

visorcentral

MEDIA KIT



VisorCentral

VisorCentral has become a center fixture of the expanding Handspring™ Visor™ online community by delivering high quality and reliable news, articles, and reviews.

Visor users all over world are getting connected like never before. Our popular discussion boards are visited by over 11,000 readers each day.

An Advantage

VisorCentral can be used to increase brand awareness, maximize traffic and generate sales for your products and services.

Associate your product with VisorCentral - one of the most trusted brands in the industry. The following media outlets have recognized VisorCentral: The New York Times, The Washington Post, The Detroit News, ABC News, and CNN.

As an advertiser, you will reach thousands of readers who are passionate about technology and receptive to a wide range of ad messages.

VisorCentral uses a state of the art ad tracking system with real-time reporting on the critical impression and click-through data needed to evaluate your campaign's progress. We can also accommodate various 3rd party ad serving and tracking systems.

Our Traffic

Data for October 2001

	<u>Total</u>	<u>Day</u>	<u>Visitor</u>
Visitors	297.K	9.58K	1
Pages	2.18M	70.3K	7.34
Hits	12.6M	406.K	42.4
Time	-	-	9:40

Discussion Board Members - 10,139

See next page for Demographics

Your Options

Banners

A banner is placed at the top of each VisorCentral page. Banner prices are based on cost per thousand (CPM) impressions. The banner will be randomly rotated throughout all of VisorCentral's pages (Run of Site).

Buttons

Various sized exclusive button spaces can be purchased throughout VisorCentral in weekly or monthly sessions.

AvantGo

Every day over 6000 users download the VisorCentral AvantGo Channel to their PDAs. Advertisers can buy monthly or weekly spaces on our channel.

E-zine

VisorCentral has a weekly e-zine in which we summarize the previous week's content. Your brand and product message can be delivered to over 7500 inboxes.

Visor Meter

Have a new idea your thinking about? Want to know the opinions of consumers? Why not ask the VisorCentral readers. Use our Visor Meter to poll our readers, adverage response to a poll is 600.k



Our Demographics

Age Group

25-34	46.83%
35-49	24.57%
18-24	20.06%

Gender

Male	90.90%
Female	9.10%

Income

50-75k	23.56%
30-50k	21.56%
75-100k	19.67%
100-200k	16.39%
Less than 30k	13.48%
Greater than 200k	3.14%

Location

North America	87.47%
Asia	5.63%
Europe	5.37%
Africa	0.36%
Australia	0.29%
South America	0.35%

Education

College Graduate	39.38%
Post Graduate	24.29%
Some College	22.68%
High School	7.60%
Vocational/Technical	3.97%
Grade School	1.44%

Marital Status

Married	48.82%
Single	47.84%
Divorced	2.59%
Widowed	0.35%

Children under 18 in household

None	63.67%
One	15.37%
Two	13.87%
Three	4.49%
Four or more	2.13%

Employment

Computer related	29.45%
Student College	10.24%
Health	5.30%
Consulting	4.38%

Shopped online in past 6 months

2-4 times	34.00%
5-10 times	29.88%
10 or over times	28.17%

Used Internet for

More than 5 years	58.34%
4-5 years	17.44%
3-4 years	13.82%
2-3 years	8.23%

Number of computers at home

2-3	53.37%
One	28.37%
3-4	8.41%
Over 4	8.80%

Home Network

No	54.63%
Yes	45.02%

OS Platform

Windows 98	57.46%
Windows 2000	13.29%
MacOS	10.44%
Windows NT	7.40%
Windows 95	6.51%
Linux	2.19%

Interests

Technology	70.48%
Music	48.53%
Reading	43.10%
Movies	44.21%
Games	40.93%
Traveling	35.31%
Current Events	30.30%
Outdoors	29.42%
Investing	25.13%



Rate Card

Banners

Run of Site (ROS) 728 x 90 (Large!)
Averages 2,870,000 views per month

60,000 views	\$1200	(\$20 CPM)
120,000 views	\$2280	(\$19 CPM)
240,000 views	\$4320	(\$18 CPM)
480,000 views	\$7200	(\$15 CPM)
960,000 views	\$13440	(\$14 CPM)
1,250,000 views	\$13750	(\$11 CPM)
1,500,000 views	\$15000	(\$10 CPM)
1,750,000 views	\$15750	(\$9 CPM)

Run of Site (ROS) 468 x 60
Averages 2,870,000 views per month

60,000 views	\$840	(\$14 CPM)
120,000 views	\$1560	(\$13 CPM)
240,000 views	\$2880	(\$12 CPM)
480,000 views	\$5280	(\$11 CPM)
960,000 views	\$9600	(\$10 CPM)
1,250,000 views	\$10000	(\$8 CPM)
1,500,000 views	\$10500	(\$7 CPM)
1,750,000 views	\$11375	(\$6.50 CPM)

Buttons

Frontpage left side 150x400
Averages 600,000 views per month

100,000 views	\$2400	(\$24 CPM)
200,000 views	\$4000	(\$20 CPM)
400,000 views	\$7200	(\$18 CPM)
600,000 views	\$9600	(\$16 CPM)

Stories Section 125x125
Averages 230,000 views per month

50,000 views	\$650	(\$13 CPM)
125,000 views	\$1500	(\$12 CPM)
230,000 views	\$2300	(\$10 CPM)

Products & Reviews Section 125x125
Averages 150,000 views per month

33,000 views	\$396	(\$12 CPM)
75,000 views	\$825	(\$11 CPM)
150,000 views	\$1350	(\$9 CPM)

AvantGo

\$0.50 per reader per month. Currently an average of 6300 reader use the service each month.

E-mail (HTML E-zine)

Averages 8000 or more readers a week

Main Sponsorship

\$0.20 per reader per e-zine. Right Side Banner, Logo and Picture.

Half Banner Advertisement

\$0.10 per reader per e-zine. 234x60 Banner at top of e-zine

VisorMeter

Average response rate is 600

Duration of Poll = \$3.00/Day

Number of Responses = \$0.10/response



Contact Information

Thank you for taking the time to consider VisorCentral as an advertising medium.

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