

The Lassie Network (www.lassie.net)

Advertising Rates

About www.lassie.net

The Lassie Network at www.lassie.net has been THE home on the net for Lassie since 1995. It has become the place everyone comes for all things Lassie. News, history, information, merchandise, appearance info and licensing info are just a few of reasons people come to lassie.net. Lassie.net is known worldwide and it's owners Cathy Schmidt and Joan Neidhardt have become synonymous with being the keepers of all the facts, latest news and insider information on all things Lassie. They have developed relationships with Lassie's owner and trainer, stars from the shows, writers, licensees of products, media from around the world, and most importantly the fans! With a family friendly site, lassie.net is the perfect place to advertise related goods and services!

Advertising Rates

Advertisers may purchase space on selected lassie.net pages for the placement of a graphic "Banner" ad. There are three banner positions available per page.

Top Banner (468 pixels wide x 60 pixels high)

Side Banner (98 pixels wide x 280 pixels high)

Bottom Banner (468 pixels wide x 60 pixels high)

Button Ad \$500 each per month regardless of placement

Links \$250 per year (may be reciprocal at the discretion of www.lassie.net)

Banner ads should be 7-12KB in size and provided in JPEG format at least 5 business days in advance of start date.

Banner advertising can occupy the space exclusively or can choose to rotate within the space with up to 2 other Advertisers (5 second intervals). The monthly rate is discounted accordingly.

Site Home Page

<i>Monthly Rate</i>			
	Exclusive	½ Space	1/3 Space
Top Banner	N/A	\$750	\$500
Side Banner	\$750 \$22.15 CPM	\$500	\$375
Bottom Banner	\$500 \$14.76 CPM	\$375	\$250

Fan Community Exclusive Members Only Pages

<i>Monthly Rate</i>				
	Exclusive		½ Space	1/3 Space
Top Banner	\$1000	\$29.50 CPM	\$750	\$500
Side Banner	\$750	\$22.15 CPM	\$500	\$375
Bottom Banner	\$500	\$14.76 CPM	\$375	\$250

Fan Community Exclusive Electronic Newsletter

<i>Monthly Rate</i>				
	Exclusive		½ Space	1/3 Space
Top Banner	N/A		\$750	\$500
Side Banner	\$750	\$22.15 CPM	\$500	\$375
Bottom Banner	\$500	\$14.76 CPM	\$375	\$250

Special Event Coverage/Contest pages

<i>Monthly Rate</i>				
	Exclusive		½ Space	1/3 Space
Top Banner	\$1000	\$29.50 CPM	\$750	\$500
Side Banner	\$750	\$22.15 CPM	\$500	\$375
Bottom Banner	\$500	\$14.76 CPM	\$375	\$250

Blog/Message Boards

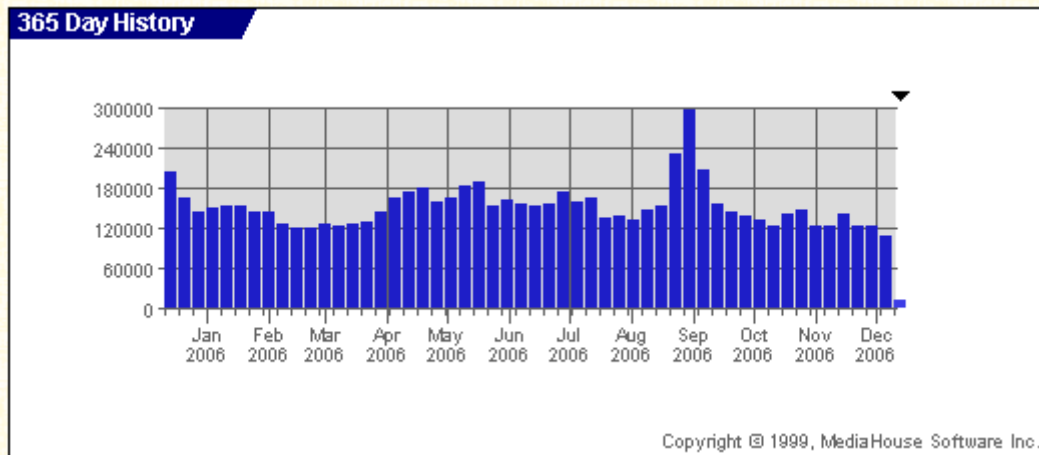
<i>Monthly Rate</i>				
	Exclusive		½ Space	1/3 Space
Top Banner	\$750	\$22.15 CPM	\$500	\$375
Side Banner	\$500	\$14.76 CPM	\$375	\$250
Bottom Banner	\$375	\$11.07 CPM	\$250	\$175

