Website Advertising Price Structure

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