



“Kyle Brady: Network” Ad Intro

Advertising on “**Kyle Brady: Network**” (<http://www.kyle-brady.com>) reaches a unique audience that is interested in both comedic and serious issues - the visitors are informed and caring citizens of the younger generation.

The content itself is just as varied, but typically lies within the worlds of Opinion-Editorial posts on politics (published on Mondays and Thursdays) and once-a-day “funny image” postings.

The traffic on any given item varies dependent on factors such as: time and date of posting, syndication, and subject material. A monthly audience is approximately 40,000 PageViews, but can spike much higher - see attached documents for a full traffic and demographic breakdown.

There are three advertising choices for “**Kyle Brady: Network**”, all of which have different pricing, size, and placement - see attached documents for a full description.

The “**Kyle Brady: Network**” includes the following properties:

- **Kyle Brady: Blog** – coherent thoughts on diverse topics
- **Kyle Brady: Fiction** – the home of interesting fiction
- **Kyle Brady: Stream** – straight from the fire hose
- **Kyle Brady: Status** – short musings of greatness
- **Kyle Brady: Video** – modern moving image pictures
- **Kyle Brady: Profile** – details on existential permanence

If interested in advertising, please contact sales@int-ind.com or call 408-538-1503 with questions.

Thanks for the interest in advertising with us, and we hope to talk to you soon!

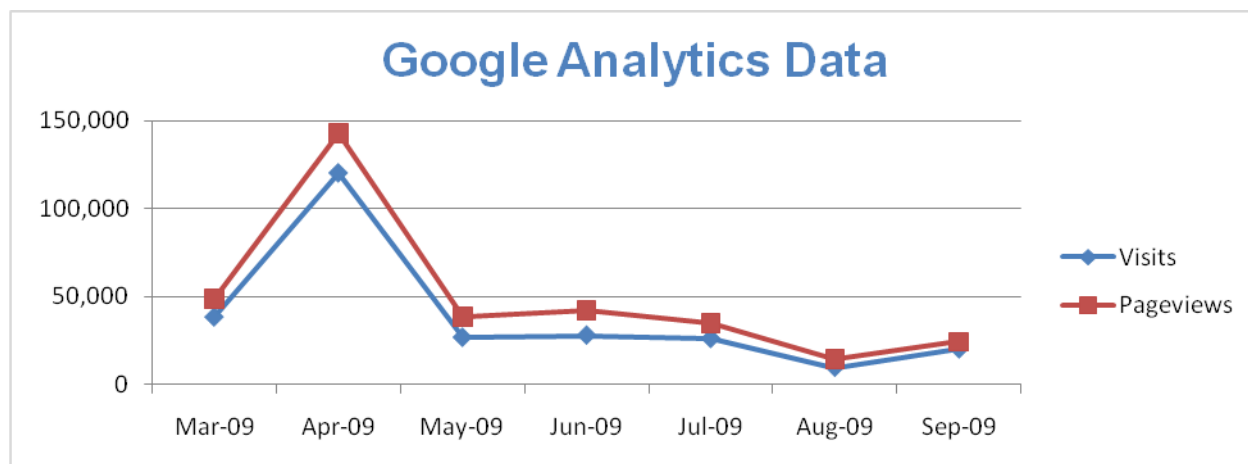
Kyle Brady, “Kyle Brady: Network”

sales@int-ind.com

408-538-1503

“Kyle Brady: Network” Ad Reach Details

2009		
Google Analytics		
Month	Visits	Page Views
Mar-09	38,325	48,713
Apr-09	120,080	142,520
May-09	26,753	38,759
Jun-09	28,016	42,298
Jul-09	26,112	34,878
Aug-09	9,744	14,579
Sep-09	20,185	24,479
Total	269,215	346,226
Average	38,459	49,461



