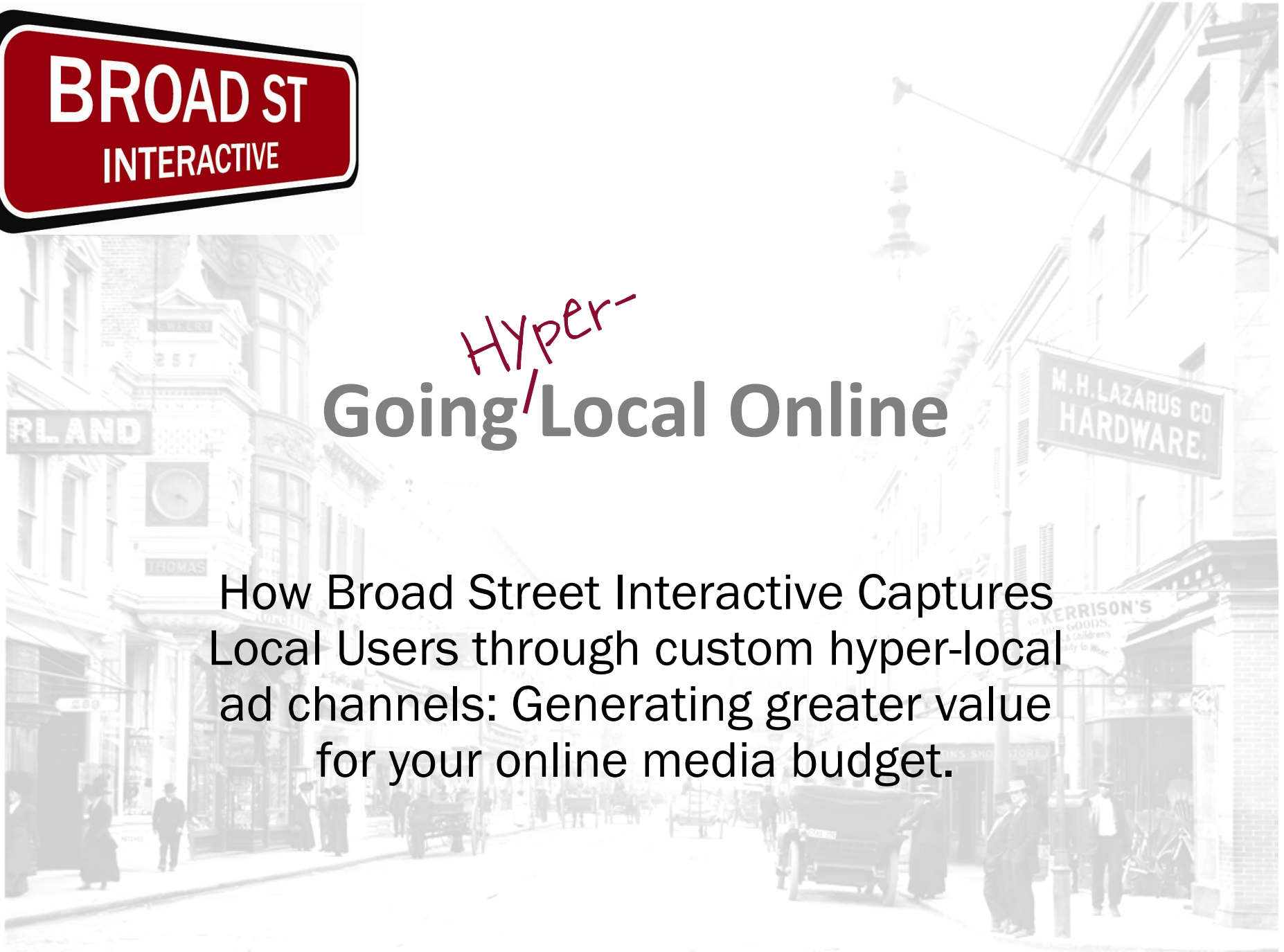
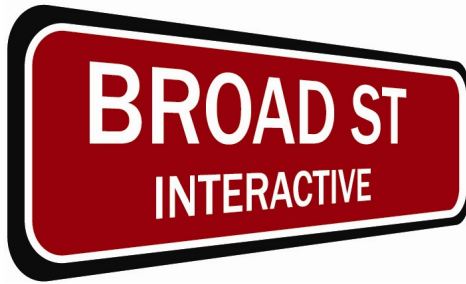




Hyper- Going Local Online

How Broad Street Interactive Captures Local Users through custom hyper-local ad channels: Generating greater value for your online media budget.

