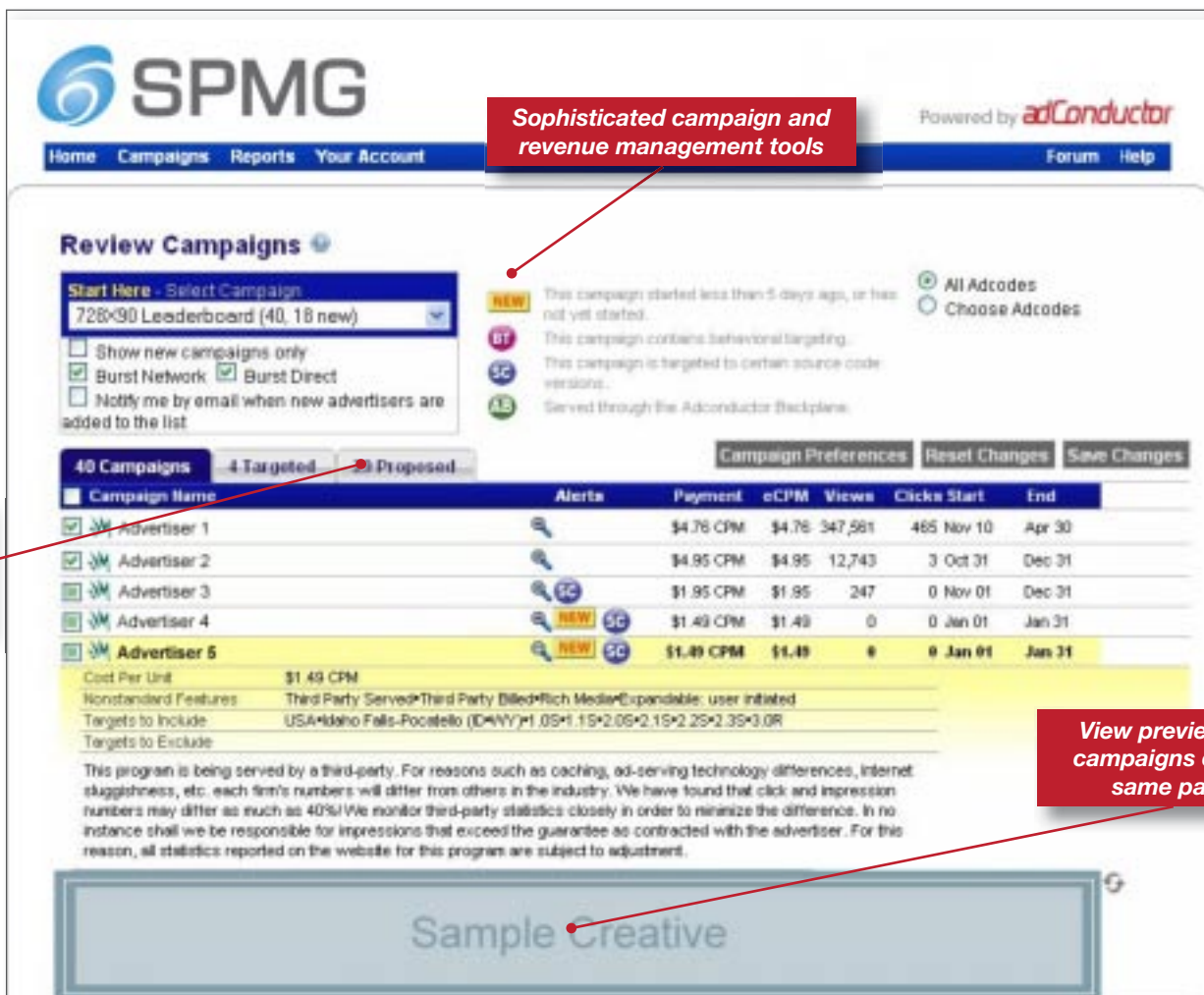
| | Today | Yesterday | Average |
|------------|-----------|------------|----------|
| Revenue | \$107.75* | \$485.56** | \$531.98 |
| eCPM | \$0.92 | \$0.58 | |
| Paid views | 117,300 | 806,301 | |
| Fill rate | 37% | 43% | |

| | Hourly | Daily | Weekly |
|---------------|--------|---------|--------|
| Past 24 Hours | 15,408 | 18,212 | 21,135 |
| Ad Code | 17,665 | 17,451 | 20,065 |
| Ad Size | 18,032 | 21,807 | 33,337 |
| | 19,210 | 21,807 | 32,195 |
| | 47,716 | 45,375 | 51% |
| | 85,956 | 70,997 | 48% |
| | 72,565 | 86,714 | 46% |
| | 77,683 | 115,205 | 40% |
| | 70,867 | 124,095 | 36% |
| | 69,676 | 120,662 | 37% |
| | 61,104 | 110,573 | 36% |
| | 42,261 | 80,177 | 35% |
| | 34,730 | 68,450 | 34% |
| | 26,326 | 47,569 | 36% |
| | 7,333 | 27,665 | 21% |
| | 4,561 | 11,000 | 29% |
| | 4,377 | 6,662 | 40% |

THE SPMG DIGITAL NETWORK

100% TRANSPARENCY

> The SPMG Publisher Account Center gives you access to all campaign data.



