



## **NetLingo.com Media Kit**

Founded in 1995, 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 thousands of new terms along with articles, downloads, lists, and user-generated terms. NetLingo.com generates traffic in the millions and site visitors continue to grow in the U.S. and internationally.

## **Rank and Coverage**

NetLingo.com maintains high organic search rankings on all of the top search engines and top rankings by Alexa and Quantcast. NetLingo has been featured hundreds of times in prominent print publications and on-air programming including *CNN, MSNBC, BBC, Fox News, ABC, NBC, CBS, Oxygen Network, TNN, SciFi Channel, E! Entertainment, and the Martha Stewart Show*. It's been featured in *The Wall Street Journal, The New York Times, USA Today, Fortune, Reader's Digest, People, London Times, Inc., PC Magazine, 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**

Creative is subject to our approval. Direct sponsors may change their creative on a weekly basis.

## **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.com 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. As the Internet continues to develop, the NetLingo.com database continues to grow exponentially. "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.com**

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!

# Advertising Placements

The screenshot shows a web browser window displaying the NetLingo website. The browser title is "SMFS - NetLingo The Internet Dictionary: Online Dictionary of Computer and Internet Terms, Acrony...". The address bar shows "http://www.netlingo.com/word/smfs.php".

The website layout includes:

- Header:** NetLingo logo, navigation links (ACRONYMS & TEXT MESSAGING LIST, SMILEYS :), BOOKMARK, RSS, SIGN IN), and a "Full Banner" advertisement.
- Navigation:** Home, Dictionary, Browse by Category, Word of the Day, Add/Def, Tools, Tips, Top 50, and a search bar.
- Content Area:** A list of letters (a-z) and "symbols all". The main content for "SMFS" (Social Media Fatigue Syndrome) is displayed, including a definition, "See also" links, and a "download" button.
- Right Sidebar:** A "Wide Skyscraper" advertisement.
- Footer:** "updates" section, "done!" message, social sharing icons, "Leaderboard" and "Button" advertisements, and a footer with "PRESS", "ADVERTISE", "LEGAL", "CONTACT", "FEEDBACK", "SPONSORSHIPS", "LICENSING", "PAYMENTS", and social media links.



## NetLingo.com Display Advertising

NetLingo offers several display advertising opportunities in standard sizes at competitive rates. Please contact us for pricing.

### Placement

#### **Full banner**

Appears above the fold on all pages

### Dimensions

**728 x 90**

#### **Wide skyscraper**

Appears above the fold on all pages

**160 x 600**

#### **Leaderboard**

Appears at bottom on all pages

**728 x 90**

#### **Buttons**

Appears at bottom on all pages

**120 x 90**

#### **Mobile**

Appears above the fold on all pages

**234 x 60**

#### **Pop-under**

Displays before the user enters the site

**250 x 250**

#### **Exclusive Site-Wide Sponsorship**

Your ads appear exclusively on the entire website

Displays at top and bottom on all pages

## **NetLingo.com Text Advertising: Monthly & Annual Programs**

Monthly and annual prices are set fees based on availability.\*  
Please contact us for pricing.

### **Text Links on Website** – Monthly basis; minimum 3 months

Text link appears at bottom on homepage only; on homepage, text, and smiley;  
on entire website including homepage, text & smileys

### **Text Links on Email Newsletter** - Monthly basis; minimum 3 months

Text link appears in our free daily word & acronym of the day emails to thousands of subscribers

### **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>*

### **Sponsor a Definition** – Annual basis

Exclusive sponsorship, includes 2 links and 2 downloads

*Example: <http://www.netlingo.com/lookup.cfm?term=virtual%20hosting>*

### **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

*\* 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 audio or adult sites to advertise.*