

Travelers Investors Parents Bookworms
Entrepreneurs Teachers Business Executives
Trivia Buffs Musicians Foodies
Environmentalists Moms Students
Scientists Programmers Yoga Fans Lawyers
Homebuyers Poets Curators Movie Fans
Politicians Realtors Practitioners Medical
Writers Gardeners Celeb-Watchers
Couch-Athletes Puzzle Players Voters
Bartenders Marketers Journalists Stock
Brokers Paralegals Nurses Tourists News
Subscriber Art-Goer Pet-owner Gourmands
Researchers Retailers Fashionistas Readers
Techies Shoppers Answers.com Doctors
Biologists Animal Lovers Accountants
Hypochondriacs Mechanics Grandparents
Nutritionists Bird Watchers Golfers Gamers

2007 Web Media Kit

Products

- The Website
 - Content
 - Categories
- WikiAnswers
- MobileAnswers
- AnswerTips

Types of Advertising

- Graphic and Video Banner Placement
- Branded Messages
 - Content Integration
 - Content Sponsorship
- Platform Advertising
 - MobileAnswers
 - WikiAnswers

Demographics

- Audience Profile
- By Category

Rate Card

Contact Information

On Answers.com, pages are the destination, not a navigation mechanism that rushes users off to other sites. Answers.com delivers a **captivated audience** interested in a wide variety of categories. From Black Eyed Peas to black holes, meningitis to Maseratis, cable modems to cabernet, Answers.com delivers a content-rich experience in more than 16 categories, rather than just a roadmap to other sites. Our categories include:

- Arts
- Business
- Entertainment
- Food
- Government
- Health
- Legal
- Leisure
- Military
- People
- Reference
- Religion
- Science
- Sports
- Technology
- Travel

Answers.com gives people information when and where they want it. We have several delivery platforms and partnerships that drive traffic to the site.

- Answers.com website
- AnswerTips
- WikiAnswers
- MobileAnswers

Why advertise on Answers.com?

- An easy-to-use uncluttered environment showcases your brand within our site.
- Advertising messages appear next to authoritative, trusted content sources, lending credibility to your brand.
- Answers.com receives more than 1 million users per day, allowing you to reach a mass audience.
- Cross-platform advertising with the ability to target by time-of-day, DMA or geography lets you precision-target your core customers.

(Media Buzz)

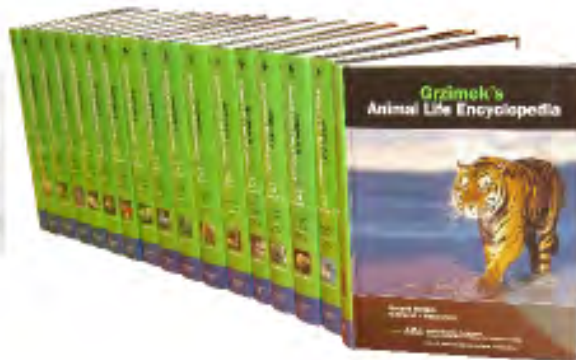
"Let me just come right out and say it. Answers.com is the most useful, smartest, coolest, easiest-to-use Web innovation to come around in years."
— **Forbes Magazine**

"Answers.com is also a start toward a new search paradigm where the object is to provide real instant information, not just links to pages where that information may, or may not, be found. I urge you to try it."
— **Wall Street Journal**

Content on Answers.com is hand-selected from the best reference publishers in the business. To date, more than 180 titles representing over 4.5 million topics have been licensed. In addition to this licensed content, we also have a team of editors that are continually creating and improving the content on our site.



Computer Desktop Encyclopedia



Arts: For those seeking cultural enlightenment, our Arts entries bring you the classics of literature and music, as well as libraries on poetry and cheat-sheets on novels from SparkNotes.

Business: Our Business entries help you see your way ahead in the worlds of economics and finance, marketing and investment. Plus current stock quotes and company info.

Entertainment: Our Entertainment entries illuminate what's on the silver screen and the music charts, plus give you bios on all your favorite movie and musician celebrities.

Food: From recipes to nutritional values, diet info to wine terms, all you ever wanted to know about cuisine and its cultural significance is here.

Government: Need to know the president of Azerbaijan? The national anthem of Zambia? Want to read the Bill of Rights? Then our Government entries are the ones to vote for.

