



Media Kit

The iNET Network of Websites: Where the IT Community Comes Together

iNET Interactive is a social media company operating some of the most prominent online communities for technology professionals and technology enthusiasts

IT decision-makers turn to iNET for the critical information they need to perform their jobs, run their businesses and make buying decisions.

Resources and discussion topics encompass web development, web hosting, programming, database administration, search marketing, computer hardware and computer networking resources.

iNET Interactive's portfolio of websites delivers nearly 12 million page views and over 2.5 million unique users each month.

The iNET Interactive network connects industry experts, creating rich repositories of data found nowhere else. Community members and visitors alike utilize this information to solve problems and make purchasing decisions.

The iNET Audience

iNET is a trusted network for IT professionals who are at the forefront of technology. As they seek the best resources and solutions for their businesses, they turn to their peers who are also defining leading-edge technology that will be used today and in the future.

Key Demographics

- 92% of iNET visitors are male
- IT professionals make up 80% of the audience
- 60% are between 18 and 34 years old

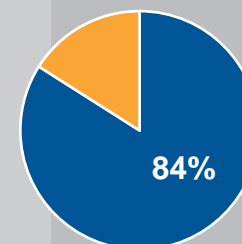
IT Purchasing Power

The IT professionals that make up the iNET audience range from corporate staff to freelancers to proprietors of the tech businesses. 84% of the audience is actively involved in making corporate IT purchasing decisions. 78% make these decisions on behalf of a workgroup or larger portion of the organization. Corporate managers make up 14% of the audience. Of those, 90% are C-level or business owners.

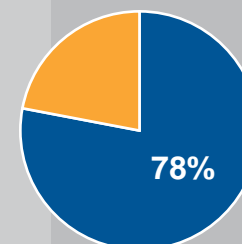
Cutting-Edge Consumers

In addition to IT purchasing power, the audience is made up of cutting-edge technology consumers. 77% consider themselves early adopters of new technology. 74% have made online purchases in the last 30 days. From computers and peripherals to digital cameras, gaming equipment to MP3 players, the audience is full of heavy consumers of tech gadgets, and heavy users of social media.

IT Purchasing Power

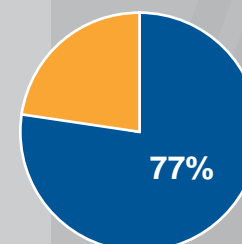


84% of our audience is actively involved with making IT purchases

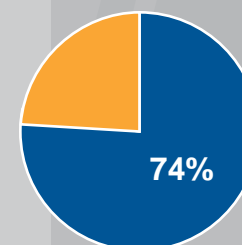


78% of our audience purchases for a workgroup or larger

Cutting-Edge Consumers



77% of our audience considers themselves early adopters



74% of our audience has made at least one online purchase in the last 30 days

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iNET Websites and Verticals

iNET websites fall into four vertical markets: Internet Services, Development, Search Marketing and Tech Hardware. To the right is a listing of iNET Interactive's most popular websites, within their appropriate vertical category. Advertising can be purchased across the network, across any of these verticals or for a single site.

iNET Websites

INTERNET SERVICES









DEVELOPMENT





SEARCH MARKETING





TECH HARDWARE




Media Kit

INTERNET SERVICES



WebHostingTalk.com

WebHostingTalk.com is the hosting industry's gathering place. On WebHostingTalk, industry experts share information with their peers, and consumers and small businesses receive the information and help they need to make buying decisions.



CheapHostingDirectory.com

CheapHostingDirectory is one of the Web's most authoritative resources assisting consumers in the research and selection of affordable web hosting services. Visitors are able to compare specifications, review support levels, and find special offers.



WebSiteHostDirectory.com

WebSiteHostDirectory is a leading resource for small and medium-sized businesses seeking to research and select hosted service providers. In addition, the site also features industry news, deleted domain information, and other industry resources.



HostingCatalog.com

HostingCatalog.com is a leading pay-per-click (PPC) directory for web hosts, ISPs, domain registrars and e-commerce providers. Today, the PPC directory maintains listings for over 7,000 firms and over 600 active advertisers.



HostVoice.com

HostVoice.com is a free online service that brings hosting companies and consumers together through an advanced, interactive system. It is a valuable resource allowing consumers to compare hosting services in one central location and request contact from selected companies.



DeletedDomains.com

DeletedDomains.com is one of the Web's most popular information sites for expiring and on-hold domain names. DeletedDomains is used by domainers, by businesses and by consumers to find the information they need in a highly competitive market.



DomainNameTalk.com

DomainNameTalk.com is a discussion forum geared towards various domain name discussions. It offers an array of forum sections, opening discussions on all aspects of domain names.

Media Kit

INTERNET SERVICES

WebHostingTalk®



THE HOSTING AUTHORITY

70% of WebHostingTalk's traffic comes from organic searches by consumers seeking web hosting solutions. WebHostingTalk is their source for education and information as they make buying decisions. Advertisers gain assurance that they are reaching the right audience at the right place and the right time.

WebHostingTalk.com Site Information

WebHostingTalk Overview

WebHostingTalk is the Internet's largest community focused on web hosting and the infrastructure that makes the Internet work. Industry experts gather at WebHostingTalk to discuss critical issues with their peers and to help consumers and small businesses select appropriate technologies and services.

Supported Advertising Options

Leaderboard	728 x 90
Top Banner	468 x 60
Bottom Banner	468 x 60
Rectangle	300 x 250
Skyscraper	120 or 160 x 600
Sticky Posts	
Rich Media Solutions	
Maximum File Size	20K; Flash 30K

Personal Purchase Plans in the Next 12 Months

Laptop	53%	Monitor	31%
Desktop	43%	Games/Entertainment	28%
Hosting Services	40%	MP3	28%
Digital Camera	38%	Digital Video Camera	26%

Corporate Purchase Plans in the Next 12 Months

Desktop/Laptop	83%	Storage	32%
Software	55%	Hosting Service/Products	25%
Servers	33%	Networking Hardware	24%

Monthly Traffic

Unique Visitors	433,000
Page Views	3,221,000
Members	183,000+
Posts	5,000,000+

Site Demographics

Male	95%
18-34	69%
Earn \$60-\$100K	26%
Earn \$100K+	21%

Why Visit WebHostingTalk?

Technical Discussion	79%
For IT Info	48%
Buying Info	40%
How-To Info/Tech Articles	39%
Technology News	36%

Heavy Users of WebHostingTalk

Corporate Managers	21%
Owners/CEO's	16%
Strategic Planning	9%

Media Kit

INTERNET SERVICES



Pay-per-Click



Linked Title

Text Line 1
Text Line 2
Text Line 3

Ads by HostingCatalog

Banner Advertising



The Hosting Catalog Ad Network

HostingCatalog Ad Network Overview

The Hosting Catalog advertising network presents a great opportunity to hosts of all sizes by offering targeted exposure with text ads in a pay-per-click model across several relevant web sites.

