



“More than \$232 Billion was spent on Home improvements and repairs in the first quarter of 2006 – and that means big business”

SOURCE: US Census Bureau



Fall 2006 Media Kit



DoltYourself.com Inc.

“Serving America’s Home Improvement and Repair Needs”



Unique Monthly Visitors: 2,000,000*

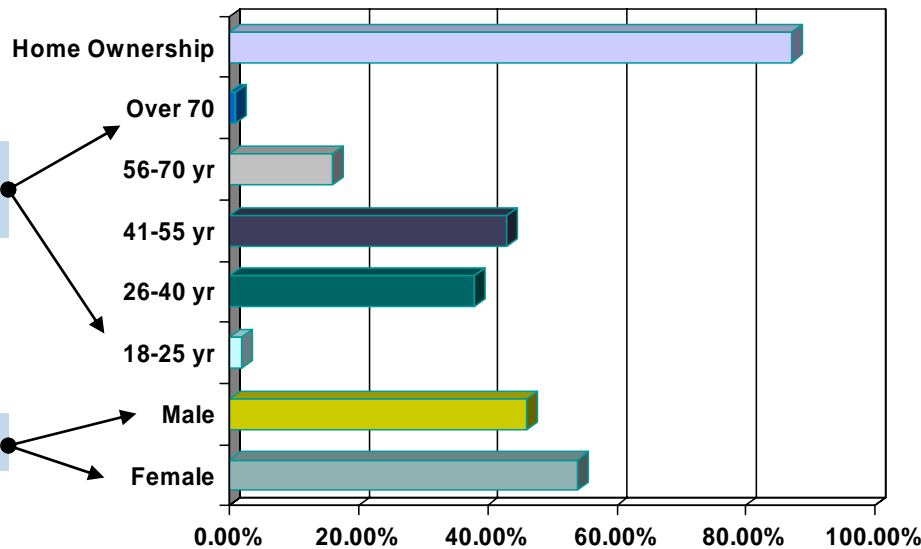
Monthly User Sessions: 4,000,000 *

Average Household Income: \$63,000



comScore report of Top Indexing Non-Travel Sites

BIZJOURNALS.COM	227
About Cities & Towns	222
DOITYOURSELF.COM	214
CITYSEARCH.COM	213
MSN Local Search	213
EPINIONS.COM	210
THEKNOT.COM	209
WEDDINGCHANNEL.COM	209
About Food	209
SFGATE.COM	208



Female Male 18-25 yr 26-40 yr 41-55 yr 56-70 yr Over 70 Home Ownership

*Based on Media Metrix Ad Focus (entities with 1 million or more Unique Visitors), which reports the top advertising-supported sites on the Internet. comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power across local U.S. markets.

Source: comScore Research Competitive Search Marketer Report Top Indexing Non-Travel Sites

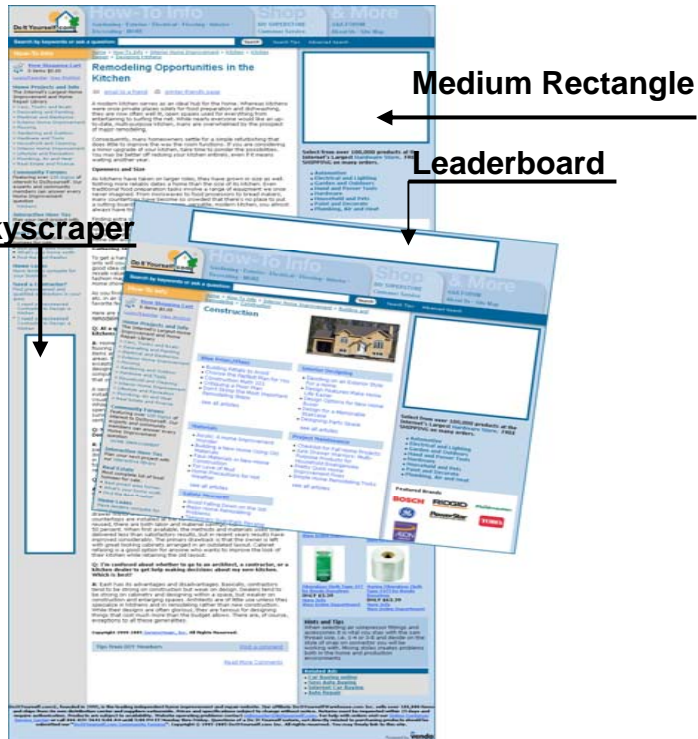
2006 DoItYourself.com Advertising Rates

Creative Placement Rate Card

DoItYourself.com is the premier online independent Home Improvement and Home Repair source for do it yourselfer's. We offer insightful How-To info and Community forums.

