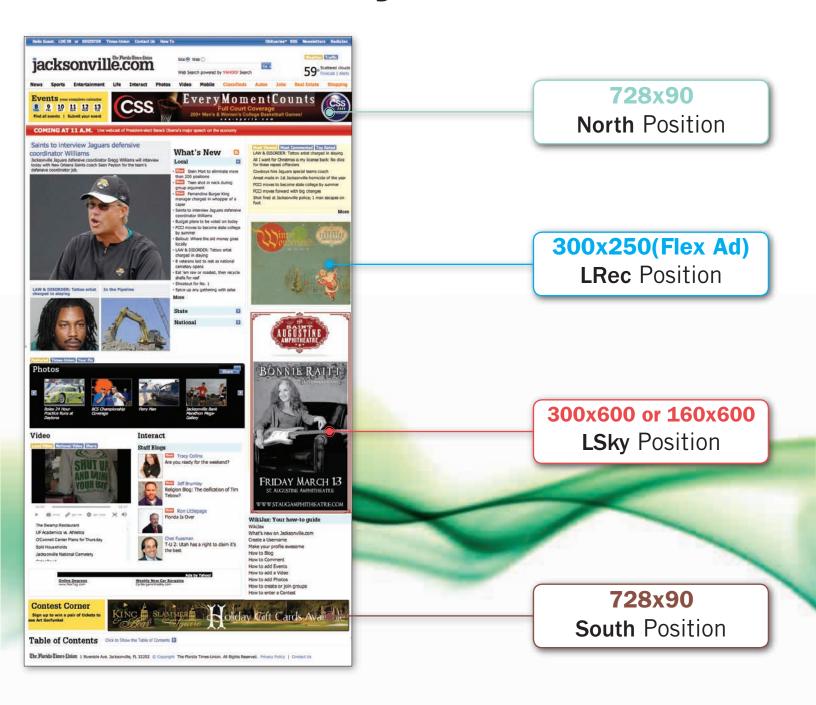
jacksonville.com



AVERAGE MONTHLY PAGE VIEWS – 12,507,640 Million DAILY AVERAGE – 411,210 TOTAL HOMEPAGE VIEWS - 2, 200,000 Million Per Month

AVERAGE MONTHLY UNIQUE INDIVIDUALS*

- 283,407 Jacksonville.com
- 637,000 Yahoo and Jacksonville.com combined reach
 70% of adult Internet users in Jacksonville

*Omniture Site Catalyst and Scarborough

VERTICALS AVERAGE MONTHLY PAGE VIEWS

Employment – 875,000 Real Estate – 345,000 Autos – 85,000

TOP 5 SECTIONS MONTHLY PAGE VIEWS

News - 2,300,000 Million Homepage - 2,200,000 Million Photos - 2,000,000 Million Obits - 1,000,000 Million Sports - 967,000

FLEX POSITION

IGOXGOO - Sky Position

ULTRAREALISTIC
SCULPTURE
by Marc Sijan

ion of Tim

September 19, 2008





JACKSONVILLE.COM ROS ONLINE RATES 2009 (PRIMARY FRONT SECTION PLACEMENT ADD \$3 CPM)

OPEN RATE

POSITION	CPM	
NORTH	\$18	
SKY	\$12	
LREC	\$15	
LSKY	\$20	
SOUTH	\$5	
	SKY LREC LSKY	NORTH \$18 SKY \$12 LREC \$15 LSKY \$20

3 CONSECUTIVE MONTH CONTRACT

	3 MONTH IMP. MIN.	150,000	450,000	900,000
728 X 90	NORTH	\$17	\$16	\$15
160 X 600	SKY	\$11	\$10	\$9
300 X 250	LREC	\$14	\$13	\$12
300 X 600	LSKY	\$19	\$18	\$17

6 MONTHS OUT OF 12 CONTRACT

	6 MONTH IMP. MIN.	600,000	1,500,000	2,700,000
728 X 90	NORTH	\$14	\$13	\$12
160 X 600	SKY	\$8	\$7	\$6
300 X 250	LREC	\$11	\$10	\$9
300 X 600	LSKY	\$16	\$15	\$14