Pay-per-Click model

Our pay-per-click ad model works very similarly to other popular text advertising solutions, but has a much more targeted audience looking for specific Internet related products and services. For a minimum CPC, your company will not only be included on HostingCatalog.com but across our targeted ad network as well. When a visitor clicks the ad they are taken directly to your web site. You don't have to worry about the small details. Your campaign will be professionally managed by a marketer at iNET. The only thing you need to worry about is closing on the quality leads we send your way.

Banner Advertising	Allowed Image Types	Image Dimensions
Rectangle	20K; Flash 30K	300 x 250

Quality Sites

The Hosting Catalog ad network is made up of relevant, high-reach web sites that serve Internet professionals. iNET is constantly searching for and adding new sites to this network while maintaining quality for both partners and advertisers. Below are just a few of our ad network partners where your ad will be seen;

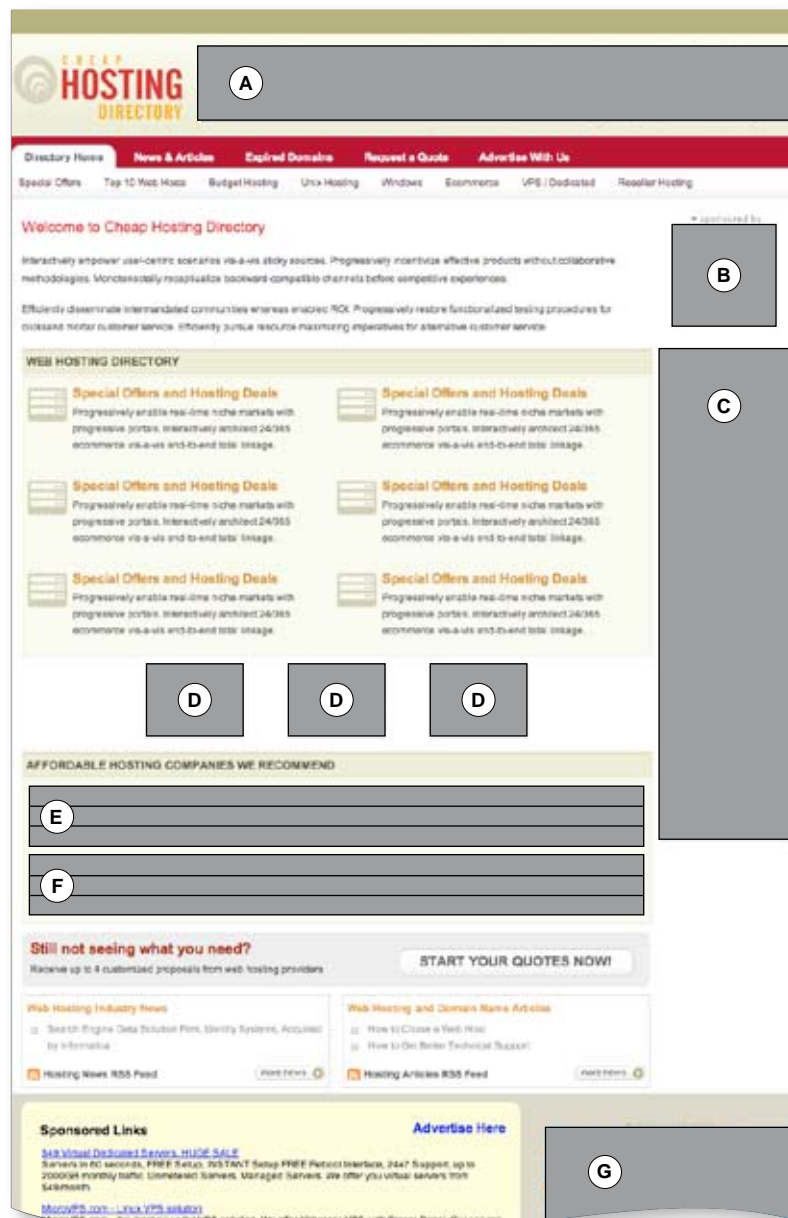


Contact your account manager or send an email to sales@inetinteractive.com to express interest in the program.

Media Kit

INTERNET SERVICES

CheapHostingDirectory.com



Creative Type	Ad Position	Image Dimensions and Details
Top Banner	A	728 x 90 Image
Sponsor	B	125 x 125 Image
Skyscraper	C	160 x 600 Image
Sponsor	D	Text Title, 14 character max, 120 x 90 Image
Top 10	E	Text Link
Non Top 10	F	Text Link
Rectangle	G	300 x 250 Image

Image Ad Specs:

Max Image File Size	20K - (30K for Flash)
Allowed Image Types	.jpg/.gif/.swf (Flash) - Static or Animated Image

Text Ad Specs:

Sponsor Text Links	(26 characters)
Showcase Sponsored by Text	(14 characters)
Top Host Links	Company Name (20 characters), Disk Space, Data Xfer, Special Offer (70 characters)

Media Kit

INTERNET SERVICES

CheapHostingDirectory.com Secondary Pages



Creative Type	Ad Position	Image Dimensions and Details
Featured Ad	H	120 x 60 Image, 8K
Showcase Ad	I	120 x 60 Image, 8K

Showcase Options:

Ecommerce Hosting	Unix Web Hosting
VPS/Dedicated	Top 10 Web Hosts
Reseller Hosting	Special Offers
Budget Web Hosting	

Image Ad Specs:

Max Image File Size	8K
Allowed Image Types	.jpg/.gif Static or Animated Image

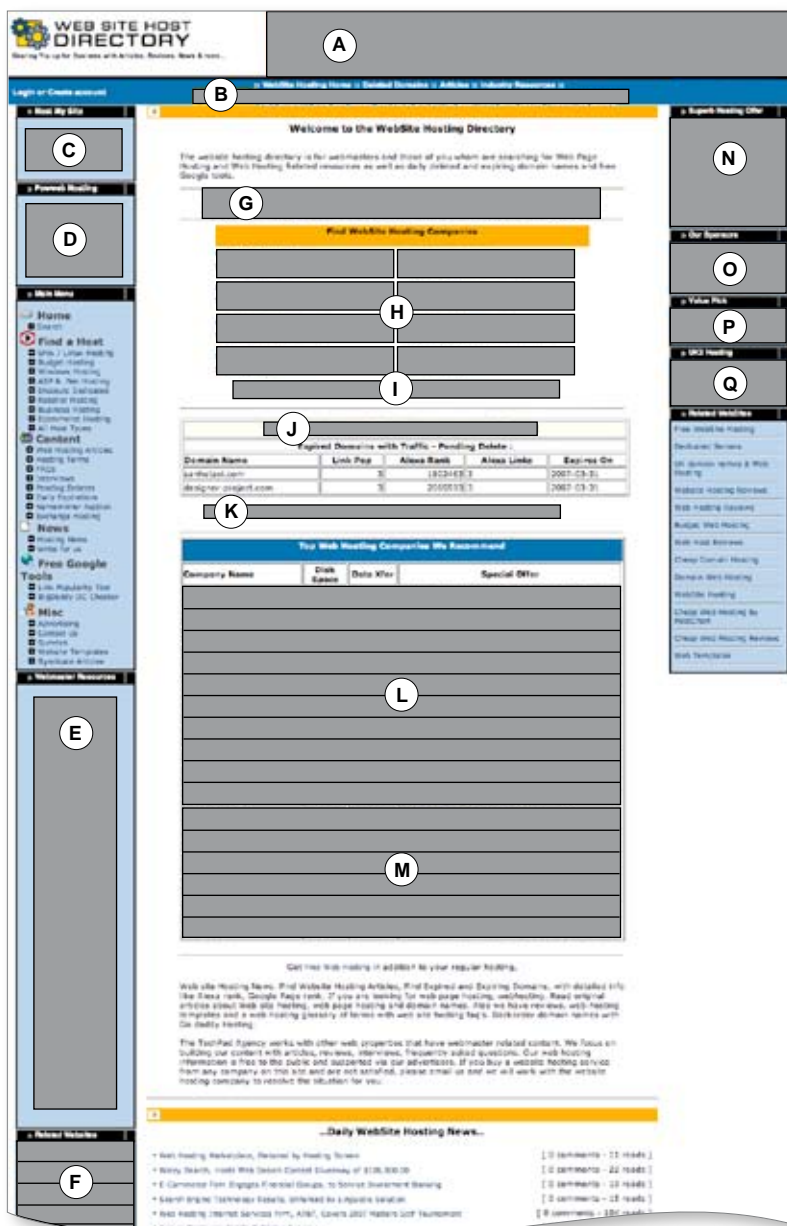
Text Ad Specs:

Showcase Ad Specs	Title (60 characters), Description (300 characters), Support Times (40 characters), Sales Phone (20 characters), Support Phone (20 characters), Plan Price (70 characters), Bandwidth GB/MB (10 characters), Disk Space GB/MB (10 characters), Special Offer (70 characters), Coupon Code (60 characters)
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INTERNET SERVICES

WebSiteHostDirectory.com



Creative Type	Ad Position	Image Dimensions and Details
Top Banner	A	728 x 90 Image, 20K - (30K for Flash)
Menu Sponsor	B	Text Link, 88 x 21 Image, 8K - (10K for Flash)
Sponsor	C	Text Title, 5 lines of text, 20 characters maximum per line, 99 x 21 Image, 8K - (10K for Flash)
Sponsor	D	Text Link, 5 lines of text, 20 characters maximum per line, 99 x 21 Image, 8K - (10K for Flash)
Skyscraper	E	120 x 600 Image, 20K - (30K for Flash)
Text Ads	F	Text Link
Special Banner	G	Text Link, 165 characters maximum
Text	H	Text Link
Banner	I	220 x 22 Image, 10K - (15K for Flash)
Domain Sponsor	J	Text Link, 60 characters maximum
Special Offer Text	K	Text Link, 100 characters maximum
Top 10 Host Text	L	Text Link
Non Top 10 Host	M	Text Link
Sponsor	N	Text Link, 5 lines of text, 20 characters maximum per line, 120 x 27 Image, 8K - (10K for Flash)
Sponsor	O	120 x 60 Image, 8K - (10K for Flash)
Sponsor	P	Text Link, 2 lines of text, 15 characters maximum per line or Title and 120 x 60 Image, 8K - (10K for Flash)
Sponsor	Q	Text Link, 2 lines of text, 15 characters maximum per line or Title and 120 x 60 Image, 8K - (10K for Flash)

Image Ad Specs:

Max Image File Size	See Ad Details
Allowed Image Types	.jpg/.gif/.swf (Flash) Static or Animated Image

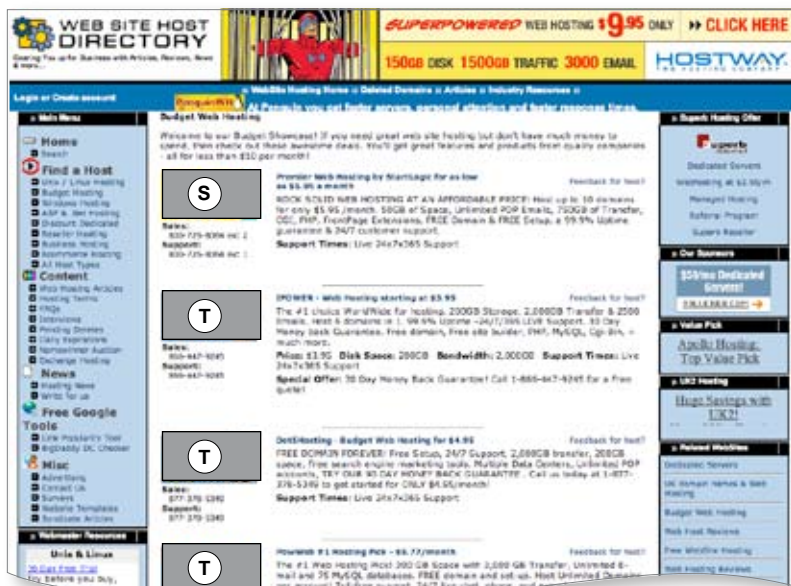
Text Ad Specs:

Sponsor Text Links	(26 characters)
Showcase Sponsored by Text	(14 characters)
Top Host Links	Company Name (20 characters), Disk Space, Data Xfer, Special Offer (70 characters)

Media Kit

INTERNET SERVICES

WebSiteHostDirectory.com Secondary



Creative Type	Ad Position	Image Dimensions and Details
Featured Ad	S	120 x 60 Image, 8K
Showcase Ad	T	120 x 60 Image, 8K

Showcase Options:

Discount Dedicated Reseller Hosting	Unix/Linux Hosting
Business Hosting	Budget Hosting
Ecommerce Hosting	Windows Hosting
	ASP & .Net Hosting

Image Ad Specs:

Max Image File Size	8K
Allowed Image Types	.jpg/.gif Static or Animated Image

Text Ad Specs:

Showcase Ad Specs	Title (60 characters), Description (300 characters), Support Times (40 characters), Sales Phone (20 characters), Support Phone (20 characters), Plan Price (70 characters), Bandwidth GB/MB (10 characters), Disk Space GB/MB (10 characters), Special Offer (70 characters), Coupon Code (60 characters)
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Media Kit

DEVELOPMENT



HotScripts.com

HotScripts.com is the Internet's largest directory of scripts and applications in over 12 programming languages. HotScripts contains over 42,000 developer and webmaster-related resources in 1,200+ categories. More than 500 development-related resources are added monthly for use by programmers and webmasters looking to enhance their web applications and grow their knowledge.



dBforums.com

dBforums.com is the largest database discussion forum on the Internet. From Oracle and Microsoft SQL Server, to Access and Excel, dBForums provides information and peer support to database administrators and developers that cannot be found elsewhere on the net.