Health: Whether you need information on alternative medicine or obscure medical ailments, our Health guide will give you what you need to care for your well-being.

Legal: From the *Bankruptcy Code* to the *Golden Rule*, our Legal entries bring you US laws, important court cases and a glossary of terms

Leisure: Stroll on the lighter side of life with our Leisure entries, where you'll find hobbies and holidays. Check out our guides to card games and cartoons, gardening tips and yoga postures.

Military: Our Military entries give you a fighting chance to keep informed about everything from weapons of mass destruction to absolute duds.

People: The movers, the shakers, the candlestick makers; saints and sinners; the famous, and, yes, the infamous— all the names in the news, past and present, are here for you.

Reference: From prehistory to current events, our Reference entries give you the whos, whats, wheres, whens and whys of the world.

Religion: Our Religion entries give you insight into the various belief systems and their encounters with the divine.

Science: If it's part of the natural universe, our Science entries will help you count it, measure it, understand and use it.

Sports: Looking to settle a bet or just curious about how to play cricket? Our Sports entries give you the stats on all sports and players. Plus, you can check out team schedules right here.

Technology: Technology is rife with acronyms and slang, not to mention changing trends and innovations. Stay savvy with our vast collection of computer dictionaries and encyclopedias.

WikiAnswers

WikiAnswers™ The Q&A Community

WikiAnswers is a community of people asking and improving answers to everyday questions. Distinct from other Q&A sites where repetitive questions get asked and answers cannot be edited for mistakes, the content on WikiAnswers is an ongoing collection of shared knowledge, using the "wiki" methodology. The quality and coverage of answers is upgraded and improved over time by the community, under the direction of category supervisors. The result is a permanent, multidisciplinary, high-quality archive for people who have similar questions or interests.

WikiAnswers can be accessed directly at wiki.answers.com, where visitors can submit questions, offer more replies or just peruse existing answers. In addition, over 200,000 of the higher-quality answers have now become part of the Answers.com content library.

(250,000 Users
670,000 Questions)

MobileAnswers

You're sitting at the bar betting with friends over trivia. You're on the subway taking a first glance at some unfamiliar reports. You're at a family function dying to know the score for the game you're missing.

Where you need answers doesn't matter. All you need to know is that you can get information on-the-go with MobileAnswers, located at mobile.answers.com. It includes full access to Answers.com content without any downloading. MobileAnswers is supported by Treo, Blackberry and WinCE-based handhelds.



(400K page views
monthly
over 4 million topics)

AnswerTips



Double-click
any word for
Answers.

AnswerTips is information when and where you want it on your computer screen. Activate an AnswerTip and a small bubble of information will appear about a word or phrase. With 1-Click Answers, our free download, users can activate AnswerTips in emails, documents, web pages, and nearly every other computer application. Webmasters and bloggers can also AnswerTip enable their sites. With just a few tweaks to the HTML code, blog readers can define words, crack acronyms and find out more about newsmakers, all without navigating away from a page.

(Available on CBS News and NY
Times and over 450 college
newspaper sites through MTVu)