Net Rate Per 1,000 Impressions

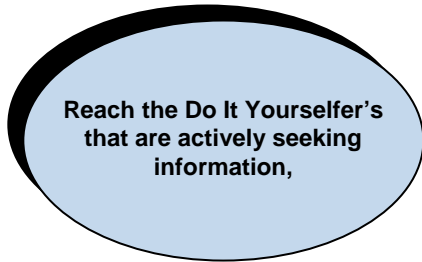
Creative Display	Specs	Run of Site	Category 12 areas available	Targeted Sections Over 100 Sections or Geo Select by Area, Browser, Connection, etc.
Medium Rectangle	300x250	\$12.00	\$15.00	\$18.00
Leaderboard	728x90	\$10.00	\$12.00	\$15.00
Skyscraper & Wide Skyscraper	120x600 160x600	\$8.00	\$10.00	\$12.00



Creative Display	Specs	Accepted Media Type	Max File Size	Position
Medium Rectangle	300x250	Animated GIF, JPG, Rich Media And GIF	50K	Top Right
Leaderboard	728x90	Animated GIF, JPG, Rich Media And GIF	50K	Top of Page over logo header
Skyscraper & Wide Skyscraper	120x600 160x600	Animated GIF, JPG, Rich Media And GIF	50K	Lower Left

- Ads May Be Displayed in any or all of our 12 Categories

- Display Ads May Be Targeted in over 100 Sections



Interior Home Improvement and Remodeling	Exterior Home Improvement	Decorating and Painting	Electrical and Electronics	Flooring	Gardening and Outdoor
Attics, Basements, Bathrooms, Ceiling, Construction, Doors, Home Energy, Insulation, Kitchens, Remodeling, Skylights, Walls, and Windows.	Brick, Cement, Chimney, Concrete, Decks, Driveways, Garages, Gutters, Siding, Stone, Roofs, and Sunrooms.	Accents, Cornices, Decorating, Furniture, Paint, Wallpaper, and Window Treatments.	Ceiling Fans, Home Alarms, Home Wiring, Lighting , and Major Appliances.	Carpet, Ceramic Floors, Laminate Floors, Vinyl, and Wood Floors.	Fences, Gardens, Greenhouses, Landscape, Lawn, Outdoor Living, Patios, Pools, Shrubs, Spas/Hot Tubs, Tree, and Water Gardens.
Household and Cleaning	Plumbing, Heating, Air Conditioning and Ventilating	Real Estate and Finance	Lifestyle and Recreation	Cars, Trucks, and Boats	Hardware, Tools, and Woodworking
Asbestos, Carbon Monoxide, Cleaning, Disasters, Hazards, Lead, Mold/Mildew, Pest Control, Pets, Radon, and Stain Removal.	Air Conditioning, Drains, Duct Work, Fireplaces, Heating, Plumbing, Ventilation, and Water Heaters.	Credit, Financing, Home Inspection, Law, Mortgages, New Homes, Pre-Fab Homes, Refinance, and Resale Homes.	Bicycling, Canning and Preserving, Diet, Environment, Health, Hobbies, Home Business, Recipes, Retirement, Travel, and Vacation.	ATVs, Auto Repair, Boating, Buying a Car, Motorcycle, Selling a Car, and RVs.	Hardware, Security, Tools, and Woodworking.

Geo Select by Region

By Time Zone, MSA, DMA, Country, State, County or Area Code

Connection Select

Cable, DSL, ISDN, Dialup and Other

Time of Day Select (USA ONLY)

Start and Stop time. In addition, Days that the ad would appear.

Browser Select

IE, Firefox, Opera, Safari, etc.

Provider Select

AOL, AT&T, Earthlink, IBM, MCI, Prodigy, Roadrunner, Verizon, SBC, Compuserve, Covad, Hinet, Mediane, Seednet, and UUNET

Reach your customers where they live:

Geo targeting allows you to deliver your message to viewers in a specific geographic area. You can selectively target your audiences making your campaign more contextually relevant.

Ideal for General Advertisers:

Geo Targeting Selects are available only on Run of Site Advertising. Display ads are placed randomly on our website, no sectional specifications are possible.

