

LOSTTREASURE.COM SITE OVERVIEW

LostTreasure.com delivers the most timely and trusted treasure hunting content on the web. With an average consumer reach of over 900,000 monthly page views, Lost Treasure.com is your targeted online gateway to new business, new consumers and increased market share. For information on how you can capitalize on this unique opportunity, contact your sales representative today.

LOSTTREASURE.COM VIEWERSHIP

- Average Monthly Page Views 900,000
- Uniques 104,000
- Average Household Income \$45,000
- Average Age 52
- Graduated High School or better 49%
- Own Personal Computer 83%
- Use Internet Daily 85%

ADVERTISING SPECIFICATIONS

File Size: 50K (maximum)
Media format: GIF, JPG, BMP, PNG, Applet, Flash, graphic and HTML banners. More advanced formats, such as expandable creatives or geographically targeted campaigns, are also available.

Submission Instructions: Submit creative materials to the Advertising Director. Include live linking URL.

SALES CONTACT

Lost Treasure: John Housley
Vice President
Advertising Director

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Lost Treasure, Inc
P.O. Box 451589
Grove, OK 74345

2011 ONLINE RATE CARD

Home Page Banners

AD SIZE	65 X 35 Button Banner	150 X 250 Wt. Banner	560 X 75 Skyscraper Flip
PRICE	\$250/MO (3,500 impressions)	\$375/MO (8,000 impressions)	\$500/MO (14,000 impressions)

*Impression statistics are monthly minimums based on a 30 day month. Actually impressions may be higher. Contact your account executive for exact impression data for your campaign.

Sweepstakes Page Banners

AD SIZE	65 X 35 Button Banner	150 X 250 Wt. Banner	560 X 75 Skyscraper Flip
PRICE	\$225/MO	\$325/MO	\$450/MO

Tip of the Day Page Banners

AD SIZE	65 X 35 Button Banner	150 X 250 Wt. Banner	560 X 75 Skyscraper Flip
PRICE	\$200/MO	\$300/MO	\$400/MO

Place your banner on the Tip & Tale pages

Large Banner \$450.00 / mo.

Wt. Banner \$325.00 / mo.

Button Banner \$225.00 / mo

Tale of the Day Page Banners

AD SIZE	65 X 35 Button Banner	150 X 250 Wt. Banner	560 X 75 Skyscraper Flip
PRICE	\$200/MO	\$300/MO	\$400/MO

Field Test Main Page Banners

AD SIZE	65 X 35 Button Banner	150 X 250 Wt. Banner	560 X 75 Skyscraper Flip
PRICE	\$125/MO	\$225/MO	\$350/MO

Field Test (Individual manufacturers) this includes all reports preformed for that mfg.

Skyscraper banner at top of page \$200/MO

LT Forums Page - Skyscraper Banner 560 x 75 \$350/Mo. Button 65 x 35 \$125/Mo.

State Tales Main Page - Skyscraper Banner 560 x 75 \$400 Button 65 x 35 \$200/Mo.

Individual State Pages - Skyscraper Banner 560 x 75 \$200 Button 65 x 35 \$100/Mo.

Links Page - Skyscraper Banner 560 x 75 \$125 Button 65 x 35 \$75/Mo.

Treasure Buddies Page - Skyscraper Banner 560 x 75 \$200 Button 65 x 35 \$100

Advertise in Lost Treasure's Newsletter which delivers your message to over 25,000 treasure hunters twice monthly (50 words or less, a hyperlink and your logo) \$350.00 per mailing or \$500.00 per month.

For Lost Treasure Tube advertising opportunities contact John Housley.
john@losttreasure.com or call 800-423-0029 Ext. 4