ProgrammingTalk.com

ProgrammingTalk.com is a reliable forum for just about anything related to web development, from HTML to CSS, ASP to PHP, JavaScript to Microsoft's .NET. ProgrammingTalk.com is the one-stop shop for all things Internet.

Media Kit

DEVELOPMENT



75% of HotScripts users are professional developers and programmers. 26% are C-level or senior managers, and 56% make or approve purchases of technical products.

HotScripts.com Site Information

HotScripts Overview

HotScripts.com is the Internet's largest directory of scripts and applications in over 11 programming languages. HotScripts contains over 42,000 developer and webmaster-related resources in 1,200+ categories. More than 500 development-related resources are added monthly for use by webmasters and programmers looking to enhance their websites with dynamic development tools—scripts, books and other resources.

Supported Advertising Options

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250
Rich Media Solutions	
Enhanced Listings	
Maximum File Size	20K; Flash 30K

Corporate Purchase Plans in the Next 12 Months

Desktop/Laptop	84%
Enterprise Software	55%
Programming Tools	28%
Hosting Services	27%

Monthly Traffic

Visitors	820,000
Page Views	3,971,000
Members	765,000
Listings	42,100

Site Demographics

Male	88%
18-34	58%
35+	43%
Earn \$60-\$100K	30%
Earn \$100K+	12%
College Graduates	51%
Post-Graduate Degree	15%

Why Visit HotScripts?

How-To Info/Tech Articles	97%
Search for Products	51%
Stay Current	47%
Technical Discussion	39%
For IT Info	39%

Heavy Users of HotScripts

1-3 Hours a Week	24%
3-5 Hours a Week	24%
5+ Hours a Week	49%

Media Kit

DEVELOPMENT

design, develop, administer
dBforums®



SENIOR DATABASE DEVELOPERS, DESIGNERS & ADMINISTRATORS

58% of dBforums' users have been in development or programming more than five years.

dBforums.com Site Information

dBforums Overview

dBforums.com is one of the largest database discussion forums on the Internet. It is the definitive authority on database discussion. From Oracle and Microsoft SQL Server, to Access and Excel, dBForums provides information and peer support to database administrators and developers that can be found nowhere else. More than 42% of visitors are engaged in enterprise-wide purchasing for their corporations.

Supported Advertising Options

Leaderboard	728 x 90
Top Banner	468 x 60
Bottom Banner	468 x 60
Rectangle	300 x 250
Rich Media Solutions	
Maximum File Size	20K; Flash 30K

Personal Purchase Plans in the Next 12 Months

Desktop/Laptop	70%	Games/Entertainment	24%
Programming Tools	38%	Digital Video Camera	24%
Technical Literature	38%	Digital Camera	22%
Monitor	24%	MP3	16%

Corporate Purchase Plans in the Next 12 Months

Software	44%	Storage	30%
Laptop	34%	Technical Literature	28%
Servers	32%	Desktop	26%

Monthly Traffic

Unique Visitors	652,000
Page Views	1,194,000
Members	178,300
Posts	8,236,500

Site Demographics

Male	96%
25-34	28%
35-54	52%
Earn \$60-\$100K	32%
Earn \$100K+	26%
College Graduates	64%
Post-Graduate Degree	18%

Primary Job Function

Developer	26%
Technical Staff	22%
Consultant	14%
IT Management	12%

Annual Company Revenue

<\$1 MM	28%
\$10-\$99 MM	20%
\$1 Billion or More	20%

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SEARCH MARKETING



SearchMarketingStandard.com

SearchMarketingStandard.com is the companion site to Search MarketingStandard Magazine— the leading, quarterly print publication devoted entirely to the world of search marketing. The magazine and site cover pay-per-click advertising, search engine optimization, web analytics, local search, social media, and many other search-related topics. Both professional search marketers and small business owners alike find the information they need in Search Marketing Standard.



PayPerClickUniverse.com

PayPerClickUniverse.com is one of the oldest and most comprehensive portals that provide practical and relevant information regarding pay-per-click search engines for small to medium sized businesses. Visitors discover alternative search engines, find tools to help them manage their campaigns, look for companies to outsource their efforts and learn techniques to optimize their campaigns.



SEMCompare.com

SEMCompare.com is a research destination for business owners and marketing executives to help them find and select a reliable SEM agency. With user-generated reviews and the VendorMatch service, SEM Compare helps visitors connect with SEM vendors that meet their needs.

Media Kit

SEARCH MARKETING

SearchMarketing standard



SearchMarketingStandard.com Site Information

SearchMarketingStandard Overview

SearchMarketingStandard.com is the companion site to Search MarketingStandard Magazine— the leading, quarterly print publication devoted entirely to the world of search marketing. The magazine and site cover pay-per-click advertising, search engine optimization, web analytics, local search, social media, and many other search-related topics. Both professional search marketers and small business owners alike find the information they need in Search Marketing Standard.

Supported Advertising Options

Premium Banner	468 x 60
Marketplace Banner	125 x 125
SEM Firms Category Listing	
Article Sponsorship	
Email Newsletters	
Search Briefs Dedicated Email	

Job Position

Business Development	5%
Other	10%
Marketing	24%
SEM Specialist	27%
CE)/President/Owner	31%

Activities Readers Plan to Engage in During the Next 12 Months

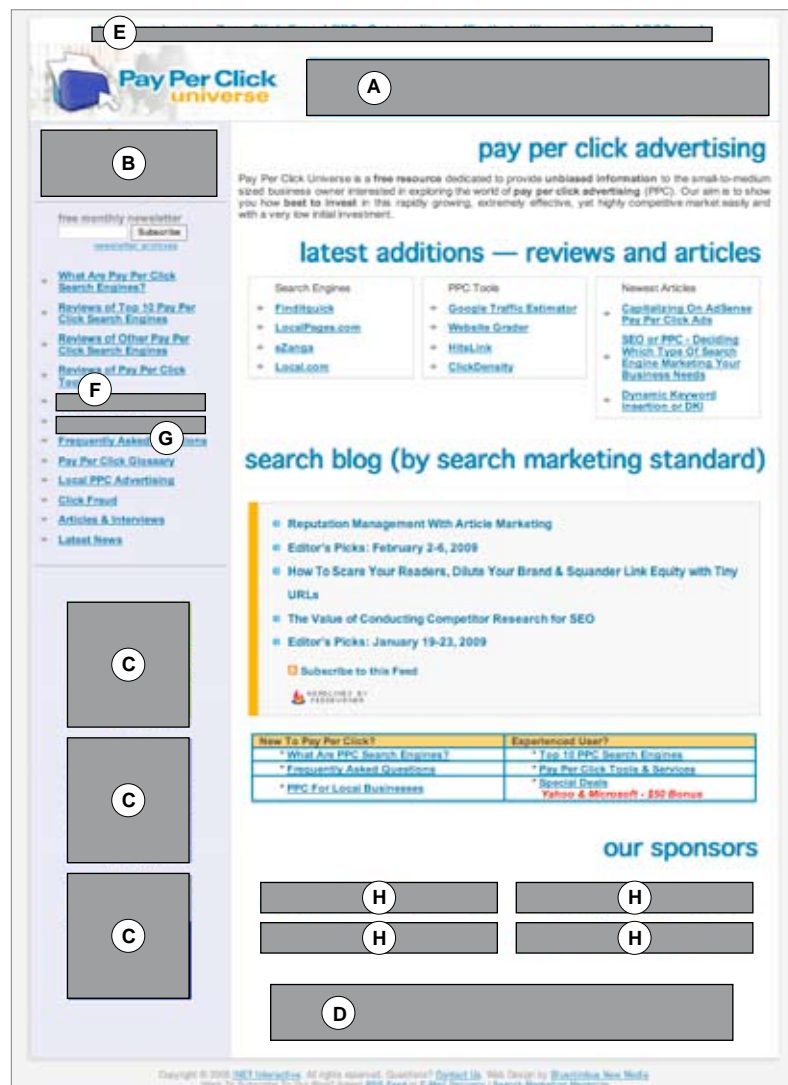
Hire a PPC/SEO Agency	17%
Try new Pay-Per-Click search engines (EXCLUDING Google and Yahoo)	32%
Purchase any SEM-related tools or software (bid management, web analytical, etc.)	41%
Try new advertising networks (Contextual, affiliates, text link	44%
Re-desing our website to make it more SEO-friendly	48%
Attend an SEM Conference or obtain SEM-related training/certification	50%
Explore alternative marketing channels (social, local, international, ect.)	62%