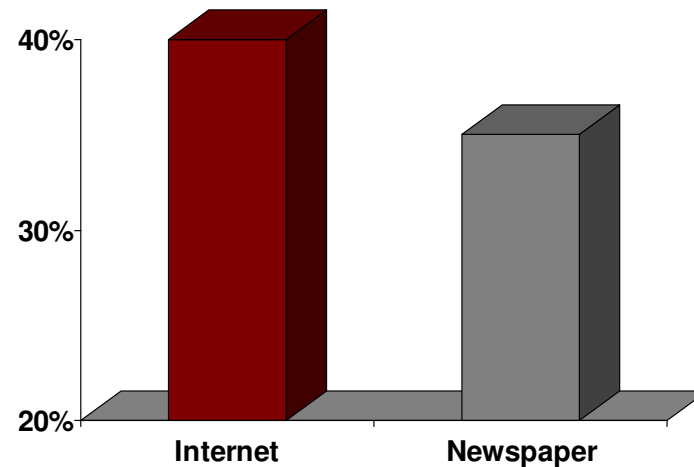
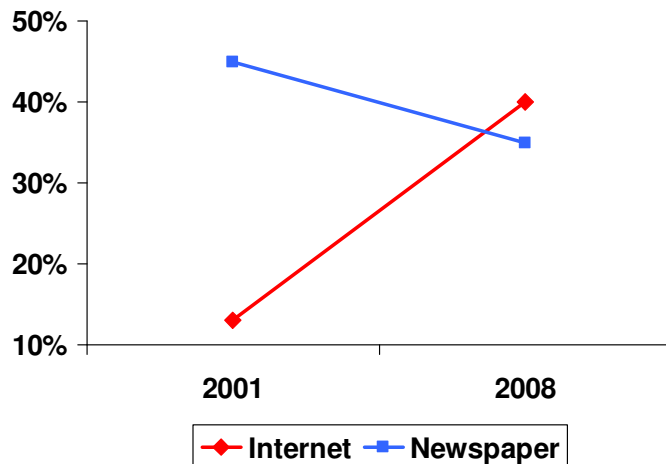




Online Tops Newspapers as news source

The Internet is now the most popular source of news after TV, according to the Pew Research Center for the People & the Press.

- 40% of Respondents said they got most of their national and international news from the Internet, versus 35% for newspaper in 2008.
- The Internet's share has more than tripled from 13% in 2001, while newspapers fell by almost a quarter— from 45%, in those six years.



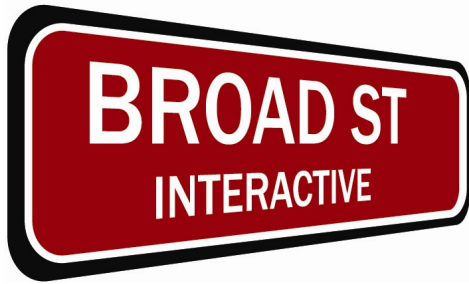


Who is getting news online?

Men	75%
Women	72%
Whites	73%
Blacks	69%
Hispanics	69%
18-29	73%
30-49	77%
50-64	72%
65+	61%

Pew Internet Research, 2009

Everybody is getting news online.



Who is getting weather online?

Men	82%
Women	78%
Whites	82%
Blacks	65%
Hispanics	82%
18-29	77%
30-49	84%
50-64	80%
65+	66%