- A Painter in Ft. Lauderdale Florida might want to consider a GEO Select for Dade and Broward Counties
- A Building Material Supplier in the UK might want to consider a GEO Select for the UK, not the US
- A DSL Provider may want to target dial up and cable connections
- A Company selling sleeping pills might want to consider a Select to show their ad only between the hours of 11pm thru 7am. **(US ONLY)**

*** ROS Geo Selects are priced as Targeted Sections**



Text Link Ads can be Up to 15 Words

Ordered without Display Ads text links must be prepaid \$500 minimum commitment. All Ads are tracked by our ad tracker

Branded - Top of Page

\$500 minimum monthly

\$2.50 per click-thru

if 88 by 31 logo is included – add \$2.00 CPM

Branded – i.e.: [Shop at XYZ Plumbing for the lowest prices In Kohler Faucets and Fixtures click here](#)

Non-Branded

Top of Page

\$500 minimum monthly

\$2.00 per clickthru

Non-Branded – i.e.: [For the lowest prices Kohler Faucets and Fixtures click here](#)

Branded

Bottom of Page – no logo available

\$500 minimum monthly

\$1.50 per clickthru

Non-Branded

Bottom of Page

\$500 minimum monthly

\$1.00 per clickthru

The screenshot shows the homepage of Do It Yourself.com. The main navigation bar includes "How-To Info" and "Shop". The "How-To Info" section is highlighted, and the breadcrumb trail reads: Home > How-To Info > Flooring > Ceramic Flooring > Ceramic Floor Installation. The main content area features a large heading "Ceramic Floor Tiling - Intro". Below this heading, there is a red oval highlighting a text link ad: "Ceramic Tile up to 70% OFF! Authorized factory direct Internet dealer. All major brands. [Click Here!](#)". To the right of the ad is a photograph of a person kneeling on a floor, working on a tile project. Below the ad, there is a list of safety instructions for using power tools. The left sidebar contains various links and sections, including "View Shopping Cart", "Home Projects and Info", "Need a Contractor?", "Community Forums", "Interactive How-To's", "Real Estate", and "Home Loans".

Do It Yourself.com How-To Info Shop
Interior · Exterior · Decorate · Electrical · Flooring · Garden · Hardware · Household · Lifestyle · Real Estate · Plumbing · Auto DIY SUPERSTORE Customer Service

Search by keywords or ask a question: Search info and products

How-To Info Home > How-To Info > Flooring > Ceramic Flooring > Ceramic Floor Installation

View Shopping Cart 0 items \$0.00
Login/Register Checkout

Home Projects and Info
The Internet's Largest Home Improvement and Home Repair Library

- > Interior Home Improvement and Remodeling
- > Exterior Home Improvement
- > Decorating and Painting
- > Electrical and Electronics
- > Flooring
- > Gardening and Outdoor
- > Household and Cleaning
- > Plumbing, Heating, Air Conditioning & Ventilating
- > Real Estate and Finance
- > Lifestyle and Recreation
- > Cars, Trucks and Boats
- > Hardware, Tools and Woodworking

Need a Contractor?
Select Category
ZIP Code Go

Community Forums
Featuring over 100 topics of interest to DoItYourselfers. Our experts and community members can answer every Home Improvement question

Interactive How-To's
Plan your next project with our interactive library

Real Estate
Most complete list of local homes for sale.

- Best priced area homes
- What's your home worth
- Find the Best Realtor

Home Loans
Have lenders compete for your business

Ceramic Floor Tiling - Intro
Ceramic Tile up to 70% OFF! Authorized factory direct Internet dealer. All major brands. [Click Here!](#)

Intro - Surface Prep - Layout - Installing - Cut & Trim - Grout - Counter Tops - Checklist

These pages will show you the step by step procedure for installing a ceramic tile floor.

Although many of the general rules of installing tile apply to most any tile job, there are specific techniques that apply only to floors, and others that apply to countertops and walls - See our complete project planners for these.

Safety

1. Safety glasses or goggles should be worn whenever power tools are in use and when chiseling, sanding, scraping or hammering overhead. This is very important for anyone wearing contact lenses.
2. Wear ear protectors when using noisy power tools. Some tools operate at noise levels that damage hearing.
3. Be careful of loose hair and clothing so that it does not get caught in tools; roll your sleeves up and remove jewelry.
4. The proper respirator or face mask should be worn when sanding, sawing or using substances with toxic fumes.
5. Keep blades sharp. A dull blade requires excessive force and can slip which causes accidents.
6. Always use the right tool for the job. Repair or discard tools with cracks in the wooden handles or chips in the metal parts.
7. Don't drill, shape or saw anything that isn't firmly secured.
8. Oily rags are spontaneously combustible, so take care when you store and discard them.
9. Don't abuse your tools.
10. Keep a First Aid Kit on hand.
11. Do not work with tools when you are tired. That's when most accidents occur.
12. Read the owner's manual for all tools and understand their proper usage.
13. Keep tools out of the reach of small children