

The logo for Intersect Media Solutions is centered on a horizontal rectangular background. The background features a blue sky with scattered white clouds. The word "INTERSECT" is written in a large, sans-serif font. The letters "INTE" are orange, and "RSECT" are red. A vertical red line is positioned between the "R" and "S", acting as a visual separator. Below "INTERSECT", the words "MEDIA SOLUTIONS" are written in a smaller, bold, black, sans-serif font.

INTERSECT
MEDIA SOLUTIONS

Where Marketing Insight Meets Media Genius

The Florida Digital Ad Network

INTERSECT
MEDIA SOLUTIONS



The Florida Digital Ad Network

Background

At advertiser request, Intersect Media Solutions launched the Florida Digital Ad Network in early 2010.

This Florida-wide ad network overlays a digital footprint of newspaper websites to match the major geographies covered by the print editions.

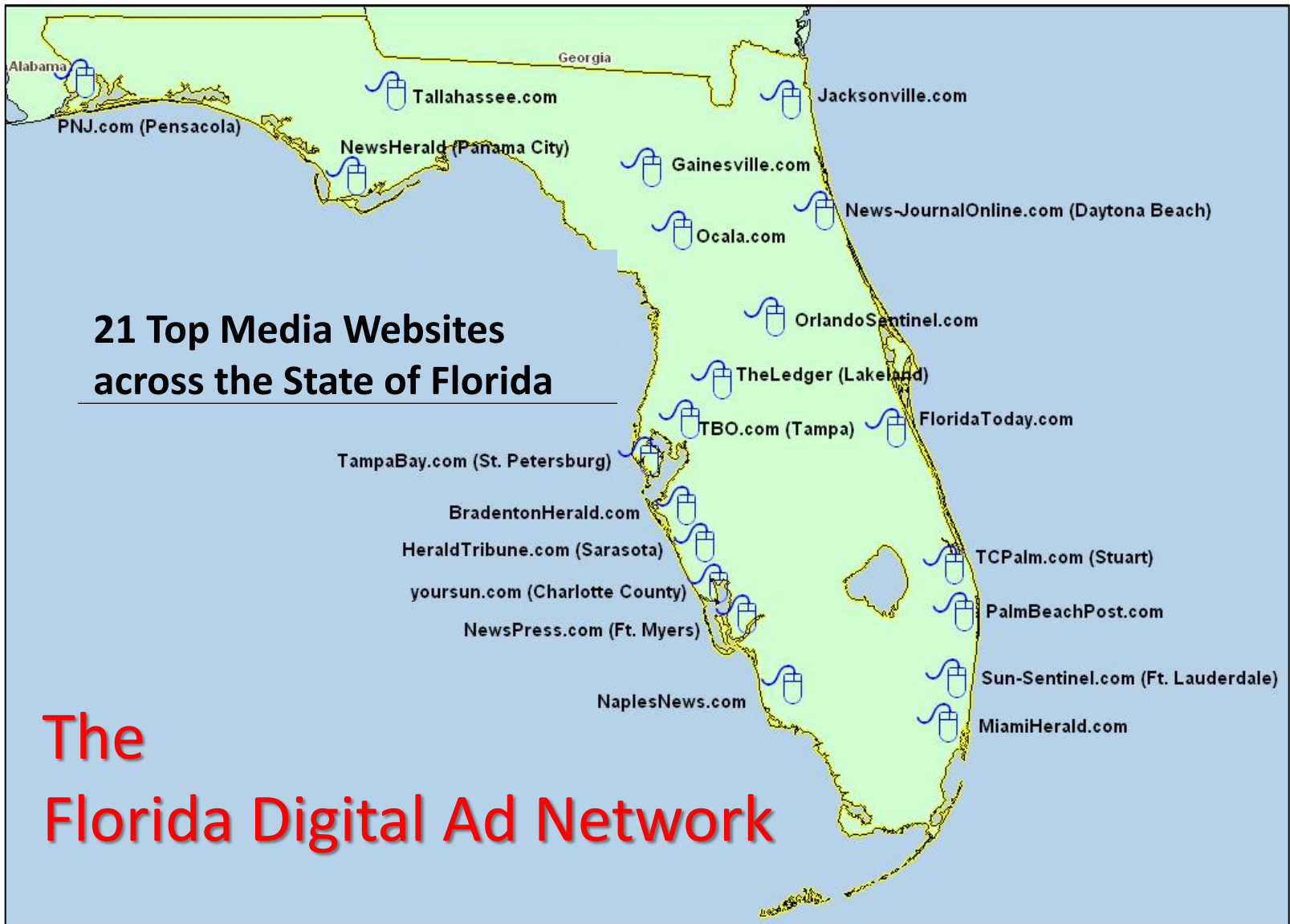
Benefits

There is no fee for a client or a newspaper site to join the Florida Digital Ad Network.

