

Website Advertising Price Structure

Home Page Ad	
\$180.00 per Year \$15.00 per month	10,000 + impressions per month \$1.50 Aprox. CPM General, "catch all" page with High Volume for low cost per Impression.
Market Category Pages	
\$120.00 per Year \$10.00 per month	4,000 - 5,000 impressions per month \$2.75 Aprox. CPM Specific to a market for our motors & controllers with about 50% Volume (Home Page)
Motor and Controller Page Ad	
\$90.00 per Year \$7.50 per month	3,000 - 4,000 impressions per month \$2.50 Aprox. CPM Specific to our motors & controllers with about 33% Volume (Home Page)
Specific Targeted Page (ex. Club Car Motors & Controllers page)	
\$36.00 per Year \$3.00 per month	Up to 1,000 impressions per month \$15.00 Aprox. CPM Very Specific to an exact product or keyword or keyword group. Low Volume, but high value. Can target specific keywords for higher "quality" impression.

CPM - We use the "Cost-Per-1000 impressions" price model to determine a flat rate fee for our advertisers.

Ad Space - We allow for a text and/or picture ad aprox. 220px Wide by 150px high.

Ad Content Must be approved by D&D Motor Systems.

Date: 1/30/2009