SPMG Powered by *adConductor*

Home Campaigns Reports Your Account Forum Help

Review Campaigns

Start Here - Select Campaigns
728x90 Leaderboard (40, 18 new)

Show new campaigns only
 Burst Network Burst Direct
 Notify me by email when new advertisers are added to the list

40 Campaigns 4 Targeted Proposed

Sophisticated campaign and revenue management tools

- NEW** This campaign started less than 5 days ago, or has not yet started.
- BT** This campaign contains behavioral targeting.
- SC** This campaign is targeted to certain source code versions.
- AS** Served through the Adconductor Backplane.

All Adcodes Choose Adcodes

Campaign Preferences Reset Changes Save Changes

| Campaign Name | Alerts | Payment | eCPM | Views | Clicks | Start | End |
|---------------|--------|------------|--------|---------|--------|--------|--------|
| Advertiser 1 | | \$4.76 CPM | \$4.76 | 347,581 | 465 | Nov 10 | Apr 30 |
| Advertiser 2 | | \$4.95 CPM | \$4.95 | 12,743 | 3 | Oct 31 | Dec 31 |
| Advertiser 3 | | \$1.95 CPM | \$1.95 | 247 | 0 | Nov 01 | Dec 31 |
| Advertiser 4 | | \$1.49 CPM | \$1.49 | 0 | 0 | Jan 01 | Jan 31 |
| Advertiser 5 | | \$1.49 CPM | \$1.49 | 0 | 0 | Jan 01 | Jan 31 |

Cost Per Unit: \$1.49 CPM

Nonstandard Features: Third Party Served*Third Party Billed*Rich Media*Expandable: user initiated

Targets to Include: USA*Idaho Falls-Pocatello (ID*WY)*1.05*1.15*2.05*2.15*2.25*2.35*3.0R

Targets to Exclude:

This program is being served by a third-party. For reasons such as caching, ad-serving technology differences, internet sluggishness, etc. each firm's numbers will differ from others in the industry. We have found that click and impression numbers may differ as much as 40%! We monitor third-party statistics closely in order to minimize the difference. In no instance shall we be responsible for impressions that exceed the guarantee as contracted with the advertiser. For this reason, all statistics reported on the website for this program are subject to adjustment.