Traffic

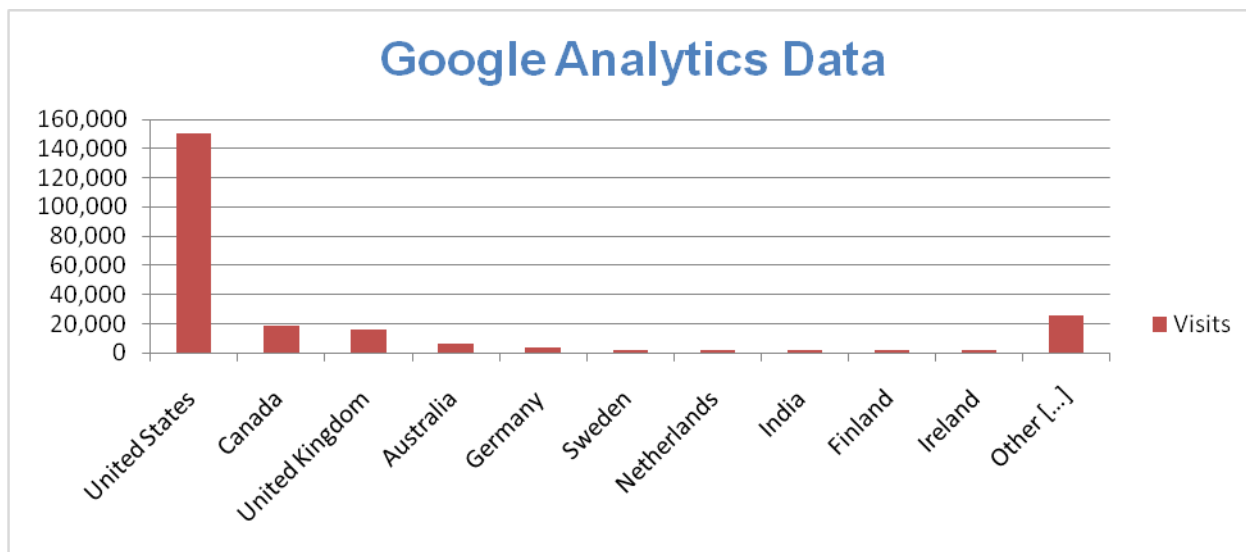
Average visitors per month: 38,459

Average page views per month: 49,461

Traffic can vary depending upon content (evidenced by a large spike of traffic in April 2009).

2009 - 6 Month Sample	
Google Analytics	
Country	Visits
United States	150,370
Canada	19,063
United Kingdom	16,010
Australia	6,451
Germany	3,393
Sweden	2,304
Netherlands	2,113
India	1,995
Finland	1,606
Ireland	1,604
Other [...]	25,981
Total	230,890

2009 - 6 Month Sample	
Google Analytics	
Language	Visits
en-us	191,288
en-gb	16,710
en	7,452
de	2,469
fr	1,324
nl	1,282
es-es	1,046
sv-se	1,025
pl	864
fi	767
Other [...]	6,663
Total	230,890

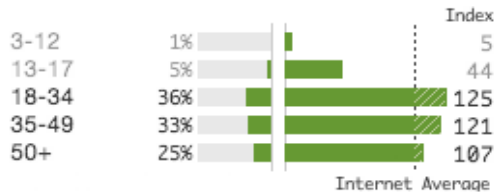




Male

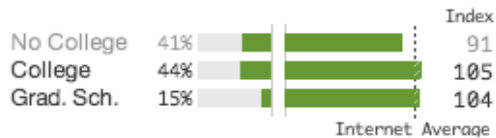


Young Adults



College Graduates

There is a high index of College Graduates here.



Demographics

- Overwhelmingly young adult, male audience (aged between 18-49)
- Primarily English speakers
 - 2/3rds are from the United States
 - A sizable audience reaches Canada, the UK, Australia, and other major European countries
- Majority have higher education

“Kyle Brady: Blog” Ad Options

The following Ad Options are for the “**Kyle Brady: Blog**” property.

OPTION 1:

Size: 420px x 80px

Availability: 1

Price: US \$100.00/mo.

Format: GIF, PNG, or Flash

The screenshot shows the Kyle Brady: Blog website. At the top, there is a navigation bar with links: "across the network: Kyle Brady: Blog | Kyle Brady: Fiction | Kyle Brady: Status | Kyle Brady: Video | Kyle Brady: Stream | Kyle Brady: Projects | Kyle Brady: Profile" and "contact". On the right, there is another navigation bar: "across the internet: on Twitter | on Facebook | more...". The main header features the "KB" logo, an infinity symbol, and the text "coherent thoughts on diverse topics" and "BLOG EDITION". Below the header, there is a "Thought of the Day" section with "Complete rss email" and "Thought of the Day rss email" links, and a "see more subscription options..." link. The main content area is divided into two columns. The left column is titled "OpEd" and lists several articles with their titles and dates: "Health Care Reform: Saving American Lives" (October 6, 2009), "Rethinking the Corporate Structure" (October 5, 2009), "Iran As A Potential Ally" (October 1, 2009), "In Support Of Additional Funding For NASA" (September 28, 2009), and "Do Not Allow A Distraction From Net Neutrality" (September 24, 2009). Below these is a "Metal Band of the Week" section with "Eyes Set to Kill" (October 3, 2009) and "Dethklok". The right column is titled "Kyle Brady: A Blog" and "coherent thoughts on diverse topics". It has a "Site Navigation" menu with links for "ABOUT", "COLUMNS", "ETHICS", "RULES", and "CONTACT". Below this is a large grey rectangular area, which is the ad placement area. To the right of this area are sections for "Random Posts" and "Recent Comments". The "Random Posts" section lists: "Come Again, Netflix?", "Plane Hit Santa", "Dumb Religious People", "BRB Molotovs", "Obama ... In Space!", and "Bite the Powah".