Graphic and Video Banner Placements

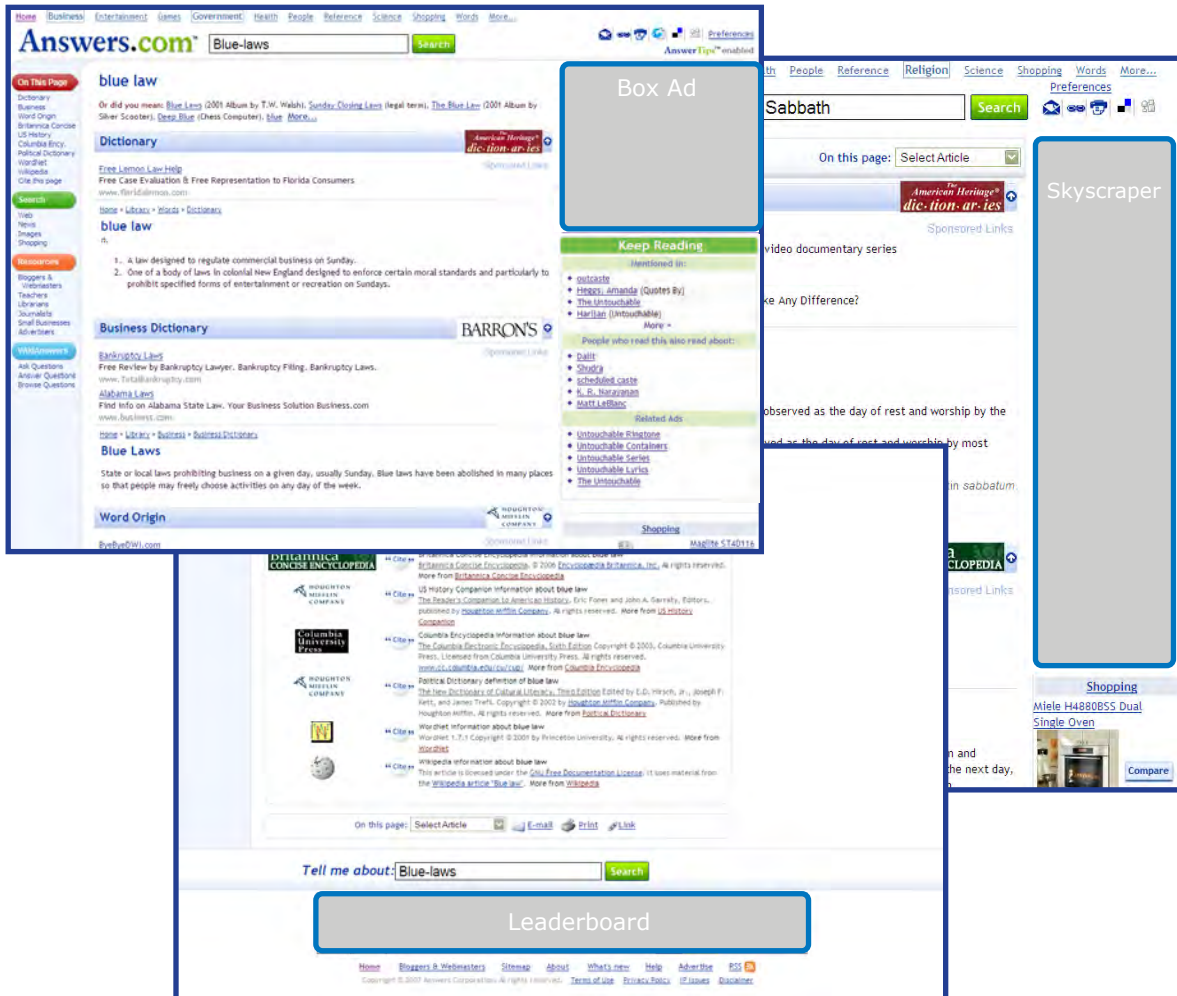
Whether it be a traditional banner, video or rich media unit, Answers.com has premium real-estate on our home page and within each Answers.com category page to promote your brand.

Our ad sales team offers precision targeting solutions by working with you to develop customized marketing programs that reach the audience you value most. We can define your preferred audience segment by demographics and/or customer hobbies and interests.

- | | | | |
|------------------------|---------------|---------------------|-----------------------------|
| Demographic Categories | • DMA/Income | Interest Categories | • Entertainment Enthusiasts |
| | • Geographic | | • Stock Watchers |
| | • Time of day | | • Health Buffs |
| | • Day of week | | • Sports Fans |

Creative Ad Unit Sizes:

- Leader-boards (728x90)
- Box Ads (300x250)
- Skyscraper (160x600)
- Customized Units Available



(approximate size and placement shown)

Advertisers can leverage the trust that comes from Answers.com by creating branded content messages that can be embedded within a specific AnswerPage topic.

Branded messages are an innovative solution and alternative in an advertising saturated marketplace. They reach consumers when they are searching for relevant information.

Content from advertisers is placed into the Answers.com content database and is deployed like other content sources on our pages.