Sample Creative

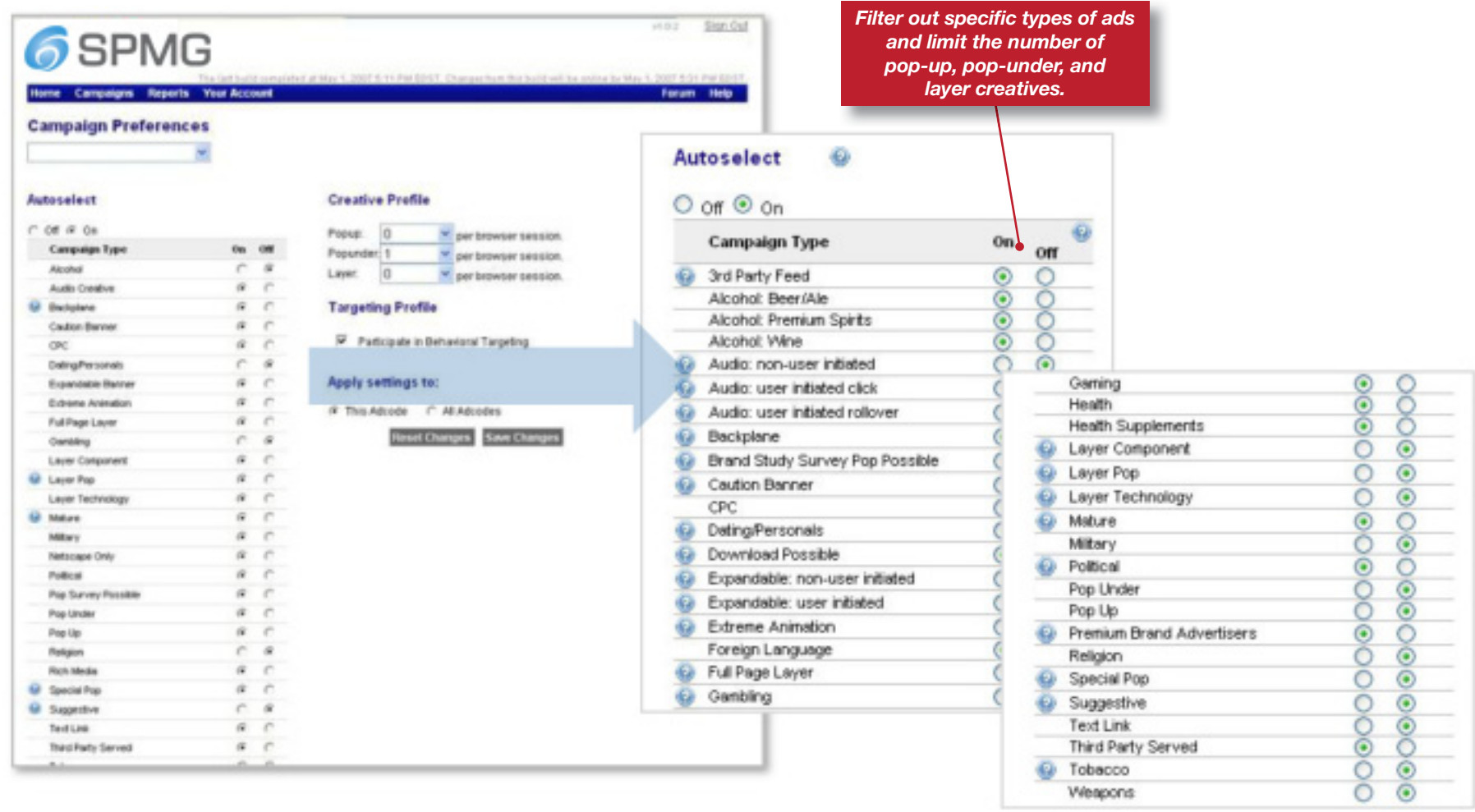
Access to targeted and proposed campaigns

View previews of campaigns on the same page

THE SPMG DIGITAL NETWORK

COMPLETE CONTROL OVER CAMPAIGNS

> You're in control with pre-set campaign filters.



The screenshot displays the SPMG Campaign Preferences interface. It includes sections for Campaign Preferences, Autoselect, Creative Profile, and Targeting Profile. A red callout box highlights the 'Autoselect' section, specifically the 'Campaign Type' table, with the text: "Filter out specific types of ads and limit the number of pop-up, pop-under, and layer creatives." A blue arrow points from the 'Apply settings to:' section to the 'Autoselect' table.

Autoselect
 Off On

| Campaign Type | On | Off |
|---------------------------------|----------------------------------|----------------------------------|
| 3rd Party Feed | <input checked="" type="radio"/> | <input type="radio"/> |
| Alcohol: Beer/Ale | <input checked="" type="radio"/> | <input type="radio"/> |
| Alcohol: Premium Spirits | <input checked="" type="radio"/> | <input type="radio"/> |
| Alcohol: Wine | <input checked="" type="radio"/> | <input type="radio"/> |
| Audio: non-user initiated | <input type="radio"/> | <input checked="" type="radio"/> |
| Audio: user initiated click | <input type="radio"/> | <input checked="" type="radio"/> |
| Audio: user initiated rollover | <input type="radio"/> | <input checked="" type="radio"/> |
| Backplane | <input type="radio"/> | <input checked="" type="radio"/> |
| Brand Study Survey Pop Possible | <input type="radio"/> | <input checked="" type="radio"/> |
| Caution Banner | <input type="radio"/> | <input checked="" type="radio"/> |
| CPC | <input type="radio"/> | <input checked="" type="radio"/> |
| Dating/Personals | <input type="radio"/> | <input checked="" type="radio"/> |
| Download Possible | <input type="radio"/> | <input checked="" type="radio"/> |
| Expandable: non-user initiated | <input type="radio"/> | <input checked="" type="radio"/> |
| Expandable: user initiated | <input type="radio"/> | <input checked="" type="radio"/> |
| Extreme Animation | <input type="radio"/> | <input checked="" type="radio"/> |
| Foreign Language | <input type="radio"/> | <input checked="" type="radio"/> |
| Full Page Layer | <input type="radio"/> | <input checked="" type="radio"/> |
| Gambling | <input type="radio"/> | <input checked="" type="radio"/> |