Option 1
420px x 80px

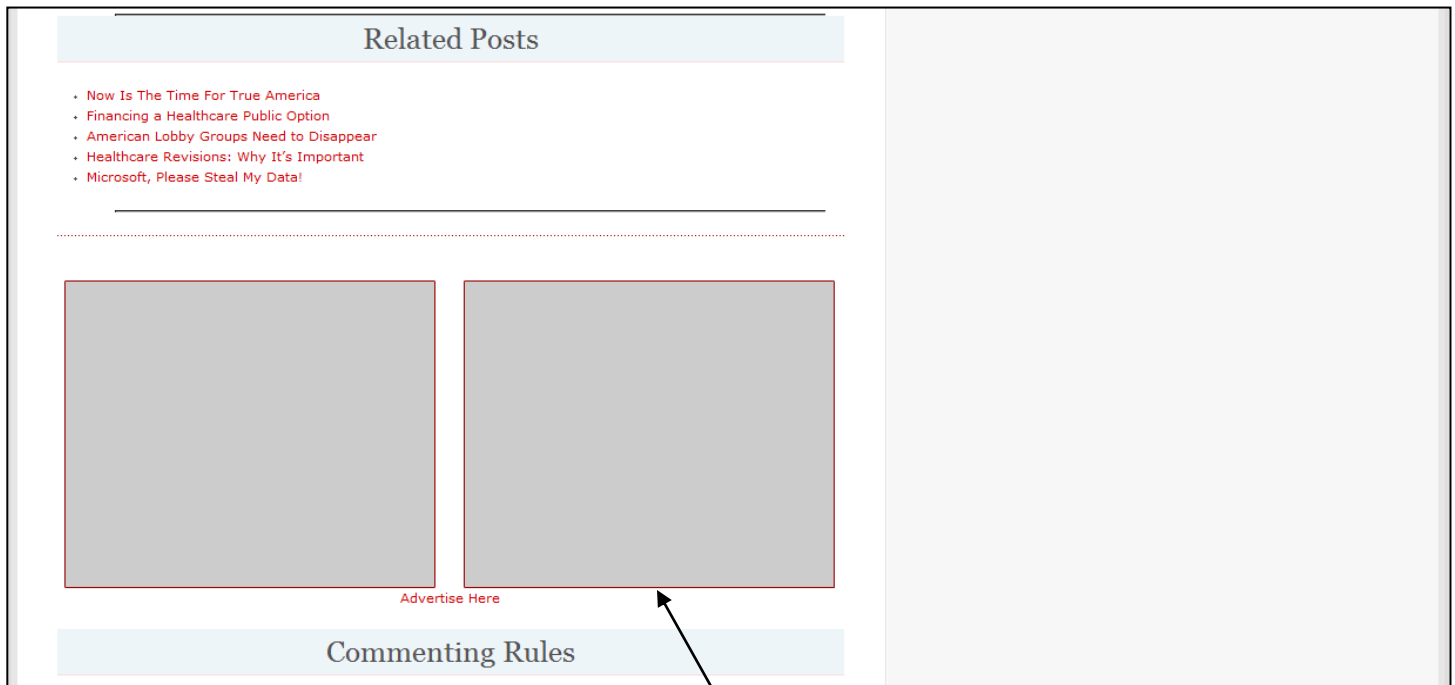
OPTION 2:

Size: 315px x 270px

Availability: 1

Price: US \$125.00/mo.

Format: GIF, PNG, or Flash



Option 2
315px x 270px



OPTION 3:

Size: 190px x 160px

Availability: 4

Price: US \$80.00/mo.

Format: GIF, PNG, or Flash

A screenshot of a website layout with three grey rectangular boxes overlaid on the right side, labeled 'Advertising' and 'Advertise Here'. Three black arrows point from a red box below to these three advertising spots. The website content includes a header with 'Insomnium' and 'September 5, 2009', a 'Thought of the Day' section with 'A Playstation of Love' and 'Hockey Puke', and a 'Reading List Selection' and 'Podcast Selection' sidebar. There are also 'see more...' and 'rss - email' links scattered throughout the layout.

Option 3
190px x 160px

RSS FEED:

Size: 420px x 80px

Availability: 1

Price: US \$150.00/mo.

Format: GIF, PNG, or Flash





“Kyle Brady: Network” Ad Options

Other “**Kyle Brady: Network**” property advertising options are available besides ad placements on “**Kyle Brady: Blog**”. Please see: <http://www.int-ind.com/advertising> for more details on other advertising options and rates.

All advertisements must be in the format of GIF, PNG, or Flash graphics, and have an associated redirection link – all campaigns also come with click-tracking and pageview statistics to help maximize advertising investments, as well as one (1) free hour of graphic design for the ad itself. Campaigns have a minimum run of three (3) months, and discounts are given for six (6) and twelve (12) month contracts, as well as multi-domain campaigns.

For more information, or to set up an advertisement, please contact sales@int-ind.com.