The screenshot shows the Answers.com search results for "bond fund". The page includes a search bar at the top with "bond fund" entered and a "Go" button. On the left, there are navigation menus for "On This Page", "Search", "Library", and "Resources". The main content area features a "bond fund" section with a "Vanguard Bond Funds" sponsored link, an "Investment" section with a "Bond Fund" definition, and an "Investopedia" section with a "Bond Fund" definition. A "SmartInvest" sponsored content section titled "Choosing a Bond Fund" is highlighted with a blue box. On the right, there are advertisements for Sony VAIO and Amazon, with a callout box stating: "Content is relevant to information the user is already seeking and becomes part of a solution." The bottom of the page has a "Shop" section with a search bar for "bond fund".

Content sponsorships on Answers.com can reach entertainment enthusiasts, stock watchers, health buffs, sports fans and many other interest-orientated groups.

Through special sponsored content units, advertisers can display their digital content in-line with other Answers.com data sources. Units are delivered through a third party ad-server.

The screenshot shows the Answers.com search results for 'osteoporosis'. The search bar at the top contains the word 'osteoporosis' and a 'Go' button. On the left, there is a navigation menu with categories like 'On This Page', 'Search', 'Library', and 'Resources'. The main content area is divided into several sections:

- On This Page:** A list of related topics including Dictionary, Sci-Tech Encycl., Diagnosis, Med Encyclopedia, etc.
- Advertisement:** A large sponsored unit for 'Colonial Williamsburg' titled 'The Gardens of Colonial Williamsburg'. It features an image of a historical scene and text describing the gardens. A callout box points to this advertisement with the text: "Because the survey is relevant to category, there is high interest to participate."
- Dictionary:** A section for 'osteoporosis' with its phonetic transcription and a brief definition: "A disease in which the bones become extremely porous, are subject to fracture, and heal slowly, occurring especially in women following menopause and often leading to curvature of the spine from vertebral collapse." It also includes a note about Avia Sponsored Content.
- Science and Technology Encyclopedia:** A section titled 'Osteoporosis' with a detailed definition: "A metabolic bone disease in which the amount of bone tissue is reduced sufficiently to increase the likelihood of fracture. Fractures of the vertebrae, femur (hip), and wrist are the most common osteoporotic fractures, but other bones such as the ribs, upper arm, and pelvis may also fracture." It also includes a note about Avia Inc.
- NEWS:** A section with news articles, including 'Vitamin D may be needed in winter' and 'Vitamin D supplements often needed in the winter'.
- Product Listings:** Several product listings are visible, including 'Need to Know to Prevent, Treat, and Beat Osteoporosis' and 'Giant Book of Kitchen Counter Cures'.
- Footer:** A Newegg.com logo is visible at the bottom right.

Mobile Answers

Utilizing the WAP 2.0 platform, MobileAnswers delivers premiere placement by allowing only one ad per page.

Ads display on AnswerPages
 • Standard 112 x20 Unit
 (size will vary depending on unit)

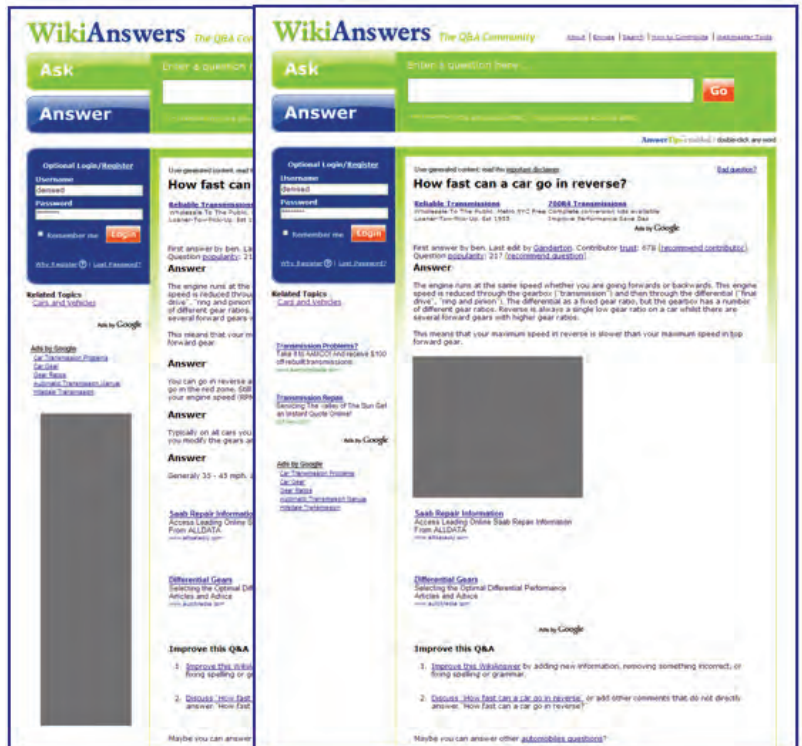


WikiAnswers

Advertisers can target by topics or subtopics in various WikiAnswers pages.