Actions Taken After Seeing an Ad in Search Marketing Standard

Have purchased a product or service mentioned in the magazine	9%
Have recommended a product or service to my organization or a colleague outside the organization	15%
Have included information on the products or service in a report as part of a product analysis	20%
Have decided to make a purchase or find out more information in the near future	26%
Have called or e-mailed a company for more information about their product or service	27%

SEARCH MARKETING

PayPerClickUniverse.com



PayPerClickUniverse.com Overview

PayPerClickUniverse.com is one of the oldest and most comprehensive portals that provide practical and relevant information regarding pay-per-click search engines for small to medium sized businesses. Visitors discover alternative search engines, find tools to help them manage their campaigns, look for companies to outsource their efforts and learn techniques to optimize their campaigns.

Creative Type	Ad Position	Image Dimensions and Details
Top Banner	A	468 x 60 Image, 20K - (30K for Flash)
Side Banner (Top)	B	178 x 70 Image, 10K - (10K for Flash)
Side Banner (Middle)	C	125 x 125 Image, 10K - (10K for Flash)
Bottom Banner	D	468 x 60 Image, 20K - (30K for Flash)
Top Link	E	Text Link, 95 characters maximum
Agency Listing	F	Text Link on Top PPC Agency Page
Special Deals Listing	G	Text Link
Front Page Link	H	Text Link

Image Ad Specs:

Max Image File Size	See Ad Details
Allowed Image Types	.jpg/.gif/.swf (Flash) Static or Animated Image

Media Kit

SEARCH MARKETING



SEMCompare.com Site Information

SEMCompare.com Overview

Targeted: SEMCompare specializes in providing SEM leads. As a participating vendor, you can subscribe to just the types of leads you are able to service.

High-Quality Leads: Every lead you receive is from a real prospect, proactively seeking SEM services. Every lead is screened and qualified prior to sending and is backed by our 100% Quality Guarantee.

Affordable: At just \$25/lead, SEMCompare is competitive and affordable for all agencies, and you only pay for leads you receive.

How it Works

Visitors come to SEM Compare looking for a Search Engine Marketing agency that meets their needs. The VendorMatch service offers the solution.

1. Prospects fill out a comprehensive questionnaire listing the types of services they need, their requirements, and their budget
2. Vendors place deposits for specific qualified leads which they wish to service.
3. VendorMatch sends just the leads that meet your specs, and deducts \$25 from your deposit.
4. You will continue to receive leads until your entire balance has been depleted.

Media Kit

TECH HARDWARE



OCForums.com

OCForums.com is one of the largest computer hardware discussion communities on the Internet with over 77,000 members combining for 5 million+ posts across 500,000+ threads. Additionally, OCForums is one of the most frequented computer enthusiast communities on the Internet, receiving over 2.3 million page views per month, and boasts a popular bi-weekly podcast.



Mac-Forums.com

Mac-Forums.com is the largest independent discussion forum focusing on all things Apple. Mac-Forums.com is a trusted community among Apple Macintosh users and hosts many topics including hardware, software and scripts.

Media Kit

TECH HARDWARE



POWER USERS

89% of the audience plans to build their own computer in the next 12 months using the latest and fastest technology available.

OCForums.com Site Information

OCForums Overview

Serving over 2 million page views per month, OCFORUMS.com is one of the largest computer hardware discussion forums on the Internet. OCFORUMS' audience consists of power users and buyers of performance hardware who share their ideas and opinions in the OCFORUMS venue.

Supported Advertising Options

Leaderboard	728 x 90
Skyscraper	120 or 160 x 600
Bottom Banner	468 x 60
Rectangle	300 x 250
Rich Media Solutions	
Maximum File Size	20K; Flash 30K

Purchase Plans in the Next 12 Months

White Box/Build	89%	Laptop	32%
Games/Entertainment	62%	MP3	31%
Desktop	52%	Digital Camera	30%
Monitor	43%	HDTV	21%

Monthly Traffic

Visitors	330,000
Page Views	2,350,000
Members	77,000+
Posts	5,000,000 (total)

Site Demographics

Male	99%
18-34	67%
Earn \$60-\$100K	28%
Earn \$100K+	17%
Attended College	62%

Why Visit OCFORUMS?

Technical Discussion	96%
Pre-Purchase Research	66%
How-To Info	66%
Technical News	52%

Heavy Users of OCFORUMS

3-6 Hours a Week	28%
7-10 Hours a Week	12%
10+ Hours a Week	26%

Media Kit

TECH HARDWARE



ON THE EDGE

More than 90% consider themselves early adopters, and they purchase more electronics and tech toys than all other iNET members.

Mac-Forums.com Site Information

Mac-Forums Overview

Mac-Forums.com is a discussion forum focusing on everything Apple related. Topics range from Operating Systems and iPods to digital lifestyle topics such as digital photography, podcasting and web design. It is one of the largest independent Apple and Mac sites on the Internet, and offers valuable information for platform switchers.

