



**The leading provider of interactive advertising solutions for local publishers, broadcasters and advertisers in any media**

June 2011

# Strategic Clients

Over 850 publishers and broadcasters.

We have clients nationwide that range from online media, print, radio and television

[Learn more](#)



HEARST corporation

RSVP PUBLICATIONS



local.com



MediaNews Group



NYDailyNews.com DAILY NEWS

newsday.com



Journal Register COMPANY

the VOICE

Google



thomsonlocal.com

POST-NEWSWEEK STATIONING



LOS ANGELES NEWSPAPER GROUP  
lannews.com



oneboat



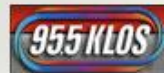
THE SUN  
lowellsun.com

TRIBUNE

Get Your Golf On!  
GOLFON



parentingOC



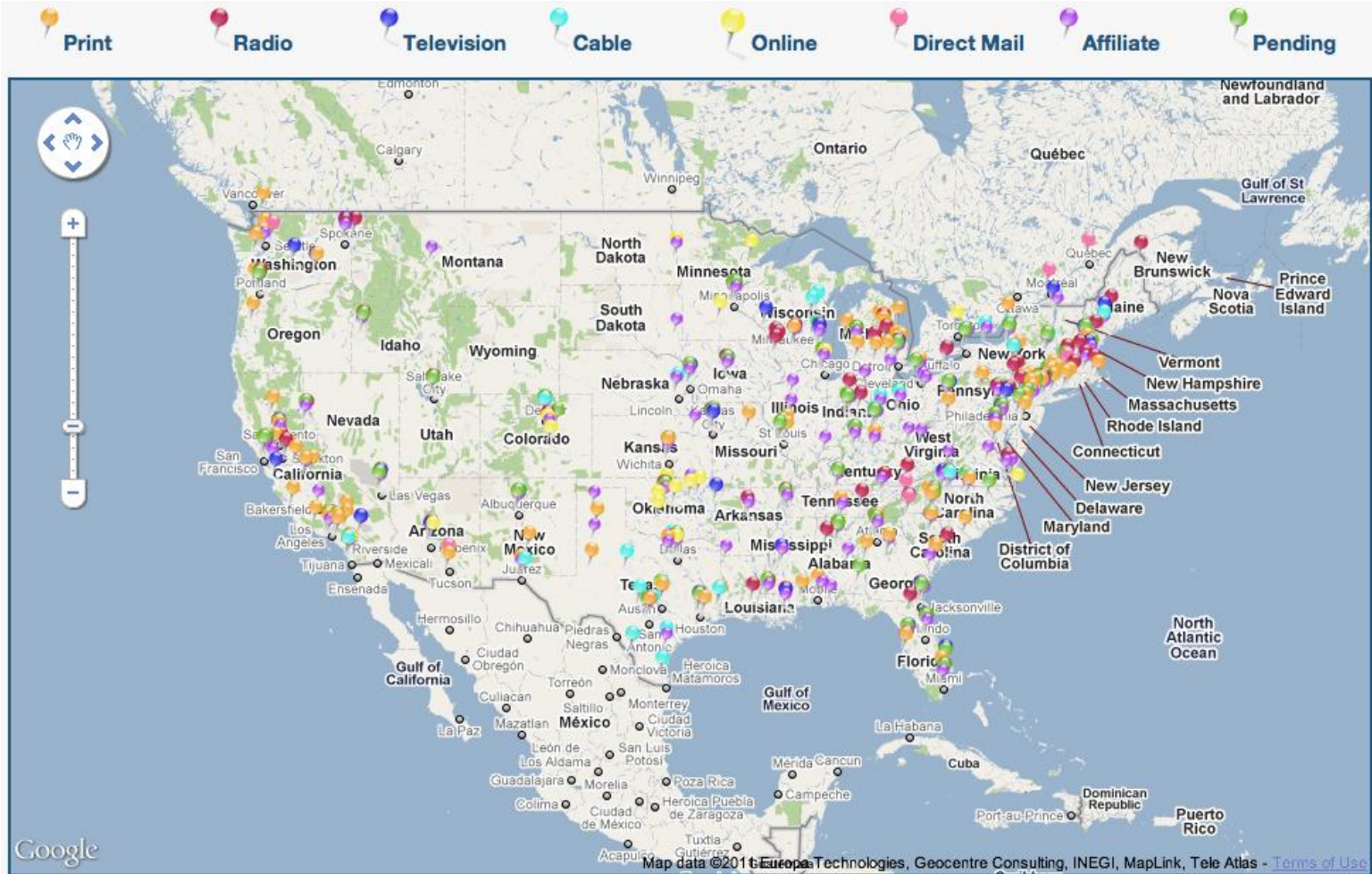
seattlepi



# Products and Services

- Scalable software platform
- Best business practices
- Traffic, analytics & optimization
- Inter-media syndicated daily deal network