Main topic areas include:

- Arts & Entertainment
- Business
- Cars & Vehicles
- Computers
- Education & College
- Health
- House & Home
- Insurance
- Jobs
- Law
- Money
- Pets & Animals
- People & Relationships
- Religion & Spirituality
- Shopping
- Sports
- Travel



Creative Ad Unit Sizes:

- Box Ads (300x250)
- Skyscraper (160x600)

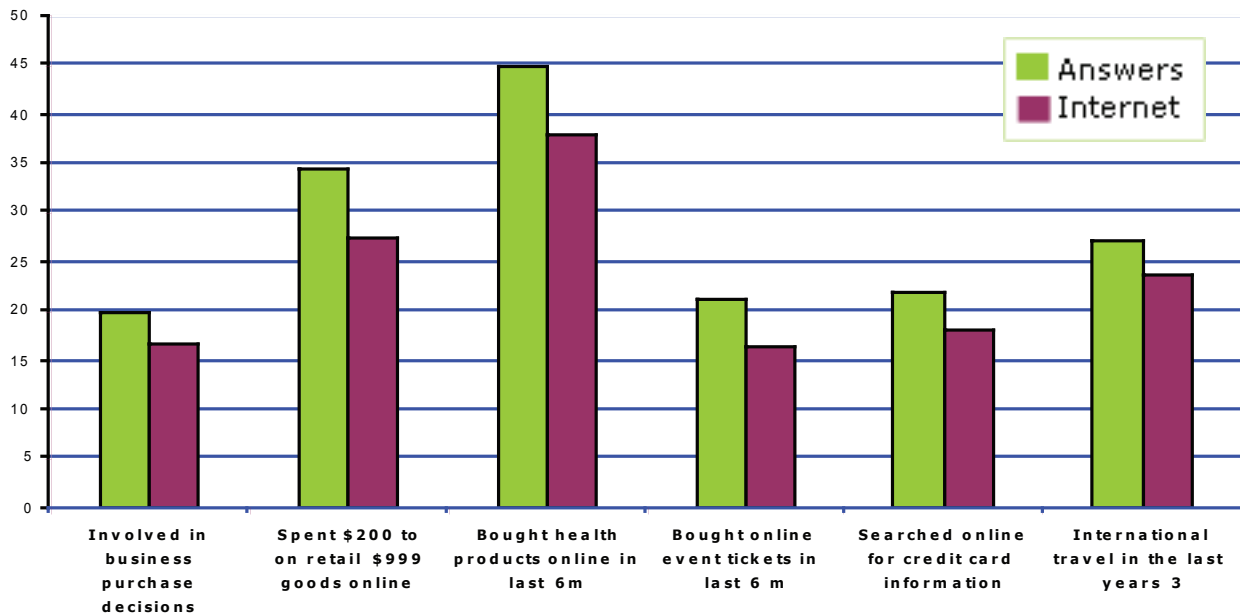
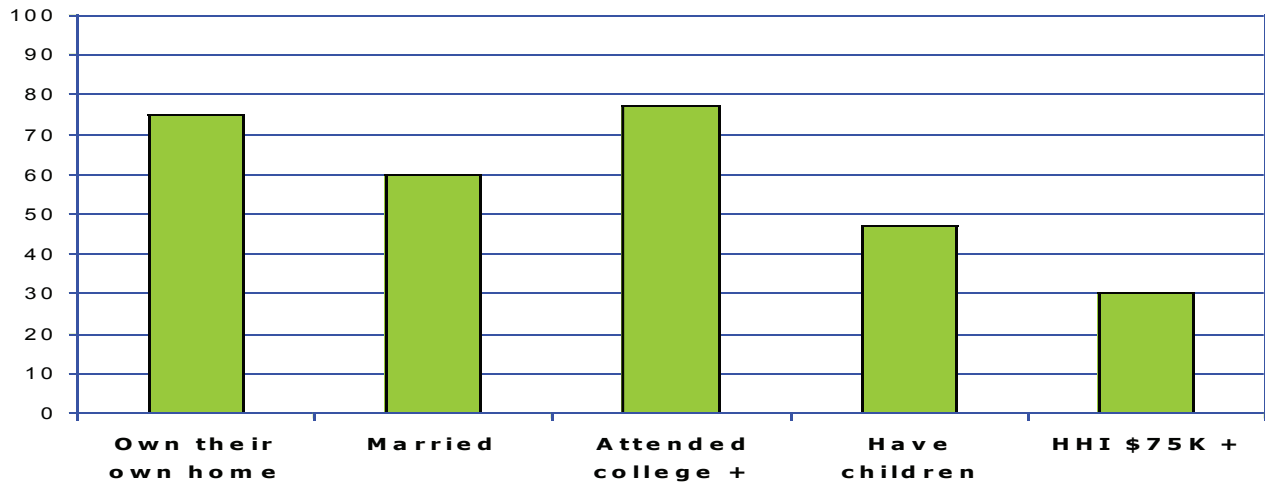
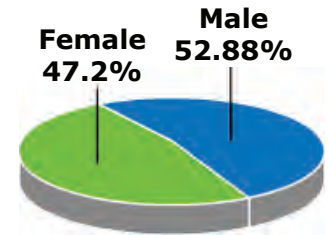
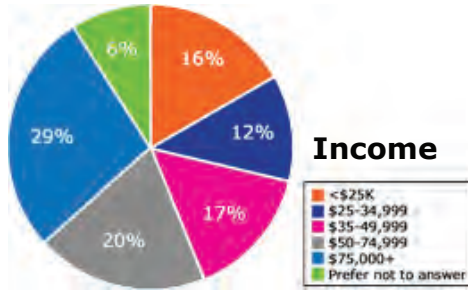
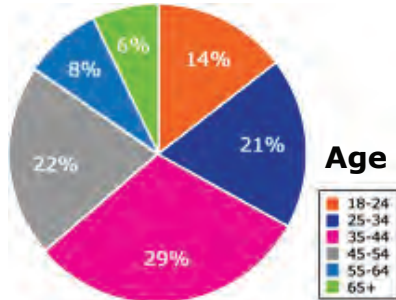
Answers.com is a comScore Top 100 US Property