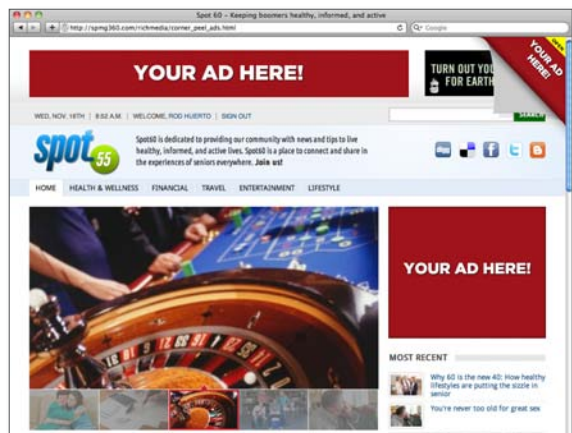
Apply settings to:
 This Adcode All Adcodes

| | | |
|---------------------------|----------------------------------|----------------------------------|
| Gaming | <input checked="" type="radio"/> | <input type="radio"/> |
| Health | <input checked="" type="radio"/> | <input type="radio"/> |
| Health Supplements | <input checked="" type="radio"/> | <input type="radio"/> |
| Layer Component | <input checked="" type="radio"/> | <input type="radio"/> |
| Layer Pop | <input type="radio"/> | <input checked="" type="radio"/> |
| Layer Technology | <input type="radio"/> | <input checked="" type="radio"/> |
| Mature | <input checked="" type="radio"/> | <input type="radio"/> |
| Military | <input type="radio"/> | <input checked="" type="radio"/> |
| Political | <input checked="" type="radio"/> | <input type="radio"/> |
| Pop Under | <input type="radio"/> | <input checked="" type="radio"/> |
| Pop Up | <input type="radio"/> | <input checked="" type="radio"/> |
| Premium Brand Advertisers | <input checked="" type="radio"/> | <input type="radio"/> |
| Religion | <input type="radio"/> | <input checked="" type="radio"/> |
| Special Pop | <input checked="" type="radio"/> | <input type="radio"/> |
| Suggestive | <input type="radio"/> | <input checked="" type="radio"/> |
| Text Link | <input type="radio"/> | <input checked="" type="radio"/> |
| Third Party Served | <input checked="" type="radio"/> | <input type="radio"/> |
| Tobacco | <input type="radio"/> | <input checked="" type="radio"/> |
| Weapons | <input type="radio"/> | <input checked="" type="radio"/> |

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EXPAND YOUR REVENUE WITH CREATIVE OPTIONS

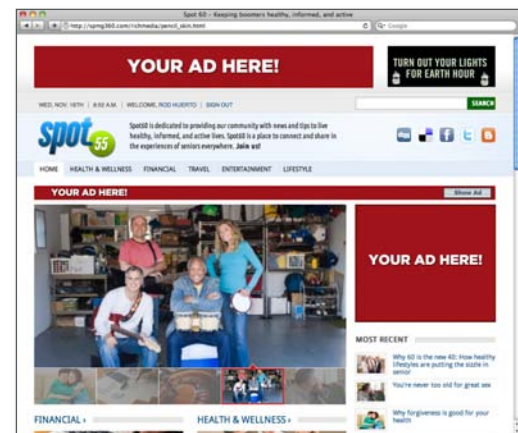
> The SPMG Digital Network goes beyond banner advertising, giving agencies rich media options for campaigns... and more revenue for you.



CORNER PEEL

- + Ad opens and collapses
- + Static images only, no animation or video

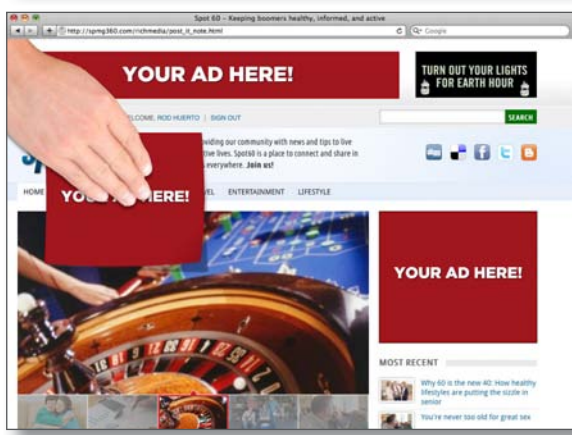
[View Online Demo](#)



PENCIL AD

- + Ad opens automatically and will collapse with any given parameter
- + Animation / video ready

[View Online Demo](#)



POST-IT-NOTE

- + Ad slides in from the top left corner
- + Ad opens and collapses
- + Static images only, no animation or video

[View Online Demo](#)



SLIDING BILLBOARD

- + Drops from the top of the web browser
- + Ad opens and collapses
- + Static images only, no animation or video

[View Online Demo](#)

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LET'S GET STARTED

> *Contact:*

Chris Morgan

Digital Director

cmorgan@spmg360.com

*4141 Jutland Dr., Suite 300
San Diego, California 92117*

toll free: 800.727.3646 x224

fax: 858.272.7275

spmg360.com