



FACT SHEET

Who is quadrantONE?

quadrantONE enters the marketplace with a new approach to selling premium online advertising to national brands. This well-funded online startup offers a cohesive national alliance of hundreds of local, credible Web sites. Backed by four of the nation's top media companies, quadrantONE offers exclusive ad inventory (home page, sports, business, entertainment, etc) on premium news and information sites across the nation's top local markets. For the first time, advertisers can consistently deliver their brand and message on a national scale in context with local relevancy in environments they know and that consumers trust.

What's behind our Name?

"Quadrant One" is the upper right quadrant on a 2x2 chart, where quality audience and national reach converge. Think of "Audience Quality" on one axis and "National Reach" on the other. The optimal media value is in the "upper right", and you move into quadrantONE!

What makes quadrantONE different?

- National reach across the country's major markets
- Complete transparency with inventory, sites and publishers
- Premium ad positions, placing brands front and center on trusted local sites
- Simplified buying process created by an organized, seamless ad network platform
- Access to sophisticated audience targeting by context, behavior and demographics
- Standard creative sizes, rich media ad formats across all inventory
- Centralized ad avail requests nationally and regionally, making it easy to coordinate across multiple companies
- Standard ad metrics and reporting across markets for easy comparative analysis
- Full service ad network platform offering industry leading features and functionality
- End to end service and solutions through one point of contact

Key Media Value:

- Total number of unique users: Close to 50 Million*
- Covers 27 of the top 30 DMA markets
- Offices in New York, Los Angeles and Chicago

Contact us:

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* Source: Nielsen Online, December 2007

Owner Companies: Tribune Company, Gannett Co. Inc., The Hearst Corporation and The New York Times Company