

Run of Network **Media Kit**



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Our mission is to help Microsoft community sites, developers, and industry vendors find the resources and support that they need to thrive. Let us know how we can help you reach the targeted audience that you need, while providing the individual service and value you should expect.

OUR PUBLISHERS* INCLUDE:

A1VBCode.com
ASPAlliance.com
ASP.NET (MS Official Site)
ASPNETFAQ.com
ASPNETPodcast.com
AspAdvice.com
AspDotNetCodes.com
AspDotNetMVC.com
ASPItalia.com
AspNet101.com
ASPNetQuest.com
ASPSpider.net
BeanSoftware.com
Beckelman.net
BinaryIntellect.net
BipinJoshi.com
Blocks4.NET
CSharpFeeds.com
CodeAsp.net
CodeDigest.com
CodeVerge.net
ConnectionStrings.com
CoverYourASP.com
CSharpFriends.com
CY2Online.net
DaniWeb.com
DatabaseDev.co.uk
DeepFriedBytes.com
DotNetPerls.com
DotNetDud.blogspot.com
DotNetBips.com
DotNetCurry.com
DotNetFunda.com
DotNetJohn.com
DotNetSlackers.com
DotNetSpider.com
DreamInCode.net
EggHeadCafe.com

Encosia.com
FreeTutes.com
HighOnCoding.com
IIS.Net (MS Official Site)
IISDEV
Just Code - Tamir Khason
kbAlertz.com
Lhotka.net
Nayyeri.NET
OdeToCode.com
PeterKellner.net
PolymorphicPodcast.com
Powershell.it
Programming.Top54u.com
RegExLib.com
ScottOnWriting.com
ShiningStar.net
Silverlight.net (MS Official Site)
SilverlightFeeds.com
SilverlightShow.net
StarDeveloper.com
SteveOrr.net
TheRuntime.com
VBCity.com
VisualBuilder.com
W3Schools.com
West-Wind.com
WindowsClient.net (MS Official Site)
WROX.com
WWWCoder.com
XMLforASP.NET

“...[Lake Quincy Media’s] click-thrus are among the top 5 sources of customer traffic each month.”

— Peter Blum,
PeterBlum.com



“ They are very easy to work with and our click through rates are fantastic.”

— Ed Worsfold,
Dundas Software



For the complete list of over 140 publisher sites with their Alexa, Google and Lake Quincy rank, go to <http://lakequincy.com/advertisers/AdNetwork.aspx>

*Publishers in **bold** are run by Microsoft influentials such as MVPs, Regional Directors, ASP Insiders, INETA Speakers and Book Authors.

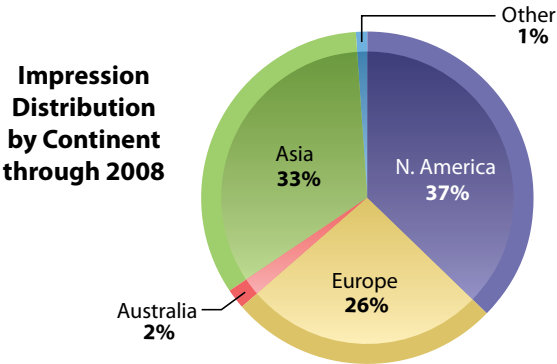
About Us

WHO WE ARE

Our network was founded in 2001 by Steve Smith (Microsoft Regional Director) and a handful of other influential community members seeking to cooperate in their web site marketing efforts. Since then, it has grown to include over **160 Microsoft technology focused web sites, with over 380 million advertising impressions shown per month**. Our two-fold mission is to provide excellent resources to Microsoft developers and to provide our advertisers with access to a tightly focused demographic of preferred customers.

DEMOGRAPHICS

- **Exclusive focus on Microsoft® and related technologies**
- **Users include Developers of all levels, as well as Managers and IT Directors**
- **Influential sites help target leading edge developers**



WHAT MAKES US DIFFERENT

The many individual sites of the Network each cater to a segment of the Microsoft developer community, far surpassing the scope of any individual site or smaller network. This allows us to reach a large population of web developers, with a variety of skill levels, many of whom are in a position to make purchasing decisions within their organizations. The Lake Quincy Media Network is 100% focused on Microsoft developer technologies. Advertisers know that they are targeting the specific demographic of web developers who are likely customers for their products and services. And, since advertising is restricted to products and services of direct interest to preferred users, an advertiser’s message will never be lost among “junk” banners.

Lake Quincy Media is committed to long-term relationships with advertisers and publisher sites. We want to form valuable partnerships for tomorrow and beyond, not just sell today’s campaign.

Lake Quincy Media provides a single solution to target Microsoft web developers across dozens of popular community sites and influential blogs.