# Inter-Media Syndicated Network



# ANATOMY OF A BLOCKBUSTER DEAL

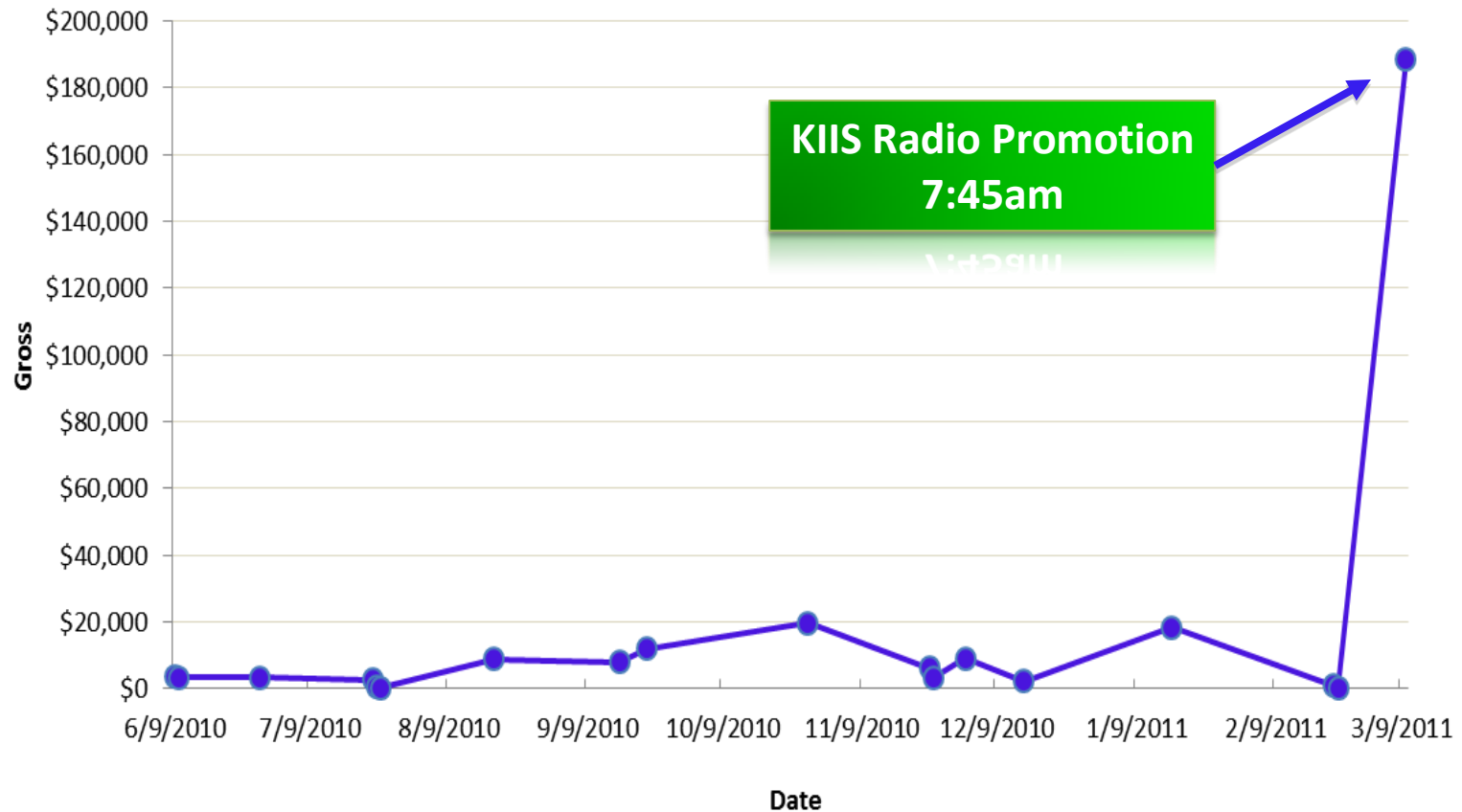
The Bigger Better Deal™

**\$188,000**  
in a single day **AND**  
**\$32,000** via syndication

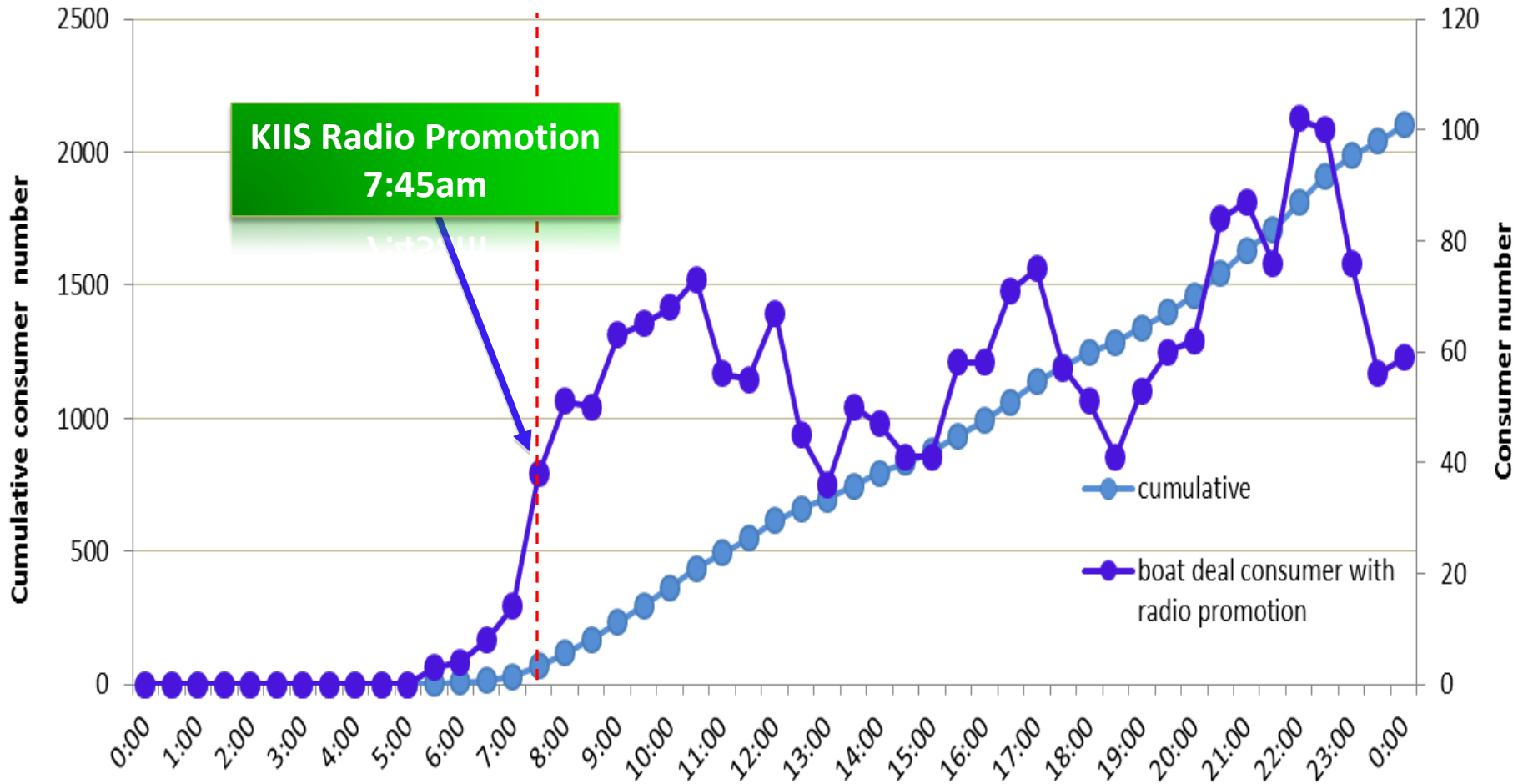