Supported Advertising Options

Leaderboard	728 x 90
Bottom Banner	468 x 60
Skyscraper	120 or 160 x 600
Rectangle	300 x 250
Sticky Posts	
Rich Media Solutions	
Maximum File Size	20K; Flash 30K

Personal Purchase Plans in the Next 12 Months

Desktop	48%	Digital Camera	38%
Monitor	47%	MP3	34%
Games/Entertainment	46%	Graphic Tools	20%
Laptop	43%	Technical Literature	29%

Corporate Purchase Plans in the Next 12 Months

Software	28%	Servers	24%
Desktop	27%	Hosting Services	22%
Laptop	25%	Storage	20%

Monthly Traffic

Visitors	840,000
Page Views	2,375,000
Members	61,450
Posts	781,200

Site Demographics

Male	94%
18-34	62%
35+	18%
Earn \$60-\$100K	24%
Earn \$100K+	23%
Post-Graduate Degree	18%








Media Kit

Creative Technical Specifications

Creative Type/Location	Ad Position	Max Image File Size	Allowed Image Types	Image Dimensions	Details
Leaderboard		20K (30K for Flash)	.jpg/.gif/.swf (Flash)	728 x 90	Static or animated image
Full Banner (Top, Middle or Bottom)		20K (30K for Flash)	.jpg/.gif/.swf (Flash)	468 x 60	Static or animated image
Skyscraper		20K (30K for Flash)	.jpg/.gif/.swf (Flash)	120 x 600 160 x 600	Static or animated image
Showcase		8K	.jpg/.gif	120 x 60	<ul style="list-style-type: none"> • Static or animated image • 1 title line • 300 characters of text • Only the title line may contain a link • Bold text may be used for emphasis, subject to iNET Interactive approval
Rectangle		20K (30K for Flash)	.jpg/.gif/.swf (Flash)	300 x 250	Static or animated image
Sticky Post		N/A	N/A	N/A	Must be a WebHostingTalk member, and post must follow forum rules
Button		10K	.jpg/.gif/.swf (Flash)	125 x 125	Static or animated image
Sponsored Listings		8K	.jpg/.gif	80 x 60 - Text based with Image option	Static or animated image




Media Kit

Creative Technical Specifications

Creative Type/Location	Ad Position	Max Image File Size	Allowed Image Types	Image Dimensions	Details
Featured Sponsors		10K	.jpg/.gif/.swf (Flash)	120 x 90	Static or animated image
Vertical Sponsored Links		N/A	N/A	Text based	<ul style="list-style-type: none"> • 5 lines (17 characters/line) of text max • One link, and it has to be the first line
Hosting Catalog Listing		N/A	N/A	Text based	<ul style="list-style-type: none"> • Headline: 70 characters max • Description: 175 characters max
Hosting Catalog Ad Network Listing		N/A	N/A	Text based	<ul style="list-style-type: none"> • Headline: 25 characters max • Description: 35 characters max per line, up to three lines
WebHostingTalk E-newsletter Skyscraper & Button		20K	.jpg/.gif	160 x 600 plus 120 x 90	<ul style="list-style-type: none"> • Static or animated image • Text Version: 200 characters and 400 characters
Hotscrips E-newsletter Skyscraper & Banner		20K	.jpg/.gif	120 x 600 plus 400 x 60	<ul style="list-style-type: none"> • Static or animated image • Text Version: 200 characters and 400 characters
Search Marketing Standard and Pay Per Click E-newsletter		N/A	N/A	Text based	<ul style="list-style-type: none"> • Headline: 25 characters max • Description: 65 characters max, up to four lines • Call to Action: One line • URL
Search Marketing Standard Brief		10K	.jpg/.gif	Text based plus 300 x 30 Logo	<ul style="list-style-type: none"> • Title/Subject line: 25 characters • Description: 1000 characters max • URL • Logo Image
Pay Per Click Universe Dedicated E-mail		30K	.jpg/.gif	Dedicated E-mail 500 x 500	<ul style="list-style-type: none"> • Static or animated image

Media Kit

Rich Media and Video Specifications

Creative Type/Location	Ad Position	Initial View		Expanded View		Allowed Image Types	Details
		Max File Size	Image Dimensions	Max File Size	Image Dimensions		
Peel Down		20K	125 x 125	30K	500 x 500	.jpg/.gif 3rd Party Rich Media	<ul style="list-style-type: none"> • User Initiated • Animated Image
Expanding		20K	728 x 90	30K	728 x 300	.jpg/.gif 3rd Party Rich Media	<ul style="list-style-type: none"> • User Initiated • Animated Image
In-Page Video		Initial File Size: 40K (Initial Load) Addition Max File Size: 960K (Subsequent polite Stream)	300 x 250	N/A	N/A	SLV, AVI, DV, MOV, MPEG, 1, 2, 4, WMV	<ul style="list-style-type: none"> • User Initiated • Animated Image

Media Kit

Creative Technical Specifications

Third-party Ad-serving

Advertisers who wish to utilize third-party ad-serving must receive authorization from iNET Interactive prior to ordering a campaign. Generally, third-party ad-serving is acceptable, provided the ability exists for our ad management software to accurately count the impressions and clicks of all campaigns. Please consult your account manager prior to requesting third-party ad-serving.

Reporting

Reports detailing campaign performance are available online and via daily, weekly and monthly email reporting. We will also provide you with a login and password to view your campaign stats at your request.

Creative Limits

iNET Interactive allows a maximum of three banners per campaign, per month. Showcases are limited to one creative per campaign, per month. Each banner or showcase must have one URL associated with it.

Rich media advertising is limited to four creatives per month. Additional rich media creative, or rich media creative changes, will incur a \$250 production charge.

We do not allow any pop-up, pop-under or audio ads on any iNET Interactive network site.

Counting Impressions & Clicks, Spider Filtering

iNET Interactive counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the "redirect" to the socket. We utilize aggressive spider filtering detection methods for both impressions and clicks.

Creative Modifications

When necessary, iNET Interactive may make the following modifications to a creative:

- Change the name of the file.
- Add a re-direct to our servers to the click-thru URL so that our ad server can count clicks.
- Add a command to open a new browser window when users click a banner.
- Add a 1x1 pixel to all HTML banners to allow our ad server to count impressions.

Submission Instructions

Submit banner creative by emailing to creative@iNETinteractive.com. Please include linking URL and ALT text (not to exceed 55 characters, including spaces). Reference your invoice/insertion order number with every email sent to the above email address.

Please allow up to two business days for campaign implementation and creative changes.

