

Introduction to Advertising with CollectSports »

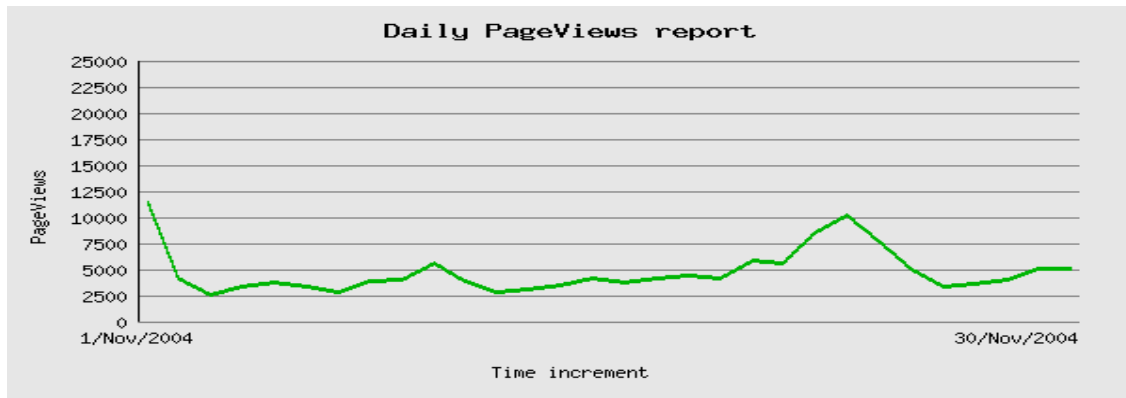
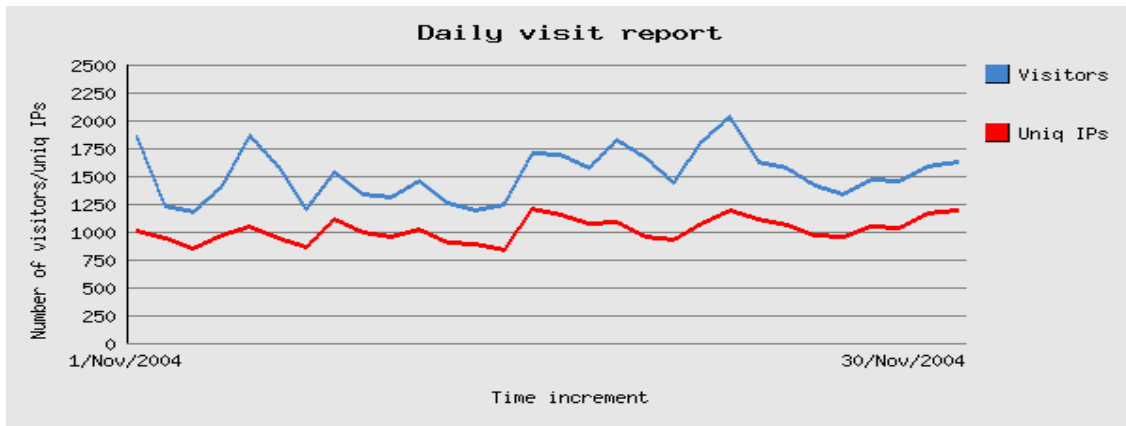
CollectSports, LLC is a web-based company located in Norwalk, Connecticut whose goal is to create brand awareness as the premier Internet destination for sports collectibles news, directories, research, auctions, and shopping.

We build innovative sponsorships and demographically targeted programs to connect our audience of desirable consumers with your product or service. Align your marketing message with our trusted brand and engaging content.

CollectSports offers advertising packages starting as low as \$10 USD.

Key Metrics »

- The CollectSports website has a reach of over 6,000 users via email as of November, 2004. We are constantly in communications with our users on a pro-active basis. As of November, 2004 we had 14,000 registered users on our CollectSports website, and an additional 1,200 registered users on our CardEDGE community website.
- We deliver an average of 150,000 page views (not hits) monthly from approximately 19,000 unique users as of November, 2004. Actual metrics are displayed below.



Traditional Online Advertising Opportunities »

Our user experience is important to us, and we offer specific advertising slots in which to fulfill your campaign.

For all of our advertising spots, your advertisement will appear in rotation with other CollectSports advertisers during the length of your campaign. All spots are run of site.

