



NetLingo Media Kit

2011

Founded in 1994, NetLingo.com is the oldest website that specializes in Internet terms and the only website with the largest list of text and chat acronyms. NetLingo defines the online world of business, technology and communication, and offers several products and services designed to educate and empower users. Updated daily, it contains more than 10,000 terms and thousands of articles, downloads, lists, and user-generated terms.

NetLingo.com generates traffic in the millions and site visitors are growing at a rate of 444% (2002 – 2009):

<u>Monthly</u>	<u>Users/Visitors</u>	<u>Page Views</u>
Jan, 2009	528,898	1,310,086
Jan, 2008	484,237	1,237,194
Jan, 2007	404,226	1,114,188
Jan, 2006	258,003	1,104,757
Jan, 2005	207,366	791,663

<u>Annual</u>	<u>Users/Visitors</u>
2009	6,338,159
2008	5,581,558
2007	4,107,710
2006	3,760,447
2005	2,727,088
2004	1,853,087
2003	1,767,141
2002	1,428,651

Rank and Coverage

NetLingo.com maintains high search rankings, including a high Google page rank, ranked #676 on Google's List of Top 1000 Websites, an Alexa rank of 50,638 and a Quantcast rank of 19,915.

NetLingo has been featured hundreds of times in prominent print publications and on-air programming such as *CNN*, *MSNBC*, *BBC*, *Fox News*, *ABC*, *NBC*, *CBS*, *Oxygen Network*, *TNN*, *SciFi Channel*, *E! Entertainment*, and *The Martha Stewart Show*. It was featured in *PC Magazine* as one of the "Top 100 Web Sites of the Year" two years in a row, as well as *The Wall Street Journal*, *The New York Times*, *USA Today*, *Fortune*, *Reader's Digest*, *People*, *London Times, Inc.*, *Fast Company*, the *US and Canadian Associated Press*, and many more, see press page: <http://www.netlingo.com/press/index.php>

Ad Serving & Creative Requirements

Our ad server **OpenX.org** provides ad delivery and reports. Creative is subject to our approval. Sponsors may change their creative on a weekly basis.

Contact: media@netlingo.com



Demographics

70% of our audience is women. **75%** live in the U.S. **50%** have children.
34% are Baby Boomers, **31%** are Gen X, **33%** are Gen Y.
73% have more than 2 computers at home; **82%** have more than 2 handheld devices.
85% spend more than 3 hours a day online. *(Site survey via Survey Monkey)*

Most Prevalent Interests *(totals don't equal 100% as individuals have more than one interest, by Engage):*

61% Online Entertainment
32% Games
24% Online Shopping
22% Reference **16%** Computers

Why NetLingo Maintains Popularity

There is a huge need to keep up with the Internet and technology, not only at work but also at home, especially for parents. This language changes every day and millions of people are using it. Internet usage is pervasive in the U.S. where there were 220.1 million Internet users as of June 2008 – a 130.9% increase since 2000. These users represent 72.5 % penetration of the entire U.S. population. Of the 226 million cell phone users in the U.S., 174 million or 51.5% of the U.S. population have phones that can browse the Internet and 60.8 million have signed up for carrier data plans so they can browse it. *(CTIA-Wireless Association Jan 2008)*

As the Internet continues to develop, the NetLingo.com database continues to grow larger and larger. "Net lingo" as it is known, is the "talk of the Internet", the "cyber speak," the new terms and technology and companies and products that have sprung out of the creation and community of the Internet. Thousands of new words have emerged since the christening of the Web and millions of people who use the Internet for personal and professional reasons have had to learn, quite literally, a new language.

NetLingo.com is the current authoritative reference on Internet terminology. It is widely used within the Internet industry and the general public. It is a resource with the unique aspect of being a reference-based product that serves the needs of the online population and will be used and revisited by everyone with Internet access.

Reach Millions with NetLingo

NetLingo offers unique targeting capabilities that provide opportunities to communicate with individuals interested in Internet information and technology goods; these are consumers who will buy your brand. Our "infomediary" approach allows us to maintain our commitment to member privacy, editorial integrity, and scientific standards and to provide you with great advertising opportunities. NetLingo has helped hundreds of companies reach their target audience and improve their marketing results, let us help you too!

Placements

The screenshot shows the NetLingo website interface with several ad placements highlighted in green:

- Full Banner:** Located at the top right of the page, below the navigation menu.
- Wide Skyscraper:** A vertical ad located on the right side of the page, adjacent to the main content area.
- Leaderboard:** A horizontal ad located at the bottom of the main content area, above the footer.
- Buttons:** Two small square ad buttons located to the right of the Leaderboard ad.

The main content area displays the definition for **SMFS** (Social Media Fatigue Syndrome), including a description, related terms, and a download link. The footer contains navigation links, social media icons, and copyright information.



Advertising: CPM-based

NetLingo offers several advertising opportunities in standard sizes at competitive rates. Prices are shown in CPM, cost per thousand impressions.

<i>Placement</i>	<i>Dimensions</i>	<i>CPM Rate</i>
Full banner Appears above the fold on all pages	468 x 60	\$3.00
Wide skyscraper Appears above the fold on all pages	160 x 600	\$2.50
Leaderboard Appears at bottom on all pages	728 x 90	\$1.50
Buttons Appears at bottom on all pages	120 x 90	\$1.00
Pop-up Displays before the user enters the site	250 x 250	\$5.00
Exclusive Site-Wide Sponsorship Your ads appear exclusively on the entire site Displays at top and bottom on all pages	all ad real estate	\$10.00



Sponsorships: Monthly & Annual Programs

Monthly and annual prices are set fees based on availability.

Dedicated Page – Annual basis

Text link appears at bottom on all pages, links to exclusive page with 100 words and 3 links *Example: <http://www.netlingo.com/communities.cfm>*
\$400/mo = \$4,800/year

Sponsor a Definition – Annual basis

Exclusive sponsorship, includes 2 links and 2 downloads
Example: <http://www.netlingo.com/lookup.cfm?term=virtual%20hosting>
\$100/mo = \$1,200/year

Text Links – Monthly basis; minimum 3 months

Text link appears at bottom on all pages
1 link: \$245/mo 2 links: \$295/mo 3 links: \$395/mo

Word of the Day E-mail Newsletter – Monthly basis; minimum 3 months

Text link appears in daily email to 12,000+ subscribers
\$2,250/mo

Exclusive Product Information Sponsorship

Your ads appear exclusively on NetLingo information products and guides
Displays in a "brought to you by" sponsorship on cover and dedicated pages
Please inquire

** Monthly and annual advertising programs require payment in-full before the campaign begins; there is a 2.9% processing fee added to all final amounts; we do not allow gambling, audio, or adult sites to advertise.*