Media Kit

Additional Marketing Options

Opt-in Newsletters

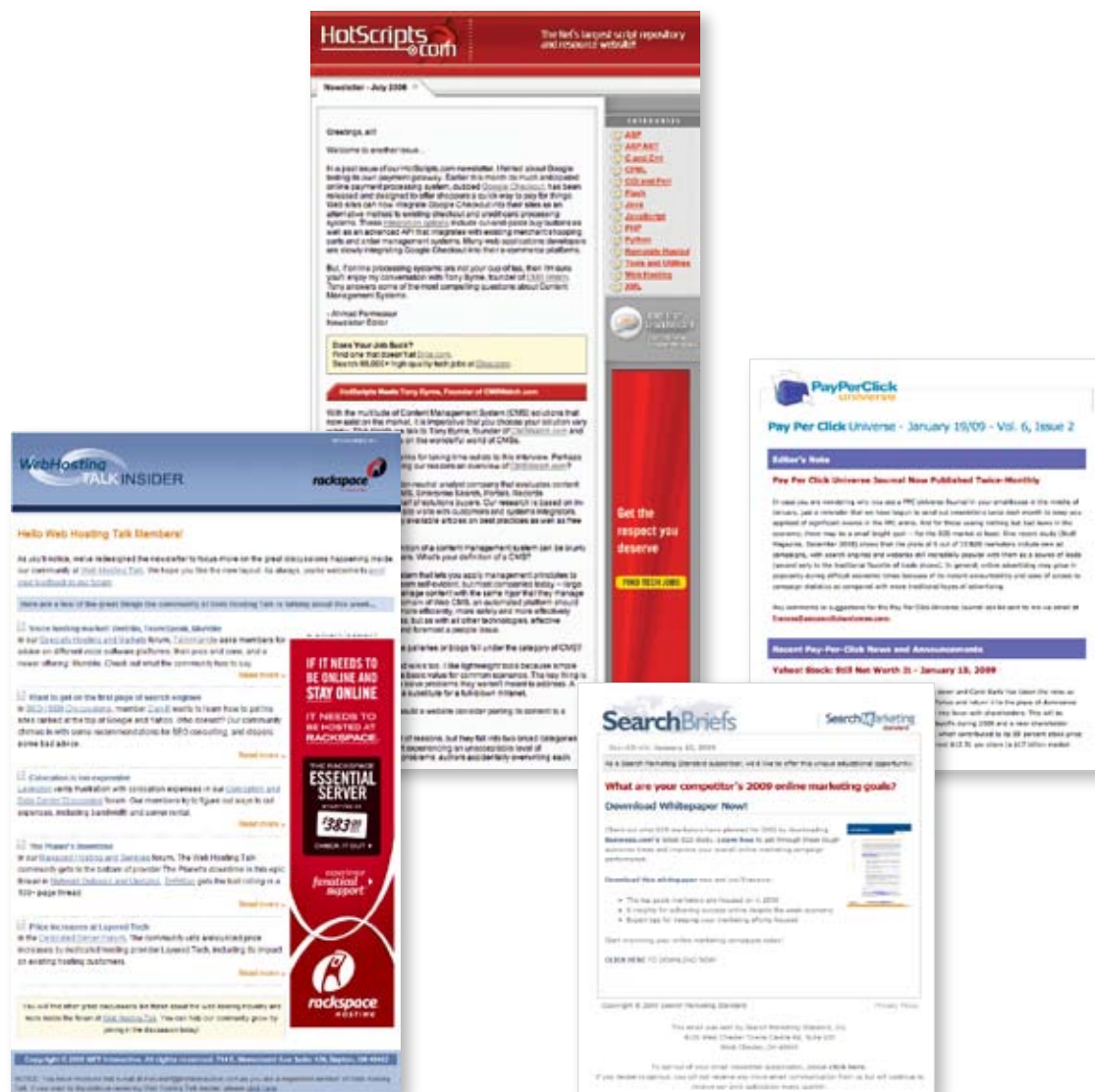
iNET Interactive offers sponsorships of bi-weekly or monthly opt-in newsletters to deliver your message directly to your target audience.

Custom Publishing Opportunities

As iNET works with key partners, we are eager to design new and exciting ways to reach this market. Our network is dynamic, and we want our advertising opportunities to mirror that.

Self-serve Advertising Portal

For those advertisers wishing to run a lower-priced campaign, we offer a self-serve option for several of our sites. You can access the self-serve options from the individual sites.



Media Kit

Contact Information

Phone: 877-INET-INT (877-463-8468)

Email: sales@iNETinteractive.com

Fax: 513-322-5601

We look forward to discussing your marketing goals with you. iNET Interactive offers a variety of marketing solutions. In addition, we are open to explore new ideas within the network.

Our office hours are Monday through Friday, 9:00 am to 5:00 pm Eastern Standard Time. We strive to return your email or phone messages within one business day.

Account Managers

Global Accounts

Kelly Kleiner - Vice President, Advertising Sales

Toll Free: 877-INET-INT (877-463-8468)

Phone: 513-322-5607

Email: kelly.kleiner@iNETinteractive.com

Internet Services

Scott Millsop - Account Manager

Toll Free: 877-INET-INT (877-463-8468)

Phone: 513-322-5609

Email: scott.millsop@iNETinteractive.com

Budget Hosting and Tech Hardware

Ed Baker - Account Manager

Toll Free: 877-INET-INT (877-463-8468)

Phone: 513-322-5617

Email: ed.baker@iNETinteractive.com

Development

Eric Gilley - Account Manager

Toll Free: 877-INET-INT (877-463-8468)

Phone: 513-322-5616

Email: eric.gilley@iNETinteractive.com

Search Marketing

Diane Grosvenor - Account Manager

Toll Free: 877-INET-INT (877-463-8468)

Phone: 513-898-1238

Email: diane.grosvenor@iNETinteractive.com

ADVERTISING RATES AND INFORMATION




For complete advertising rates and other information please contact one of our sales representatives.

Advertising Rates



Advertising Rates

Advertising Rates Across Entire iNET Network of Sites*

Creative Type/Location	Ad Position	Dimensions	Cost Per Thousand Impressions (A \$20 CPM means advertiser will pay \$20 for iNET to display their ad 1,000 times.)
Top Banner		728 x 90	\$8
Bottom Banner		468 x 60	\$6
Skyscraper		160 x 600	\$10





* Subject to inventory availability.

NOTE: 20% Premium for Geographical Targeting

Advertising Rates

Advertising Rates for Other iNET Internet Service Sites












Creative Type/Location	Ad Position	Dimensions	Fixed Rate	Cost Per Thousand Impressions (A \$20 CPM means advertiser will pay \$20 for iNET to display their ad 1,000 times.)
Top Banner		728 x 90 (Only available on DomainNameTalk.com) 468 x 60 (Only available on DeletedDomains.com and DomainNameTalk.com)	N/A	Run of Site: \$9
Skyscraper Only available on DomainNameTalk.com		120 x 600	N/A	Run of Site: \$10
Bottom Banner Only available on DomainNameTalk.com		468 x 60	N/A	Run of Site: \$6
Rectangle Available on Hosting Catalog		300 x 250	\$250/Month Rotating	N/A

