



LIVE FAN CHAT inc ADVERTISING RATE CARD

CORPORATE INFORMATION	
Company:	Live Fan Chat inc
URL:	www.LiveFanChat.com
Genre:	Sports
Engagement:	Multiple online sports sites featuring live chat around live sports events.
Audience:	Primarily male, 18-35, USA based.
CPM:	Flat rate \$1CPM (cost per thousand impressions). 50,000 impression minimum purchase (\$50).

Live Fan Chat inc has developed a number of web site properties featuring "live chat" around "live sporting events".

Sites currently launched are www.LiveBaseballChat.com , www.LiveFootballChat.com , www.LiveNascarChat.com , www.LiveF1Chat.com , www.LiveCricketChat.com , www.LiveAFLchat.com , www.LiveNRLchat.com , www.LivePremierLeagueChat.com , www.LiveCollegeFootballChat.com , www.LiveHockeyChat.com and www.LiveBasketballChat.com

Approximately 20 sites in total will be launched over the next 12-18 months at the start of each sporting season.

Audience: Advertising on one or all of the Live Fan Chat websites gives advertisers a low cost method to advertise to a specific target audience. Primarily male, 18-35, USA based.

Banner Details: A single banner is located at the base of all chat pages and is rotated every 60 seconds. The banner is 468 x 60 and is very cleanly and prominently displayed without any distracting clutter like most web sites. The "highlighted" nature of this style of banner presentation ensures high recognition and recall.

Banner impression contracts can be served as;

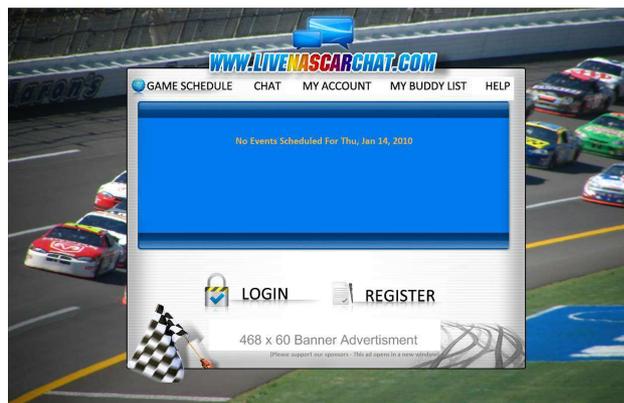
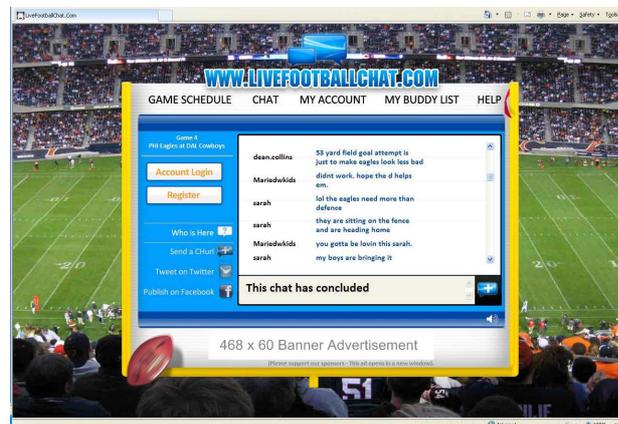
- a single banner type, or deliver multiple types of banners on an equal delivery basis,
- maximum number of banner impressions per day,
- maximum number of banners per user per visit.

Analytics: Analytics detailing Impressions, Clicks and CTR are available in real time broken down by site, hours, days, weeks and months.

In addition a weekly report is generated every Monday detailing the previous 7 days results.

Pricing: All advertisers pay the same flat rate of \$1 CPM (\$1 Cost per thousand impressions). There are no additional charges for clicks. Impressions are purchased in 50,000 unit lots (eg. In multiples of \$50 with \$50 minimum purchase).

Website Listing	
Launch Date	Domain URL
Apr 2009	www.LiveBaseballChat.com
Sept 2009	www.LiveFootballChat.com
Feb 2010	www.LiveNascarChat.com
Mar 2010	www.LiveF1chat.com
Mar 2010	www.LiveNRLchat.com.au
Mar 2010	www.LiveAFLchat.com.au
Mar 2010	www.LiveCricketChat.com
Mar 2010	www.PremierLeagueChat.co.uk
Mar 2010	www.LiveCollegeFootballChat.com
Mar 2010	www.LiveHockeyChat.com
Mar 2010	www.LiveBasketballChat.com
Future Sites	LiveSerieAChat.com
	LiveWorldCupChat.com
	LiveGolfChat.com



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