Supported Formats: .GIF, .JPEG, .JPG, .BMP, HTML & Rich Media

Content Box - 250x250, 300x300

Right Sidebar - 120 x 60, 120 x 120, 120 x 240, 120 x 600

Note that we do not offer a standard 468x68 advertising.

Example Ad Placement

The screenshot shows the CollectSports website interface. On the left sidebar, there is a vertical ad labeled "120 x 600 Example Placement". In the main content area, there is a square ad labeled "250 x 250 Example Placement". The website content includes a news article titled "FLEER TEAMS UP WITH KELLOGG'S FOR NATIONAL AMERICAN IDOL TRADING CARD PROMOTION" and a sidebar with "Hot 2004 Unopened Boxes" and "2004 Upper Deck Series 1 Box".

Our traditional advertising opportunities are based on a fixed CPM (Cost per 1,000 Impressions).

Ad Type	Ad Size	Effective CPM	Minimum Purchase
Content Box	250 x 250	\$5.00	2,000 - \$10 USD
Content Box	300 x 300	\$6.00	2,000 - \$12 USD
Left Sidebar	120 x 60	\$2.00	5,000 - \$10 USD
Left Sidebar	120 x 120	\$4.00	3,000 - \$12 USD
Left Sidebar	120 x 240	\$5.00	2,000 - \$10 USD
Left Sidebar	120 x 600	\$6.00	2,000 - \$12 USD

Discounts for Larger Ad Buys

Ad Type	Ad Size	Effective CPM	Minimum Purchase
Content Box	250 x 250	\$3.34	30,000 - \$100 USD
Content Box	300 x 300	\$4.34	30,000 - \$130 USD
Left Sidebar	120 x 60	\$1.00	80,000 - \$80 USD
Left Sidebar	120 x 120	\$2.00	48,000 - \$96 USD
Left Sidebar	120 x 240	\$4.00	40,000 - \$160 USD
Left Sidebar	120 x 600	\$5.00	40,000 - \$200 USD

Textual Advertising Opportunities »

Example Textual Advertising Placement



We offer textual advertising placement to the right of our Cards & Memorabilia Search. Your textual advertisement will appear in rotation with other CollectSports advertisers during the length of your campaign. Our textual advertising slot is run of site.

Our textual advertising slot is based on a fixed CPM (Cost per 1,000 Impressions).

Ad Type	Ad Size	Effective CPM	Minimum Purchase
Textual	Textual - One Line	\$5.00	2,000 - \$10 USD

Discounts for Larger Textual Ad Buys

Ad Type	Ad Size	Effective CPM	Minimum Purchase
Textual	Textual - One Line	\$3.00	40,000 - \$120 USD

Channel Sponsorship Opportunities »

The CollectSports website is made of a series of "Channels" including Baseball, Basketball, Football, Hockey, Golf, Racing, Yu-Gi-Oh, Comics and Non Sports.

We offer category sponsorship for each channel in which your advertising will exclusively appear for the duration of your campaign. Your advertising consists of one textual advertising slot, one 250 x 250 content slot, and one 120 x 240 left side slot.

Our category sponsorship opportunities are based on a flat monthly fee.

Channel	Page	Average Monthly Page Views	Monthly Sponsorship Fee
Baseball	http://www.collectsports.com/baseball/	3,000	\$75 USD
Basketball	http://www.collectsports.com/basketball/	3,000	\$75 USD
Football	http://www.collectsports.com/football/	2,000	\$50 USD
Hockey	http://www.collectsports.com/hockey/	2,000	\$50 USD
Golf	http://www.collectsports.com/golf/	500	\$15 USD
Racing	http://www.collectsports.com/racing/	1,000	\$20 USD
Yu-Gi-Oh	http://www.collectsports.com/yugioh/	1,400	\$25 USD
Comics	http://www.collectsports.com/comics/	1,400	\$25 USD
Non Sports	http://www.collectsports.com/nonsports/	1,000	\$20 USD

We allow only one category sponsor per channel per month. Contact advertise@collectsports.com to confirm availability. Discounts are available for consecutive monthly sponsorship and / or multiple channel sponsorship.

To purchase any of the available advertising or sponsorship opportunities on CollectSports, contact advertise@collectsports.com