NOTE: 20% Premium for Geographical Targeting

Advertising Rates

Advertising Rates for WebHostingTalk.com



Creative Type/Location	Ad Position	Dimensions	Fixed Rate	Cost Per Thousand Impressions (A \$20 CPM means advertiser will pay \$20 for iNET to display their ad 1,000 times.)
Top Banner		728 x 90	N/A	Run of Site: \$20 Forum-Specific: \$25
Skyscraper		160 x 600	N/A	Run of Site: \$20 Forum-Specific: \$25
Rectangle		300 x 250	N/A	Run of Site: \$4-15
Peel Down		125 x 125 Expands to 500 x 500	N/A	Run of Site: \$25 Forum-Specific: \$30
Expanding		728 x 90 Expands to 728 x 300	N/A	Run of Site: \$25 Forum-Specific: \$30
Forum Sticky Post		Text	Fixed Weekly Rate Prices vary, ranging from \$25/week to \$600/week. Please call 877-INET-INT for details.	N/A
Showcase		120 x 60 plus text description	Fixed Monthly Rate Prices vary, ranging from \$150/month to \$300/month. Please call 877-INET-INT for details.	N/A
Horizontal Sponsored Links		Text	N/A	Cost Per Click: \$4
E-newsletter Skyscraper & Button		160 x 600 plus 120 x 90	\$1,000 for 85,000 E-newsletters	N/A

NOTE: 20% Premium for Geographical Targeting

Advertising Rates

Advertising Rates for CheapHostingDirectory.com



Creative Type	Ad Position	Price
Top Banner	A	\$200.00
Sponsor	B	\$500.00
Skyscraper	C	\$1,000.00
Sponsor	D	\$500.00
Top 10	E1	\$800.00
Top 10	E2	\$750.00
Top 10	E3	\$700.00
Top 10	E4	\$650.00
Top 10	E5	\$600.00
Top 10	E6	\$550.00

Creative Type	Ad Position	Price
Top 10	E7	\$500.00
Top 10	E8	\$450.00
Top 10	E9	\$400.00
Top 10	E10	\$350.00
Non Top 10	F	\$300.00
Rectangle	G	\$200.00
Featured Ad	H	\$400.00
Showcase Ad	I1	\$300.00
Showcase Ad	I2	\$200.00

Advertising Rates

Advertising Rates for WebSiteHostDirectory.com



Creative Type	Ad Position	Price
Top Banner	A	\$150.00
Menu Sponsor	B	\$600.00
Sponsor	C	\$400.00
Sponsor	D	\$400.00
Skyscraper	E	\$200.00
Text Ads	F	\$100.00
Special Banner	G	\$750.00
Text	H	\$250.00
Banner	I	\$350.00
Special Offer Text	J	\$350.00
Domain Sponsor	K	\$150.00
Top 10 Host Text	L1	\$600.00
Top 10 Host Text	L2	\$550.00
Top 10 Host Text	L3	\$500.00
Top 10 Host Text	L4	\$450.00
Top 10 Host Text	L5	\$400.00





Creative Type	Ad Position	Price
Top 10 Host Text	L6	\$350.00
Top 10 Host Text	L7	\$300.00
Top 10 Host Text	L8	\$250.00
Top 10 Host Text	L9	\$200.00
Top 10 Host Text	L10	\$150.00
Non Top 10 Host	M	\$100.00
Sponsor	N1	\$500.00
Sponsor	N2	\$400.00
Sponsor	O	\$100.00
Sponsor	P1	\$200.00
Sponsor	P2	\$200.00
Sponsor	Q1	\$200.00
Sponsor	Q2	\$200.00
Featured Ad	S	\$250.00
Showcase Ad	T	\$100.00

Advertising Rates

Advertising Rates for Other iNET Development Sites

dBforums[®]
design, develop, administer

100
Programming TALK[®]







Creative Type/Location	Ad Position	Dimensions	Cost Per Thousand Impressions (A \$20 CPM means advertiser will pay \$20 for iNET to display their ad 1,000 times.)
Top Banner		728 x 90	Run of Site: \$10
Skyscraper		160 x 600	Run of Site: \$12
Rectangle		300 x 250	Run of Site: \$15
Bottom Banner		468 x 60	Run of Site: \$3

NOTE: 20% Premium for Geographical Targeting

Advertising Rates

Advertising Rates for HotScripts.com








Creative Type/Location	Ad Position	Dimensions	Fixed Rate	Cost Per Thousand Impressions (A \$20 CPM means advertiser will pay \$20 for iNET to display their ad 1,000 times.)
Top Banner		728 x 90	N/A	Run of Site: \$10 Category Specific: \$14
Skyscraper		160 x 600	N/A	Run of Site: \$10 Category Specific: \$14
Rectangle		300 x 250	N/A	\$15-\$20
Peel Down		125 x 125 Expands to 500 x 500	N/A	Run of Site: \$18 Category Specific: \$22
Expanding		728 x 90 Expands to 728 x 300	N/A	Run of Site: \$18 Category Specific: \$22
Button		125 x 125	N/A	Run of Site: \$4 Category Specific: \$6
Web Hosting Showcase		120 x 60 plus text description	\$150/Month Please call 877-INET-INT for available showcase categories.	N/A
E-newsletter Skyscraper & Banner		120 x 600 plus 400 x 60	\$1,000 for 280,000 E-newsletters	N/A

NOTE: 20% Premium for Geographical Targeting

Advertising Rates

Advertising Rates for Search Marketing Sites



Creative Type/Location	Ad Position	Dimensions	Fixed Rate		
			3 Month	6 Month	12 Month
Premium Banner		468 x 60	\$990/mo	\$917/mo	\$825/mo
Marketplace Banner		125 x 125	\$550/mo	\$500/mo	\$458/mo
SEM Category Listing		120 x 60 logo plus text listing	\$110/mo	\$100/mo	\$92/mo
Article Sponsorship		468 x 60	\$220/mo	\$192/mo	\$183/mo
			One Time		
			Top Position	Middle Position	Bottom Position
E-newsletter		Text based plus 300 x 30	\$550	\$468	\$385
Search Briefs Dedicated E-mail		Dedicated E-mail 500 x 500	\$1,250		

NOTE: 20% Premium for Geographical Targeting

Advertising Rates

Advertising Rates for Search Marketing Sites



Advertising Packages	Details	Price
Premium Package (1)	Includes A, D, E, F or G, H, 1 Newsletter Ad	\$900/mo
Standard Package (4)	Includes C, F or G, H, 1 Newsletter Ad	\$500/mo
E-newsletter	Top Position	\$300/newsletter
Dedicated E-mail Blast	Sent to all Pay Per Click Universe Subscribers	\$750/blast

Ad Position	Creative Type
A	Top Banner
B	Side Banner (Top)
C	Side Banner (Middle)
D	Bottom Banner
E	Top Link
F	Agency Listing
G	Special Deals Listing
H	Front Page Link







Advertising Options	Details	Price
Vendor Match	\$500 Minimum Deposit	\$25/qualified lead

NOTE: 20% Premium for Geographical Targeting

Advertising Rates

Advertising Rates for Other iNET Tech Hardware Sites



Creative Type/Location	Ad Position	Dimensions	Cost Per Thousand Impressions (A \$20 CPM means advertiser will pay \$20 for iNET to display their ad 1,000 times.)
Top Banner		728 x 90	Run of Site: \$10
Skyscraper		160 x 600	Run of Site: \$10
Rectangle		300 x 250	Run of Site: \$15
Bottom Banner		468 x 60	Run of Site: \$3

NOTE: 20% Premium for Geographical Targeting