Rate Card

Ask your account manager for a customized proposal to meet your specific needs or log on to <http://lakequincy.com/admin> to set up your campaign proposal today.

Web banner ad rates:

Ad Type	CPM Rate
468x60 Standard Banner	\$5.00
728x90 Leaderboard	\$8.00
336x280 Large Rectangle	\$10.00
300x250 Medium Rectangle	\$10.00
120x600 Skyscraper	\$6.00
160x600 Skyscraper Wide	\$6.00
125x125 Square	\$4.00

“Manages one of our most successful online campaigns - Highly recommended!”

— Milena Braticovic,
ComponentArt

Text ad rates:

Ad Type	CPM Rate
Product Spotlight Short text ad for products & events only	\$5.00
Hosting/Service Spotlight Short text ad for hosting services only	\$5.00

Additional Opportunities:

We offer additional opportunities for site-specific advertising on selected network sites. These include:

- Dog Ear ads
- Sponsored White Papers
- Video & Podcast Sponsorships
- Product Showcases
- Newsletter placements

★ Premium Options:


Third Party Served	+\$3.00/CPM
Publisher Site-targeting	+\$1.00/CPM
Geo-targeting (US, UK, CA)	+\$4.00/CPM
Geo-targeting (other)	Starting at +\$1.00/CPM
Custom zone selection	+\$1.00/CPM
Frequency Capping	+\$1.00/CPM
Streaming Video	+\$5.00/CPM

Contact Andrea Penner
(apenner@lakequincy.com)
for more information.



Ad Specifications

Banner Advertising:

Ad Type	Size	Maximum File Size	Supported Formats	Typical Layout
Standard Banner (SB)	468x60	30kb	GIF, animated GIF, JPG, Flash*	
Leaderboard (LB)	728x90	36kb	GIF, animated GIF, JPG, Flash*	
Large Rectangle (LR)	336x280	50kb	GIF, animated GIF, JPG, Flash*	
Medium Rectangle (MR)	300x250	50kb	GIF, animated GIF, JPG, Flash*	
Skyscraper (SK)	120x600	30kb	GIF, animated GIF, JPG, Flash*	
Skyscraper Wide (SW)	160x600	36kb	GIF, animated GIF, JPG, Flash*	
Square (SQ)	125x125	20kb	GIF, animated GIF, JPG, Flash*	

Text Advertising:

Format	Description	First Line	Second Line	Notes
Product Spotlight	240 character maximum	40 characters max (including spaces)	200 characters max (including spaces)	Limited to product offerings, including special events
Hosting Spotlight	240 character maximum	40 characters max (including spaces)	200 characters max (including spaces)	Limited to hosting services only

*Flash must support clicktags Lake Quincy to report the number of clickthroughs. For set up instructions please go to: <http://lakequincy.com/Advertisers/FlashClickTag.aspx>



Reporting

AdSignia is your custom portal that helps you optimize your campaign to get the results that you need. Comprehensive reports show you which ads are generating leads, the user interface lets you make changes at your convenience, and the dashboard lets you see and do it all at a glance.

Take advantage of useful features to help you manage your campaign, such as the following reporting tools and options:

- **Impressions Received Last 30 Days.** Get an at-a-glance look at your activity within the network. This chart shows you each of your ad formats currently running and how many impressions you've received.
- **Click-Throughs per Impression.** With this chart you can see quickly and easily how each of your active creatives are performing compared to each other. You can see the number of clicks and the click-through rate percentage for each creative.
- **Network Click-Through Rate.** Compare the performance of your ad formats with the network averages using this convenient chart.
- **Campaign Activity Report.** This detailed report shows you every advertisement in each campaign and tells you exactly how many impressions, clicks, and click-through rates were received for each of your advertisements. This report can be exported as Adobe PDF, Microsoft Excel, RTF, MHT, TXT or PNG formats.

AdSignia is equipped to give you vital stats at a glance and also give you detailed statistics and information on your campaign and account. And you can access it 24/7! It's another great reason to join the Lake Quincy Media network. Go to <http://LakeQuincy.com> today and get more from your advertising!

TERMS AND CONDITIONS

The rates listed are subject to change and are valid for seven days from the date this document was sent by a representative of Lake Quincy Media LLC. Campaigns require payment in advance (check, paypal, or secure credit card), subject to buyer qualifications. An invoice will be sent electronically once a campaign has been developed and agreed upon. Volume discounts are based upon the number of impressions paid for at the time of purchase. Advertisers are responsible for providing appropriate campaign media. All media should be sent electronically in the proper format to Lake Quincy Media at least 72 hours prior to the start date. All advertising is subject to publisher's approval and additional terms and conditions at <http://lakequincy.com>.

AdSignia gives you tools to track how well your campaign is performing.