The Florida Digital Ad Network taps each participating website's unsold inventory and receives a higher ad-serving priority than other ad networks.

While newspaper sites often block remnant advertising from other ad networks, they will not block campaigns on the Florida Digital Ad Network.





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How It Works:

The Florida Digital Ad Network charges a very competitive, flat rate of \$6.75 CPM for standard ad units. This includes: guaranteed ROS placement on sites, ad serving through Media Mind, reporting and invoicing

Ad Units Available: 728 x 90, 300 x 250 and 160 x 600 (Standard or Expandable)

A minimum of 4 million impressions are required for each Ad Network schedule. Impressions are divided among participating newspapers based on the percent of Monthly Unique Users and their percent of Page Views.

As a remnant campaign, are impressions requested on specific sites may not be delivered. If impressions cannot run or under deliver due to inventory constraints, impressions will be optimized to run throughout other sites within the network.



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The media websites are visited by more than 31 million unique visitors each month.

| <u>Newspaper</u> | <u>Website Name</u> | <u>Average Monthly Page Views W/O Classified</u> | <u>Average Monthly Uniques W/O Classified</u> | <u>% of Page Views</u> | <u>% of Uniques</u> | <u>Impression Allocation</u> |
|----------------------------|------------------------|--|---|------------------------|---------------------|------------------------------|
| Bradenton Herald | BradentonHerald.com | 2,417,000 | 462,700 | 0.84% | 1.48% | 1.16% |
| Florida Times Union | Jacksonville.com | 10,380,000 | 1,489,000 | 3.61% | 4.75% | 4.18% |
| Florida Today | Floridatoday.com | 17,964,505 | 1,066,904 | 6.24% | 3.41% | 4.82% |
| Fort Myers News-Press | News-Press.com | 10,800,000 | 585,000 | 3.75% | 1.87% | 2.81% |
| Gainesville Sun | Gainesville.com | 7,406,105 | 671,010 | 2.57% | 2.14% | 2.36% |
| Lakeland Ledger | Theledger.com | 6,500,000 | 620,000 | 2.26% | 1.98% | 2.12% |
| Miami Herald | Miamiherlad.com | 28,500,000 | 5,500,000 | 9.90% | 17.55% | 13.73% |
| Naples Daily News | Naplesnews.com | 7,200,000 | 985,000 | 2.50% | 3.14% | 2.82% |
| Ocala Star Banner | Ocala.com | 6,100,000 | 418,000 | 2.12% | 1.33% | 1.73% |
| Orlando Sentinel | Orlandosentinel.com | 43,000,000 | 4,250,000 | 14.94% | 13.56% | 14.25% |
| Daytona Beach News Journal | news-journalonline.com | 3,599,969 | 575,000 | 1.25% | 1.84% | 1.54% |
| Palm Beach Post | Palmbeachpost.com | 35,589,669 | 2,192,136 | 12.37% | 7.00% | 9.68% |
| Pensacola News Journal | PNJ.com | 9,000,000 | 550,000 | 3.13% | 1.76% | 2.44% |
| Sarasota Herald-Tribune | Herladtribune.com | 6,312,829 | 751,647 | 2.19% | 2.40% | 2.30% |
| St. Petersburg Times | Tampabay.com | 21,000,000 | 3,500,000 | 7.30% | 11.17% | 9.23% |
| Sun-Sentinel | Sunsentinel.com | 40,187,834 | 3,347,535 | 13.96% | 10.68% | 12.32% |
| Tallahassee Democrat | Tallahassee.com | 4,688,441 | 362,407 | 1.63% | 1.16% | 1.39% |
| Tampa Tribune | TBO.com | 17,000,000 | 2,700,000 | 5.91% | 8.62% | 7.26% |
| Treasure Coast | TCPalm.com | 6,411,398 | 864,711 | 2.23% | 2.76% | 2.49% |
| Panama City News Herald | Newsherald.com | 2,900,000 | 378,000 | 1.01% | 1.21% | 1.11% |
| Charlotte Sun | yoursun.com | 845,494 | 63,570 | 0.29% | 0.20% | 0.25% |
| | | 287,803,244 | 31,332,620 | 100.00% | 100.00% | 100.00% |



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Additional Digital Advertising Opportunities

FPS E-Mail Blast: This nationwide program can be tailored to reach people with specific demographics, geographies or behavioral characteristics. All acquired e-mails are opt-in at \$45 CPM

Lead Database: Upon completion of the e-mail blast a report can be purchased that reflects information on all the households/individuals that clicked on the email.

The reports offer the email address and Postal Service address (possible phone numbers).

Clients are required to meet a minimum investment of \$500 - \$60 CPM

