

Automobile
mag.com

MOTOR TREND.COM

automotive.com®
where your car search begins™

IntelliChoice
CHOOSE YOUR CAR WISELY

internetAutoGuide.com

AutoMall USA

Autobuyguide.com

NewCar.com



2011 MEDIA KIT

MOTOR TREND AUTO GROUP

SOURCE
INTERLINK
MEDIA ▲
AUTOMOTIVE DIGITAL
www.SIMautomotive.com

IN-MARKET/MOTOR TREND AUTO GROUP PROFILES



The Motor Trend Automotive Group, often referred to as the “In-Market Group” is the automotive editorial authority. With flagship properties including Motor Trend, Automobile Magazine, IntelliChoice, and Automotive.com, we produce brands that appeal to the masses. Driven by superior Search Engine Optimization, the group is comprised of eight In-Market websites with New Car Buyer’s Guides and Used Car Classifieds. Informative editorials and blog/forum commentaries give enthusiasts insight to some of the nation’s most dominant web sites in the automotive industry.

SITE PROFILES

MOTORTREND.COM

MotorTrend.com is a source of automotive information and entertainment, aimed towards the mainstream car audience. Online features include the New and Used Car Buyer’s Guide with price comparison tools, reviews, interactive interior and exterior car shots, and up-to-date auto loan rates and pricing. Buyers can obtain price quotes from MotorTrend.com’s dealer network. Enthusiasts are presented with compelling technical articles, video, active blogs and forums. “Green” pages containing hybrid/eco-friendly automotive content can be found on the website, as well as “Wide Open Throttle” - automotive content that is updated every hour; bringing enthusiasts the latest in automotive news.

AUTOMOBILEMAG.COM

AutomobileMag.com covers how automobiles fit in one’s sophisticated lifestyle. Visitors will find long-term reviews of their latest car or truck, design articles, opinions on current trends, and plenty of image galleries and video. Interactive forums and blogs give readers and editors a chance to discuss the most recent news on such concerns. For buyers, AutomobileMag.com provides the most current information via the New/Used Car Buyer’s Guide, test drives, and plenty of tools to determine vehicle pricing, current rebates, safety features, and even recall information.

AUTOMOTIVE.COM

Automotive.com is a consumer-focused portal and information web site. Tools to help consumers research vehicles include the New/Used Car Buyer’s Guide with interactive fields, links, and menus to specify their desired car, price range, and even location information. By providing secured information such as zip codes, potential buyers can quickly get in touch with local car dealers. Active blogs and forums assist visitors to make car choices, receive response to car troubles, and find the latest specials or vehicle recalls. Automotive.com also pulls content from the collection of over 60 automotive websites of Source Interlink Media.

INTELLICHOICE.COM

IntelliChoice.com provides an objective point of view for consumers to find the best vehicle for their want and lifestyle based around its Best Overall Value system. With its data-driven content, this Internet-only site publishes a monthly BOV listing and its associated awards throughout the year. Readers can check out the numerous How-To articles before using the site’s web tools to find the nearest dealership or seller, and obtain the latest pricing, photos, or even a local classified posting. The Buyer’s Guide provides automobile pricing, specifications, ownership cost, and leasing data through the use of interactive menus on the web site.

IN-MARKET/MOTOR TREND AUTO GROUP PROFILES



[AUTOBUYGUIDE.COM](http://AutoBuyGuide.com)

AutoBuyGuide.com provides a simple, clear web page for car buyers to find new or used car information in a single glance and click. New car prices, used car classifieds, and the latest photos of some of the hottest models out today are all presented. More in-depth information, such as all recalls for trucks or the latest used cars for sale is just a click away. AutoBuyGuide.com illustrates that ease of use doesn't mean limited content or detail.

[INTERNETAUTOGUIDE.COM](http://InternetAutoGuide.com)

InternetAutoGuide.com provides consumers multiple ways to obtain vehicle information. From drop-down menus that let buyers select their vehicles to obtain the best quotes, to specific sections like 'Car Reviews' for more casual browsing, the web site is designed to let the buyer research their vehicles their way.



[NEWCAR.COM](http://NewCar.com)

NewCar.com's interactive format visually guides buyers in selecting, then obtaining, information and quotes on their desired cars. Navigation menu options provide quick vehicle specifications and links for reviews, rebates, and even safety ratings. Buyers can configure their vehicles, then compare it with others in its segment side-by-side through NewCar.com's 'Compare' feature.

[AUTOMALLUSA.NET](http://AutoMallUSA.net)

AutoMallUSA.net is the guide to vehicle information online. Consumers are able to search New and Used cars with ease, as they peruse through multiple automotive-related topics including: car ratings, gas prices, auto rebates, car incentives, and auto insurance.



[MOTORTRENDENESPANOL.COM](http://MotorTrendEnEspañol.com)

MotorTrendEnEspañol.com provides MotorTrend.com's content for the Spanish-speaking market. Aimed at the enthusiast, the web site provides Motor Trend's translated magazine online where it is joined with exclusive site articles and images. New vehicle information, reviews, and news are all a click away. Visitors can also subscribe to the magazine's digital edition.