Cast and Crew pages/Kids pages/Download pages

<i>Monthly Rate</i>				
	Exclusive		½ Space	1/3 Space
Top Banner	\$750	\$22.15 CPM	\$500	\$375
Side Banner	\$500	\$14.76 CPM	\$375	\$250
Bottom Banner	\$375	\$11.07 CPM	\$250	\$175

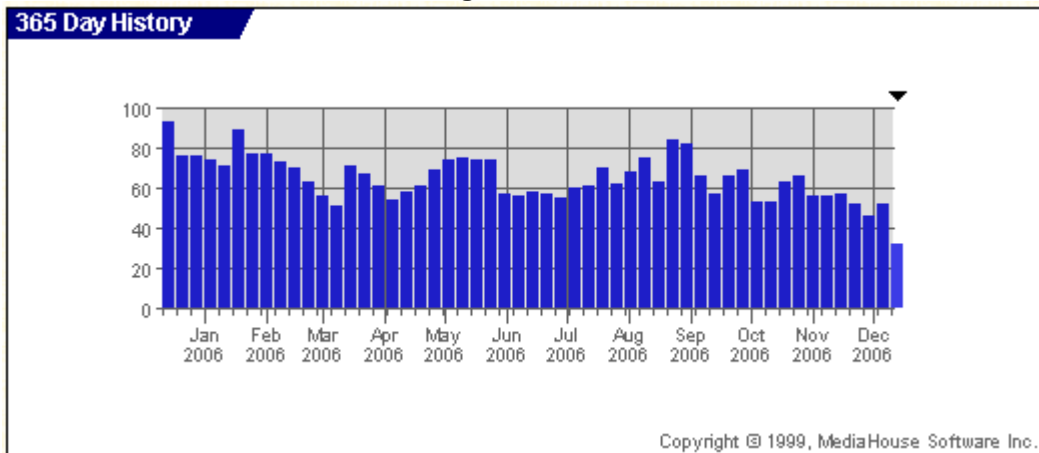
Our server, Webstream, using Media House Software, provides our site statistics.

Usage by Hits



September peak it 300,000 hits to our site!

Average Session Time



The lowest time any user spent on our site was approximately 50 minutes per session

The activity levels are directly influenced by activity in appearances, promotions, product releases, Lassie news and contests.

During the summer 2006 Lassie was on tour. In September 2006 “Lassie” was released in US theatres.

Unique Users to www.lassie.net

During the **Month of Mar, 2006.**

64.234.201.250 lassie.net recorded **30062** unique user sessions

During the **Month of Apr, 2006.**

64.234.201.250 lassie.net recorded **34739** unique user sessions

During the **Month of May, 2006.**

64.234.201.250 lassie.net recorded **36376** unique user sessions

During the **Month of Jun, 2006.**

64.234.201.250 lassie.net recorded **41523** unique user sessions

During the **Month of Jul, 2006.**

64.234.201.250 lassie.net recorded **34006** unique user sessions

During the **Month of Aug, 2006.**

64.234.201.250 lassie.net recorded **34213** unique user sessions

During the **Month of Sep, 2006.**

64.234.201.250 lassie.net recorded **33282** unique user sessions

During the **Month of Oct, 2006.**

64.234.201.250 lassie.net recorded **30285** unique user sessions

During the **Month of Nov, 2006.**

64.234.201.250 lassie.net recorded **30353** unique user sessions

Average unique user sessions per month-
33,871