# OC Register Boat Deals

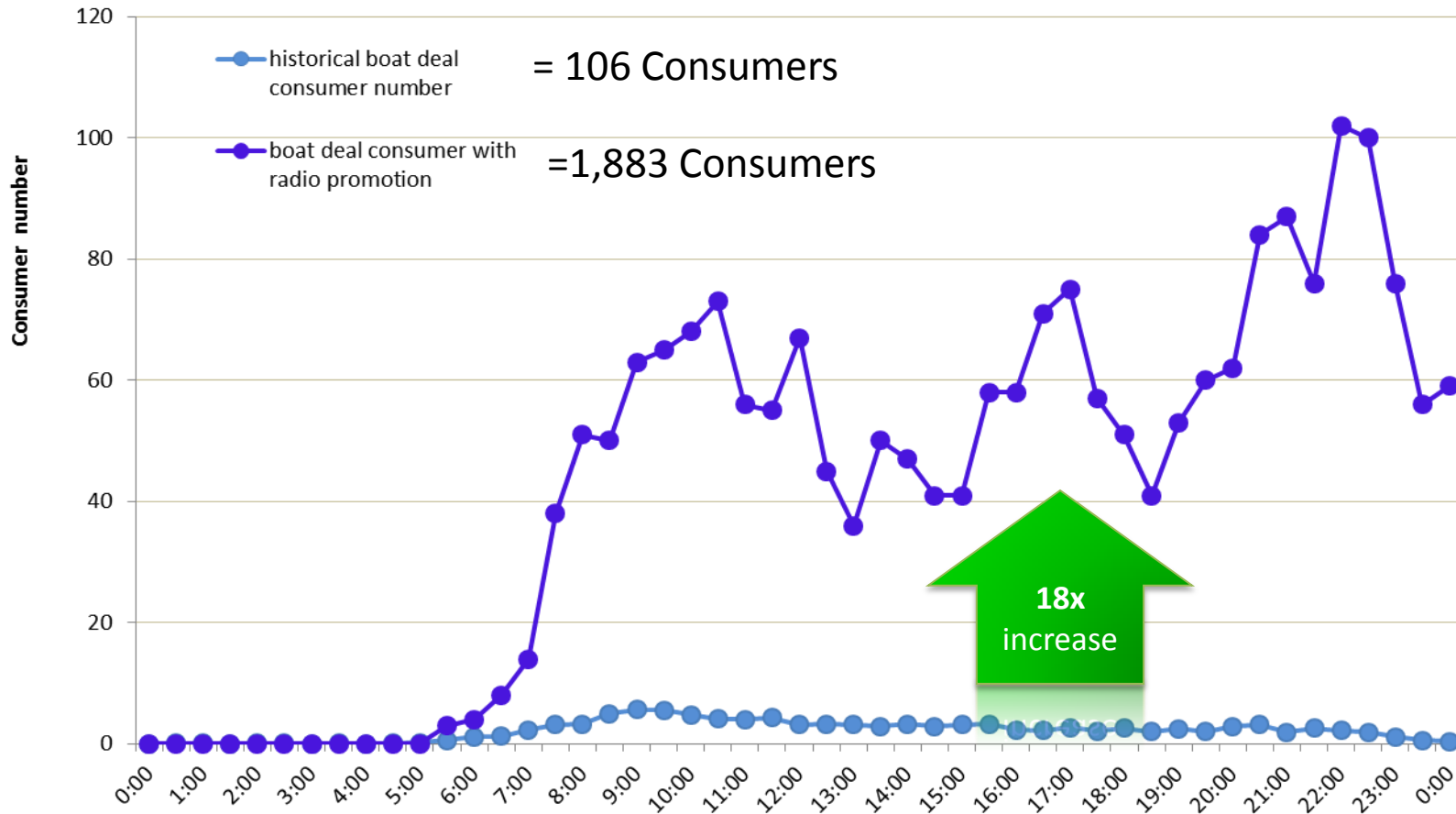
## Daily Gross Revenue



# 3/10/2011 OC Register Boat Deal Consumer Purchases Throughout the Day



# Boost in Number of Consumers by Radio Promotion



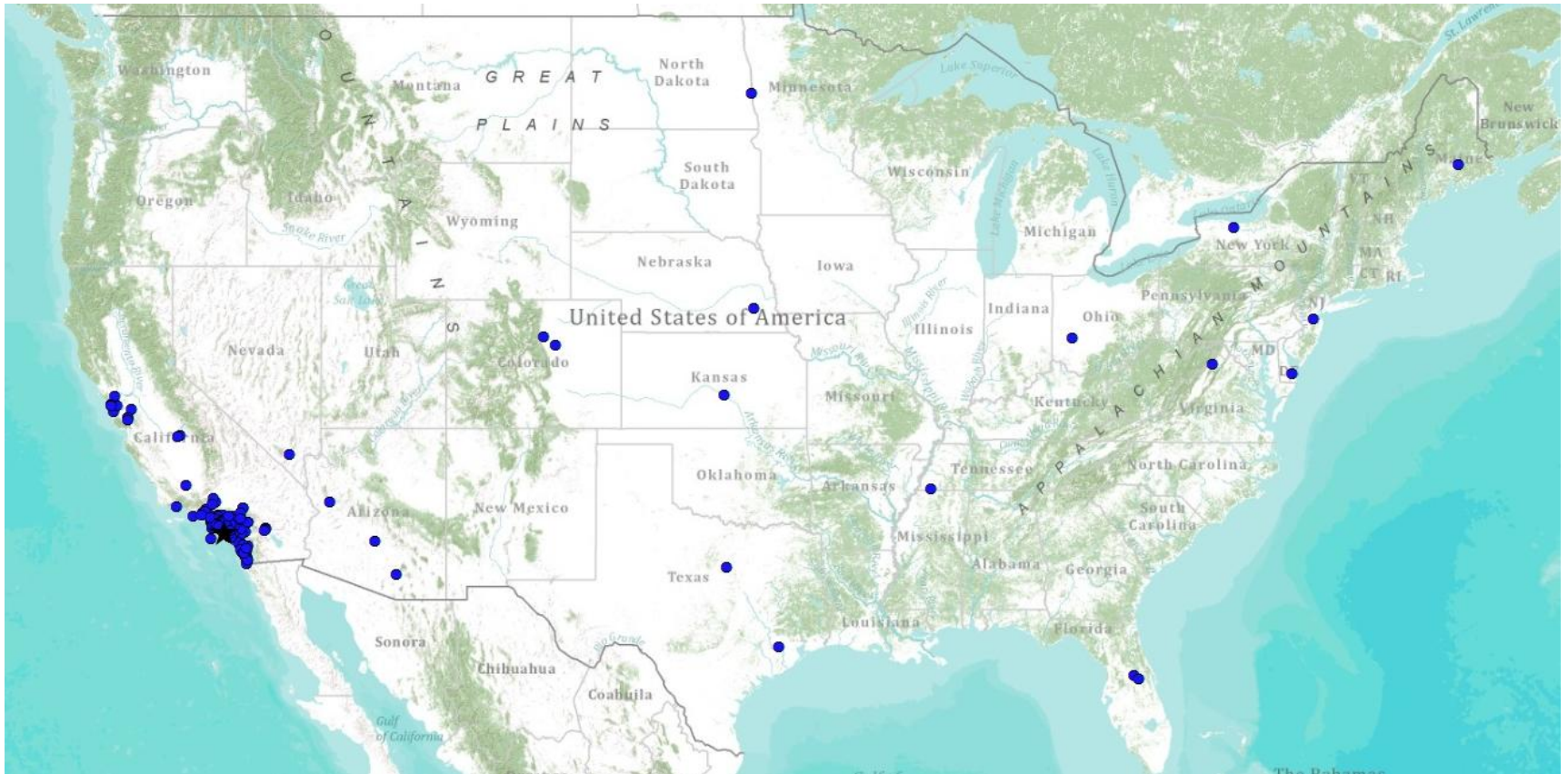
