



# Media Kit



## How the Hyperbidder system works

**First**, a publisher creates a campaign so advertisers know about the available ad space.



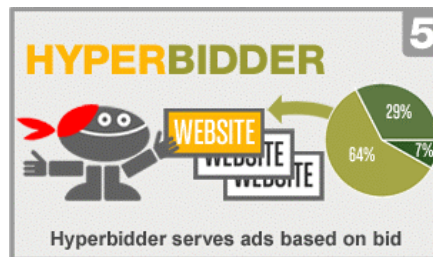
**Second**, advertisers browse for a publisher that matches the type of consumer they are trying to target. Once a publisher's campaign is found, the advertiser uploads ad media for the publisher to review.

**Third**, publishers approve or reject the ad media from potential advertisers.



**Fourth**, once approved by the publisher, an advertiser can place a bid on the ad space to determine how frequently the ad will appear.

Ads are delivered as soon as the first bid is placed. Ad frequency is determined by an advertiser's bid rank.



Publishers can redeem their funds at any time or transfer funds into an advertiser's account.



## **A Marketplace for Advertisers and Publishers**

Hyperbidder is an online advertising portal designed as a marketplace for ad buyers and sellers. Full control over advertising is given to our advertisers and publishers, as advertisers can decide their own rates and publishers can determine the minimum bids advertisers may place. Any company that wishes to advertise online can find an affordable solution through Hyperbidder. Targeted marketing is ensured because the publisher can choose which advertisers to accept or reject, and advertisers can search for publishers that fit their marketing and financial needs.

## **A Resource for Agencies**

Hyperbidder is a resource that agencies can use to help their clients. The service allows for important decisions to be left up to agencies and their clients. Clients interested in advertising can find web sites that match a targeted demographic and receive the appropriate traffic for a successful campaign. Clients interested in selling ad space can control who advertises on their site and whether or not to accept any advertisement. Clients can dramatically increase the return on their investments by using Hyperbidder.

## **Immediate Results**

Hyperbidder's service provides immediate results for ad buyers and sellers. Campaigns begin as soon as an advertiser's ad is approved and the first bid is placed on the publisher's web page. Publishers do not have to wait for an auction period to end before generating revenue. Selling ad space instantaneously allows publishers to generate revenue sooner and lets advertisers see the results of their advertising right away. Advertisers can also experiment with different advertisements in the same space to find out which ad receives the best responses from consumers.

## **Accurate and Accessible Reports**

Hyperbidder tracks all the data that companies need to know, such as money transferred and earned, and impressions and clickthroughs an advertisement or web page receives. This data is accessible to all involved companies so there are no disagreements over how much money should have been made or if a publisher is incorrectly estimating their page hits. Publishers can set up ad space campaigns within minutes, and Hyperbidder's industry and region listings make it easy for an advertiser to find the perfect web site for their target market. Hyperbidder's goal is to make advertising online easier for everyone.

## **Publishers Control Advertising Requirements**

The nature of Hyperbidder's service allows publishers to set their own requirements for acceptable advertising. Because all decisions are left up to the publisher, advertisement specifications will vary. Information on a specific publisher's campaign is made readily available through Hyperbidder so advertisers know about content restrictions and what types of ad media are acceptable before submitting an ad for review.



## Our publishers include:



**Date.com** is a resource for dating and relationship needs. [Date.com](http://Date.com) has around two million active subscribers and has served over eight million members since its launch in 1997. Users can find a variety of resources and advice about dating, relationships, entertainment, and health on the website. Date.com receives around 100 million page views per month. Date.com reaches an impressive variety of visitors that advertisers may wish to target in their campaigns.



**RealGM** is a website dedicated to providing sports information and forums to its users. RealGM originally started in 2000 as a National Basketball Association (NBA) information resource, but has recently expanded to include coverage of Major League Baseball (MLB) and the National Football League (NFL). A National Hockey League (NHL) section is coming soon, as well. RealGM's website, [realgm.com](http://realgm.com), receives 35 million page views per month. RealGM caters to a predominately young, male, and affluent audience.



**BigFishTackle.com** is the complete fishing resource center and online anglers community. The site offers classified listings, fishing services, fishing charter and guide information, and hourly fish reports. [BigFishTackle.com](http://BigFishTackle.com) receives 17 million page views a month and reaches a mostly male demographic interested in the outdoors and related products or services.





## Demographics

### Demographics for Date.com

Age Breakdown		Gender Breakdown	
<b>18-24</b>	30.74%	<b>Male</b>	68.19%
<b>25-35</b>	31.57%	<b>Female</b>	31.81%
<b>36-50</b>	23.48%		
<b>50+</b>	8.00%	<b>Gay</b>	18.69%

Ethnic Type Breakdown	
<b>Caucasian/White</b>	61.48%
<b>Asian</b>	9.42%
<b>African American</b>	7.71%
<b>Hispanic</b>	6.49%

Level of Education	
<b>High School</b>	40.00%
<b>College Degree</b>	30.67%
<b>Masters Degree</b>	18.64%
<b>Bachelors Degree</b>	8.63%
<b>PhD/Doctorate</b>	2.29%

Income	
<b>Less than \$20,000</b>	13.85%
<b>\$20,000 to \$30,000</b>	14.15%
<b>\$30,000 to \$50,000</b>	15.81%
<b>\$50,000 to \$75,000</b>	8.44%
<b>\$75,000 to \$100,000</b>	3.60%
<b>\$100,000 or more</b>	3.30%
<b>Not provided</b>	40.84%

Top 5 Careers	
<b>Student</b>	9.78%
<b>Self-Employed</b>	4.09%
<b>Accounting/Finance</b>	3.95%
<b>Engineering/Architecture</b>	3.66%
<b>Sales</b>	3.05%

Top Religions	
<b>Christian</b>	27.59%
<b>Catholic</b>	17.85%
<b>Muslim</b>	6.15%
<b>Jewish</b>	1.12%
<b>No Affiliation</b>	22.44%
<b>Other</b>	9.12%

Tobacco Users	
<b>Smokers</b>	34.87%
<b>Non-smokers</b>	65.13%

Countries	
<b>US/Canada</b>	67.00%
<b>International</b>	33.00%

Weight Range*	
<b>Slim to Average Weight</b>	62.40%
<b>Overweight</b>	37.60%

According to Weight Watchers Height to Weight Index.

- 1. #3 Ranked on-line dating site.\***
- 2. Over 2 million active members.**
- 3. Over 5 million monthly unique visitors.**
- 4. Over 100 million page views monthly.**

Source: Media Metrix



### Demographics for RealGM

Typical RealGM User	
Age	18-40
Gender	95% Male
Education	College Graduate
Salary	\$40,000
400,000 unique visitors per month	

### Demographics for BigFishTackle

Typical BigFishTackle User	
Age	18-50
Gender	95% Male
Education	College Graduate
Salary	\$45,000
900,000 unique Anglers per month	

More information about Hyperbidder's services can be found on our web site at <http://www.hyperbidder.com>.