Users per day
1 million+

Monthly Page Views
125 million+

Topics
4 million+

WikiAnswers: 40+ million page views/month
MobileAnswers: 400,000 impressions/month



Sample pricing. Please call for a customized solution.

Position	Unit	Specs	CPM
<i>Above Fold Box</i>	300x250	.gif, .jpg 50K (39K Rich Media) Animated Ok 3 loops	\$8 R.O.S \$18 R.O.C \$28 Topic Page
<i>Above Fold Sky</i>	160 x 600	.gif, .jpg 50K (39K Rich Media) Animated Ok 3 loops	\$8 R.O.S \$18 R.O.C \$28 Topic Page
<i>Below Fold Box</i>	300x250	.gif, .jpg 50K (39K Rich Media) Animated Ok 3 loops	\$6 R.O.S \$16 R.O.C \$20 Topic Page
<i>Above Fold Leaderboard</i>	728 x 90	.gif, .jpg 50K (39K Rich Media) Animated Ok 3 loops	\$8 R.O.S \$18 R.O.C \$28 Topic Page
<i>Below Fold Leaderboard</i>	728 x 90	.gif, .jpg 50K (39K Rich Media) Animated Ok 3 loops	\$3 R.O.S \$5 R.O.C \$10 Topic Page
<i>Mobile</i>	112 x 20	<1k Static .gif, .png .jpg	\$35 R.O.S.
<i>Content Sponsorship</i>	Custom	Custom	\$35 R.O.C.
<i>Content Integration</i>	Custom	Custom	\$60 R.O.C.

Answers.com Investors
Parents Bookworms
Entrepreneurs Teachers
Business Executives Trivia
Buffs Musicians Foodies
Environmentalists Moms
Students **Contact:**
Programmers Yoga Fans
Lawyers Homebuyers
Poets Curators Movie Fans

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