# Local Merchant



★ Deal Location

# Location of Purchasers

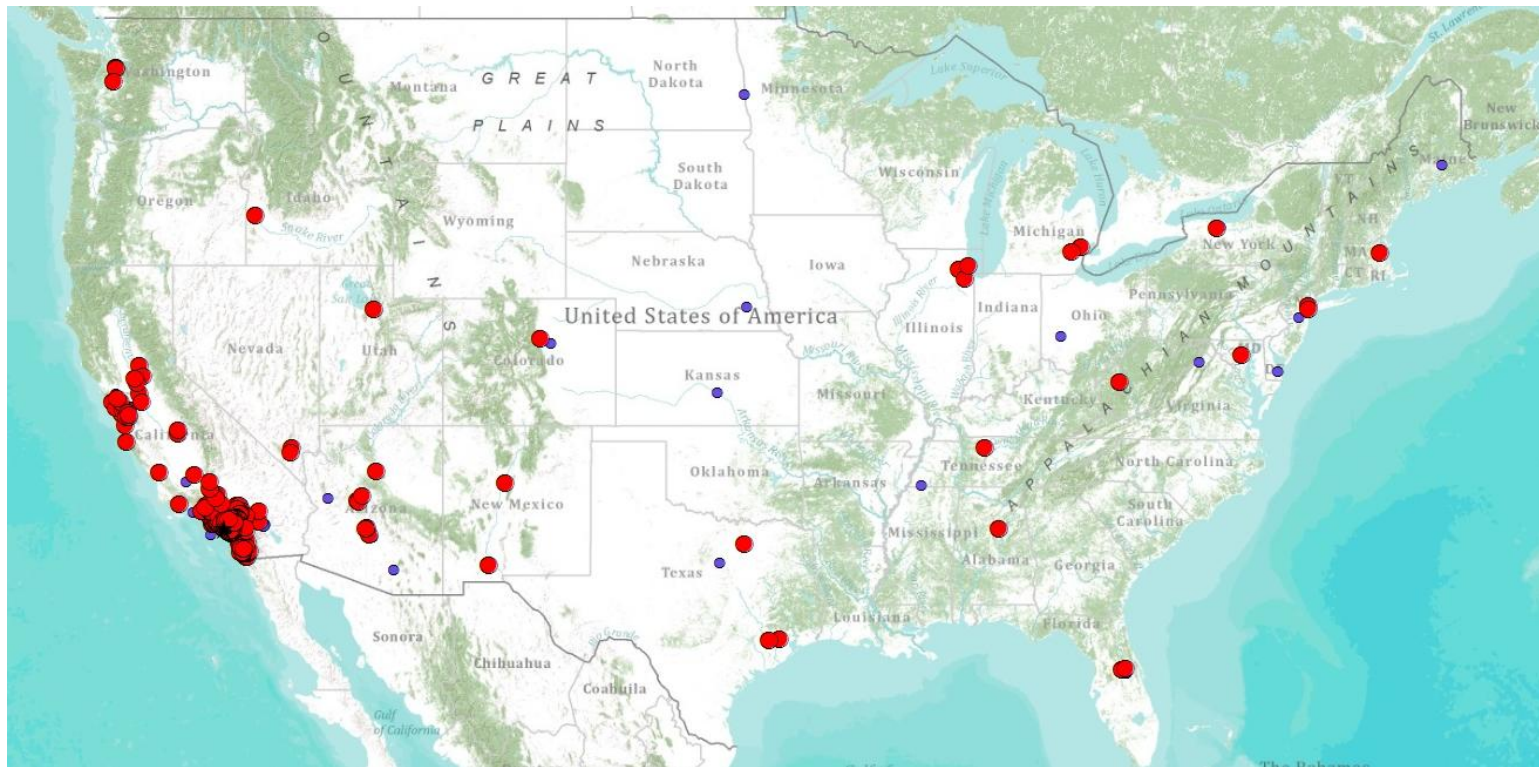
## Existing Subscribers



★ Deal Location      ● Existing Subscribers

# Location of Purchasers Nationwide

## 40% NEW SUBSCRIBERS



★ Deal Location      ● Existing Subscribers      ● New Subscribers

# ROI Metrics

- \$188,000 in gross revenue at OCR
- \$32,000 in syndication
- 750 new subscribers = 40% of purchases
- Life Time Value (LTV) @ \$300 each
  - 1,883 (total subscribers) x \$300 = \$564,900
  - 750 (new subscribers) x \$300 = \$225,000
- \$225,000 in new incremental revenue



**The leading provider of interactive advertising solutions for local publishers, broadcasters and advertisers in any media**

June 2011