



Everyone.net Publisher Email

## **Media Advertising Kit**

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## Advertising Overview

### Loyal, Active, Relevant Inventory

Advertising dominates popular email services like Hotmail and Yahoo! and delivers reach to a widely varying demographic. Expand your media plan today and tap into a broad audience of unique and targeted users who pledge affinity to various causes and hobbies. Everyone.net is your solution.

**Everyone.net** powers Internet applications for over **100,000** websites reaching millions of users who venture beyond the confines of traditional portals. Our performance-oriented network delivers a more valuable Internet audience because the typical user is:

- **Adventurous**—They dare to explore outside traditional portal offerings and seek out content and information on their own
- **Active**—They return regularly to participate in and shop at their favorite communities, with 38% of them purchasing online last year
- **Passionate**—They are loyal fans who sign up for affinity email accounts and actively use them to express their individuality
- **Web-savvy**—They want more than what the portals offer and are experienced enough to find it

By advertising with Everyone.net **you can**:

- Reach ebusinesses, as well as highly desirable Internet users;
- Take advantage of the highly accurate registration information;
- Maximize your ROI with incredible one-to-one targeted opportunities through diverse advertising and email marketing programs, and cutting-edge rich media opportunities.

**Target someone new today!**

## Business Audience

### Target Business Owners and Decision Makers

Everyone.net's business audience is highly qualified:

- **72%** make corporate purchase decisions
- **43%** are business owners or hold management positions
- **21%** are responsible for a yearly purchase value of \$50K+

They are active online:

- **64%** have purchased or researched online for their company
- **44%** made more than 5 corporate purchases through the Internet last year
- **27%** made more than 10 online purchases for their company

\*Sources: Everyone.net Internal Data (08/2006)

## Consumer Audience

### Find Unique, Active Internet Users

With an aggregated network of more than **100,000** affinity websites, Everyone.net reaches over **800,000** unique, web-savvy users not found at traditional portals, and generates **150 million** monthly page views. When signing up for Everyone.net services at sites within our network, these Internet users provide valuable demographic information, allowing us to accurately target them. These passionate users actively return to their affinity site to use the services, and more than **50,000** new users register every week!

### Everyone.net Network Demographics

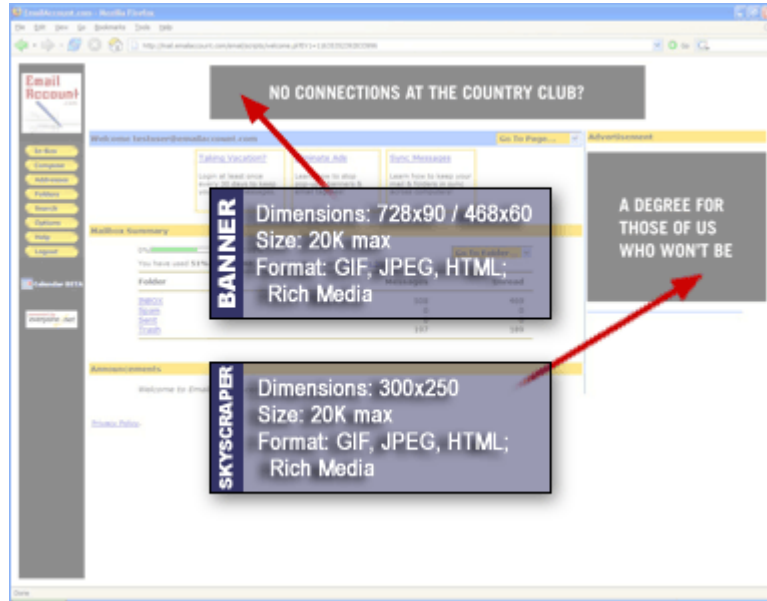
|                     |                                       |                     |                     |                  |
|---------------------|---------------------------------------|---------------------|---------------------|------------------|
| <b>Gender</b>       | <b>Female</b><br>49%                  | <b>Male</b><br>51%  |                     |                  |
| <b>Age</b>          | <b>&lt;18</b><br>16%                  | <b>18-34</b><br>37% | <b>35-54</b><br>42% | <b>55+</b><br>5% |
| <b>Income</b>       | 35% have a household income of \$60K+ |                     |                     |                  |
| <b>Has Children</b> | <b>Yes</b><br>56%                     | <b>No</b><br>44%    |                     |                  |
|                     | 62% have household size of 3 or more. |                     |                     |                  |
| <b>Occupation</b>   | College/Graduate Student:             | 24%                 |                     |                  |
|                     | Technical (IT, MIS):                  | 19%                 |                     |                  |
|                     | Executive/Managerial (CEO, COO):      | 17%                 |                     |                  |
|                     | Sales/Marketing:                      | 16%                 |                     |                  |
|                     | Professional (Doctor, Lawyer):        | 7%                  |                     |                  |
|                     | Retired/Homemaker:                    | 6%                  |                     |                  |
|                     | Other:                                | 12%                 |                     |                  |
| <b>Industry</b>     | Government/Education:                 | 25%                 |                     |                  |
|                     | Computer/Internet:                    | 22%                 |                     |                  |
|                     | Finance/Business Services:            | 16%                 |                     |                  |
|                     | Consumer/Manufacturing:               | 8%                  |                     |                  |
|                     | Entertainment/Media/Travel:           | 7%                  |                     |                  |
|                     | Health/Medical:                       | 7%                  |                     |                  |
|                     | Engineering/Construction:             | 6%                  |                     |                  |
|                     | Other:                                | 10%                 |                     |                  |

\*Sources: comScore 2006 and Everyone.net Internal Data (08/2006)

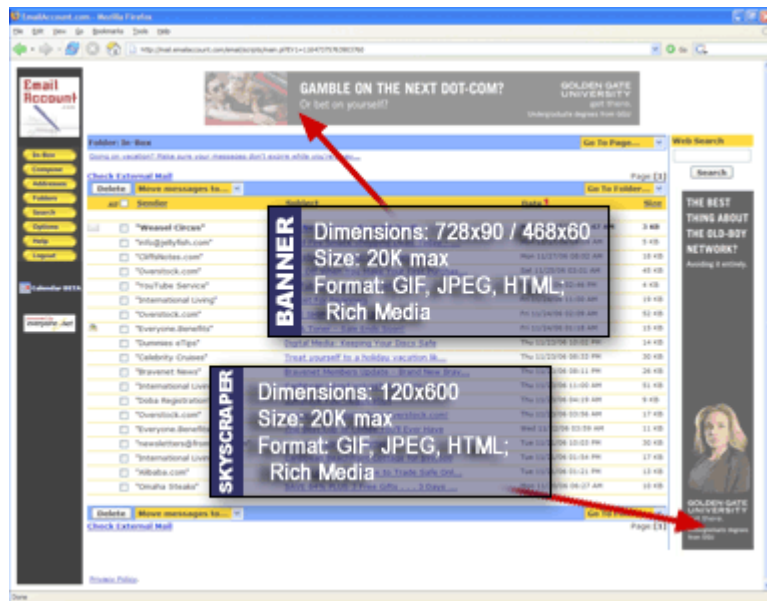
## Ad Placement

### Everyone.net Web Mail Pages

#### Web Mail Welcome Page:



#### Web Mail Inbox:



#### Submission Instructions:

Creative must be submitted 2 business days prior to campaign start date to the account manager specified on the insertion order.

## Email Marketing

### Standalone Emails

Our B2B list is comprised of single and double opt-in business owners and decision makers, who can be targeted by these selects:

Age, Gender, Title, Zip Code, and Country.



Our Advertisers



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