



“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



2007 Advertising Rates as of December 12, 2006



**DoltYourself.com Inc.**

**“Serving America’s Home Improvement and Repair Needs”**

# Why should you advertise with DoItYourself.com?

- 11 Years
  - 2,000,000+ Unique Monthly Visitors
  - Time Magazines “50 Best Websites”.
- The only website selected in Home Improvement category*
- Content Driven

You could pay someone else to install a door, rip up your carpet or clean your gutters. Or, with coaching from **DoItYourself.com**, you can roll up your sleeves and, well, do it yourself. Founded by the son of a hardware salesman, the site provides step-by-step instructions for almost every home project- from removing adhesive (warm vinegar) to building an addition. Should you realize, mid-job, that you're not so handy after all, you can find support in the site. - *Money Magazine June 2006*

If your home isn't selling, or you'd like to get more for it than the market seems ready to bear, consider investing in some upgrade project...**Doityourself.com**... can be useful in redoing a kitchen, bathroom or closet, for instance, to boost the price of your home. Before launching a major endeavor, though, it's worth getting some independent input on whether the upgrade will actually boost your home's value. - *Time June 2006*

Home repairs or improvements are often done by the professionals but those willing to accept the challenge can find help online at **DoItYourself.com**. Find your project by scrolling through the choices....Worried about the cost of any of these projects, go to the estimate section to calculate the money needed. - *CNN Headline News*

Home Improvement web site offers solutions, advice "**doityourself.com**" might be the site for you. The website is filled with information on almost every home improvement topic. It also includes a bulletin board service where people can post their problems and questions. The other web surfers who have been in similar situations can send their answers. - *MSNBC*

Monthly User Sessions: 3,000,000+  
Average Household Income: - \$63,000

Gender:

54% Female  
46% Male

Age Breakdown:

18-25: 2%  
26-40: 38%  
41-55: 43%  
56-70: 16%  
Over 70: 1%

Home Ownership\*:

87% own their own home

## comScore report of Top Indexing Non-Travel Sites

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

\*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

## 2007 DoltYourself.com Rich Media Advertising Rates

### Creative Placement Rate Card

DoltYourself.com offers a contextual rich environment. With our user-requested content integrated with a great ad equals maximum awareness and intent-to-buy.

**Net Rate Per 1,000 Impressions**

Creative Display	Specs	Run of Site	Category Specific 12 areas available	Targeted Sections Over 100 Sections or Geo Select by Area, Browser, Connection, etc.
Interactive 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

Note: All Rich Media will be Third Party Served. Page Overlay's and Rich Media must be pre-approved with DoltYourself.com. There must be a prominent 'Close' button on all expandable ads. Sponsorships, Contests and other integrated marketing opportunities are available and priced individually

Video Ad exposure lifts all five branding metrics, from awareness to intent-to-buy:

- ✓ **Brand Awareness**
- ✓ **Online Ad Awareness**
- ✓ **Message Association**
- ✓ **Brand Favorability**
- ✓ **Purchase Intent**

Key factors for engagement:

- ✓ **Media**
- ✓ **Format**
- ✓ **Placement**

You provide the Media & Format and DoltYourself.com will provide the Placement you need.

#### Rich Media Formats Accepted

- Flash
- Streaming Video
- JavaScript
- Expandable
- Eyeblaster
- (please inquire regarding others)



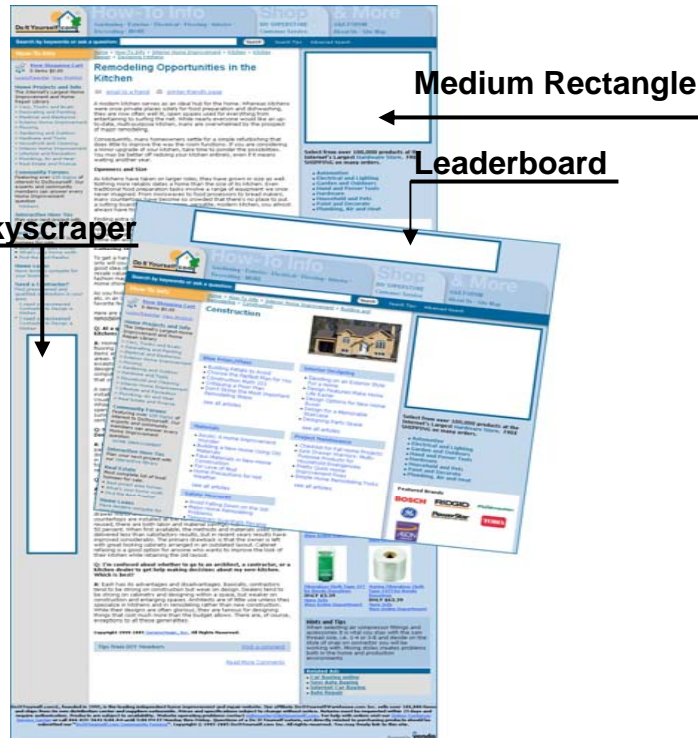
# 2007 DoItYourself.com General Advertising Rates

## Creative Placement General 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 together with personalized Questions and Answers.

**Net Rate Per 1,000 Impressions**

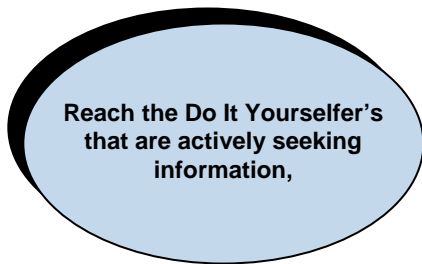
Creative Display	Specs	Run of Site	Category Specific 12 areas available	Targeted Sections <i>Over 100 Sections or Geo Select by Area, Browser, Connection, etc.</i>
Medium Rectangle	300x250	\$11.00	\$14.00	\$17.00
Leaderboard	728x90	\$9.00	\$11.00	\$14.00
Skyscraper & Wide Skyscraper	120x600 160x600	\$7.00	\$9.00	\$11.00



Creative Display	Specs	Accepted Media Type	Max File Size	Position
Medium Rectangle	300x250	JPG and GIF	50K	Top Right
Leaderboard	728x90	JPG and GIF	50K	Top of Page over logo bar
Skyscraper & Wide Skyscraper	120x600 160x600	JPG and GIF	50K	Lower Left next to content

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

□ Display Ads May Be Targeted in over 100 Sections



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

Available Only with Display Ad Campaigns. All Ads 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 'How-To-Info' (Do It Yourself.com). The main navigation bar includes 'Home', 'How-To Information', 'Interior Home Improvement and Remodeling', 'Bathroom Design and Remodeling', 'Bathroom Accessories', and 'Don't Leave Your Towel Rack Hanging'. A search bar is located below the navigation. The main content area features a featured article titled 'Transform Your Kitchen With New Cabinets. Whether you want to reface or replace, we can help.' This title is circled in red. Below the title is a sub-headline 'Don't Leave Your Towel Rack Hanging' and a photo of a towel rack. To the right, there is a video player titled 'Treasure it' and a 'Related Ads' section with a list of products like 'Towel Bar', 'Kitchen Towel Rack', and 'Chrome Stand Towel'. At the bottom, there is a 'Sign up for our FREE newsletter' form and a 'Browse Product Information' section with categories like 'Automotive', 'Electrical and Lighting', and 'Holiday Clearance'.