12 MONTH CONTRACT

	12 MONTH IMP. MIN.	3,000,000	4,200,000	7,800,000
728 X 90	NORTH	\$11	\$10	\$9
160 X 600	SKY	\$5	\$4	\$3
300 X 250	LREC	\$8	\$7	\$6
300 X 600	LSKY	\$13	\$12	\$11

WITH ANY JACKSONVILLE.COM CONTRACT ADVERTISER CAN USE 12 MONTH YAHOO RON RATES



ONLINE RATES 2009 (Excluding Auto)



▶ Movie Main Page

Movie Overview

Movie Details Showtimes & Tickets

DVD/Video Info Trailers & Clips Cast and Credits

Reviews and Previews Critics Reviews

Movie Mom's Review

Premiere Photos Production Photos

Message Board

Other Resources Web Sites

Buy the DVD/Video

Sign In Or Sign Up

An all-time favorite? A movie not to miss?

DVD/Video Info

Movie Lists

Shopping

User Reviews Greg's Preview



OPFN RATE

	POSITION	CPM
728 X 90	NORTH	\$8
160 X 600	SKY	\$8
300 X 250	LREC	\$9
425X600	MON	\$9



160x600 **Sky** Position

3 CONSECUTIVE MONTH CONTRACT

	3 MONTH IMP. MIN.	150,000
728 X 90	NORTH	\$7
160 X 600	SKY	\$7
300 X 250	LREC	\$8
425 X 600	MON	\$8

728x90

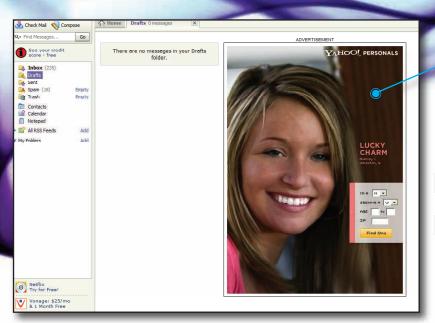
North Position

YAHOO! ENTERTAINMENT: Games YAHOO! MOVIES AHOO! SEARCH Introducing the new Sponsored Search, a whole new reason to Yahoo! Search DVD / Video Search Yahoo! Movies: My Movies Movies Home | In Theaters | Showtimes & Tickets | Coming Soon | Top Rated | Trailers & Clips | News | Box Office The Jane Austen Book Club (2007) What's New ▶ Movie Main Page Trailers & More: Watch the trailer for The Jane Austen Book Club (2007) Go! Movie Overview Favorite Theaters - Sign In In modern-day California, six women in a Movie Details book club find their lives and romances Showtimes & Tickets reflected in the six novels of English NETFLIX Save to rent late

author Jane Austen.

6 MONTHS OUT OF 12 CONTRACT

	6 MONTH IMP. MIN.	600,000
728 X 90	NORTH	\$6
160 X 600	SKY	\$6
300 X 250	LREC	\$7
425 X 600	MON	\$7



425x600 Mon Position

12 MONTH CONTRACT

	12 MONTH IMP. MIN.	3,000,000
728 X 90	NORTH	\$5
160 X 600	SKY	\$5
300 X 250	LREC	\$6
425 X 600	MON	\$6

YAHOO! BEHAVIOR TARGETING	POSITION	CPM
300X250	LREC	Min \$5,000
SHOPPERS		\$18
ENGAGERS		\$15

JACKSONVILLE.COM PREMIUM AD POSITIONS

	POSITION	OPEN RATE 1X	W/ 3 MO	W/6-12 MO
HOMEPAGE SLIDING BILLBOARD	(24 HOURS)	\$1,850	\$1,500	\$1,250
HOMEPAGE CORNER PEEL	(24 HOURS)	\$1,250	\$1,000	\$850
INSIDE SECTION CORNER PEEL	(24 HOURS)	\$750	\$650	\$550
HOMEPAGE PREMERCIAL	(24 HOURS)	\$2,500	\$2,250	\$2,000
INTERSTITIAL	(24 HOURS)	\$1,250	\$1,000	\$850

Ads served to all unique visitors coming to the page. Cookied for every 6 hours

Advertiser Date Jacksonville.com Date