ABOUT OUR AUDIENCE



SIM IN-MARKET AUTO GROUP AUDIENCE

| | |
|------------------------------------------|----------|
| Male Users | 52% |
| Mean Age | 43 |
| Mean HHI | \$71,000 |
| College Educated | 72% |
| Professional/Managerial or Self Employed | 25% |
| Employed Full or Part Time | 73% |

RESEARCH ONLINE MORE THAN THE AVERAGE ONLINE USER

| | |
|--------------------------------------------------|-----------|
| Research new/used vehicle purchase, last 30 days | 133 Index |
| Seek or post product reviews, last 30 days | 173 Index |

PARTICIPATE IN ONLINE ACTIVITIES MORE THAN THE AVERAGE ONLINE USER

| | |
|--------------------------------------------------------------|-----------|
| Seek or give advice online, last 30 days | 163 Index |
| Publish blog on blogging and social networking sites | 122 Index |
| Auctions: Purchased item last 30 days | 192 Index |
| Participate in online incentive/reward programs last 30 days | 150 Index |
| Participate in sweepstakes/lottery yesterday | 103 Index |

MORE INFLUENTIAL THAN THE AVERAGE ONLINE USER

| | |
|-------------------------------------------------------------------------|-----------|
| Provide frequent advice about cars/automotive | 140 Index |
| Be any business purchase decision maker/influencer | 133 Index |
| Provide online shopping e-commerce advice | 144 Index |
| Be a business purchase decision maker or influencer for a car/truck/van | 168 Index |

SHOP/PURCHASE ONLINE MORE THAN THE AVERAGE ONLINE USER

| | |
|--------------------------------------------------------|-----------|
| Purchased new/used cars/trucks online last 30 days | 145 Index |
| Purchased used cars/trucks online, last 30 days | 151 Index |
| Definitely will purchase a car/truck, next 6 months | 101 Index |
| Shopped online for a new automobile, last 30 days | 205 Index |
| Shopped online for a used automobile, last 30 days | 190 Index |
| Shopped online for a new/used automobile, last 30 days | 185 Index |
| Purchased auto parts online, last 30 days | 140 Index |
| Shopped online auto loans, last 6 months | 199 Index |

OTHER INTERESTS

| | |
|------------------------------------------------|-----------|
| Fix/renovate their cars as a personal interest | 110 Index |
| Purchase event tickets online | 154 Index |

Source: Nielsen Online @Plan, Release 4, 2010

THE SIM AUTOMOTIVE GROUP



DEFINITELY WILL PURCHASE A NEW OR USED CAR OR TRUCK (NEXT 6 MONTHS)

| | |
|----------------------------|------------------|
| Kelley Blue Book | 122 Index |
| Edmunds | 119 Index |
| AutoTrader | 112 Index |
| SIM In-Market Group | 101 Index |
| MSN Autos | 86 Index |
| AOL Autos | 74 Index |

Source: Nielsen Online @Plan, Release 4, 2010

THE SIM AUTOMOTIVE GROUP IS AMONG THE LARGEST AUTOMOTIVE ENTITIES

| | |
|-----------------------------|------------------------------------|
| SIM Automotive Group | 3.8 Million Unique Audience |
| Kelley Blue Book | 3.5 Million Unique Audience |
| Autotrader | 3.5 Million Unique Audience |
| Edmunds | 3.4 Million Unique Audience |
| SIM In-Market Group | 2.6 Million Unique Audience |
| Cars.com | 2.0 Million Unique Audience |
| Carmax | 1.5 Million Unique Audience |
| Jumpstart | 1.3 Million Unique Audience |

Source: Nielsen Online NetView, December 2010



AD UNITS



IAB ADVERTISING UNITS AND SPECIFICATIONS

Ad unit sizes:

| | |
|---------|----------|
| 728x90 | (Fig. A) |
| 250x90 | (Fig. B) |
| 160x175 | (Fig. C) |
| 160x600 | (Fig. D) |
| 300x250 | (Fig. E) |

Max file size:

| | |
|--------------------------|------|
| 160x600, 300x250, 728x90 | 50kb |
| 160x175 and 250x90 | 15kb |

File types: JPG, GIF, Flash, HTML

Max Loops: 3 loops (15 seconds/loop)

Flash version accepted: 8 or below

EXPANDABLE SIZE MAX (CLICK TO EXPAND)

| Initial Size | Expanded size | Direction of expansion |
|--------------|---------------|------------------------|
| 160x600 | 320x600 | Right |
| 300x250 | 450x250 | Right |
| 728x90 | 728x180 | Downward |
| 160x175 | 280x175 | Right |

Close method: Click or roll off

We allow pinning, there must be a prominent close button

Initial file size: 50kb

Maximum file size expanded state: 100kb

Close button: Required

Initial animation: 15 seconds

Max loops: 3 loops (15 seconds/loop)

Video: Non-user initiated

Audio: User initiated

Max video/audio length: 30 seconds

Audio/video buttons required: Play, Stop, Pause, Mute, Restart

NOTES FOR FLASH CREATIVES:

For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have exported SWF to us. Back-up GIFs should be supplied with the SWF files and be under 50kb in size.

```
Click tag for flash (case sensitive):
on (release) {
get URL (_level10.clickTag,"_blank");
}
```

We accept all DART-supported forms of rich media including the following: Eyeblander, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

OTHER ADVERTISING OPPORTUNITIES



HOMEPAGE SPOTLIGHTS:

Showcase vehicles directly on the homepage of Consumer Auto Group websites.

BEHAVIORAL TARGETING:

Target your messages and offerings to consumers interested in specific automotive segments or makes.

REGIONAL ADVERTISING:

Tailor dealer association messages to consumers in targeted geographic areas.

SITE SPONSORSHIPS:

Increase visibility with this constant, above-the-fold, premium placement on all pages of a website.

CUSTOM SOLUTIONS:

We can turn your ideas to reality. Please consult your Digital Sales representative for more information.

MICROSITES:

Go “beyond the banner” and engage directly with your core audience. Leverage our massive portfolio of automotive web sites and the automotive enthusiasts that frequent them.