Pew Internet Research, 2009

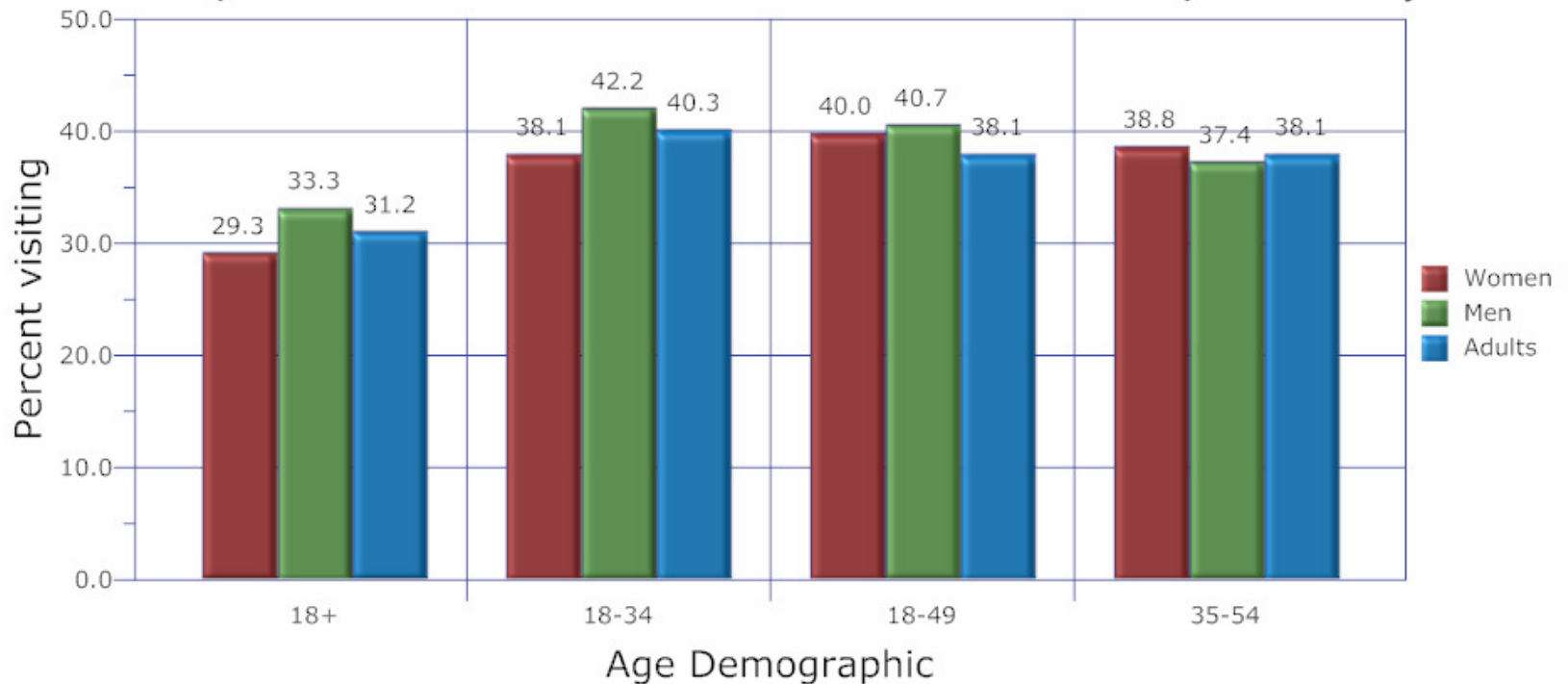
Everybody is getting weather online, too.



What sites do users go to for news and weather?

Local broadcast websites

People that visited local broadcast websites in the past 30 days



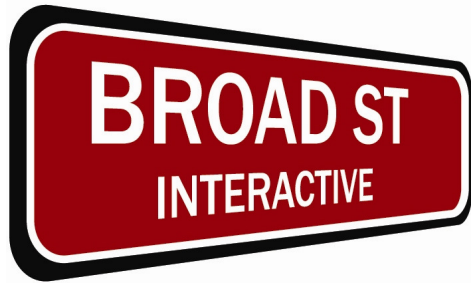
High penetration across all age groups



Why advertise on a local site?

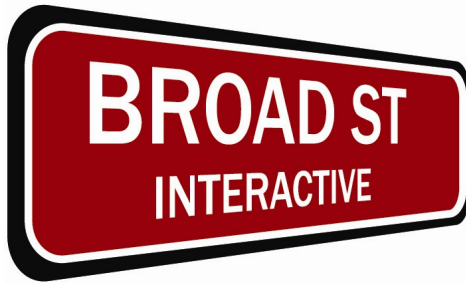
According to a study conducted for Internet Broadcasting Systems, 80 percent of local news site users find ads on its sites more relevant than those on national news sites because the sites are local.

Additionally, over two-thirds of survey respondents said they're more likely to click on local news site ads than those on national news sites.



People consume media differently

Consider that in January 2009, the Digital Future Report from the University of Southern California's Annenberg School found that 79% of adult users said the Internet was now their "most important" source of information (not just for news), higher than television (68%) or newspapers (60%). Getting news online, in other words, has become more of a reflex and a larger part of people's daily lives.



Who is the audience for online news and weather?

For all the growth in new media, one other factor has remained constant in Internet news trends: the people who go online for their news tend to be more educated. That has not changed over the last decade even as the number of online news users has grown.

Ten years ago a college graduate was more than three times as likely as someone with a high school education or less to regularly go online for news. That gap remains just as large today. Fully 61% of college graduates go online for news at least three days a week, compared with just 19% of those with no more than a high school education

"Key News Audiences Now Blend Online And Traditional Sources," Pew Research Center Biennial News Consumption Survey, Pew Center for the People & the Press, August 17, 2008



Why use Broad Street Interactive to advertise on a local site?

We form partnerships with local newspapers, TV stations, and other local media providers to connect Internet users and advertisers with relevant and engaging content. It's what we do.

Centered on local news, our websites are trusted sources of information.

We currently have over 2000 premium local news media outlets coast-to-coast.

These local users are engaged in their community, are news and weather consumers, and decision makers.



The 3 T's

Targeting | Tracking | Transparency

Our approach with our clients is based on 3 T's: Targeting, Tracking & Transparency.

Without Targeting your message (and budget) can be lost on the wrong audience; without Tracking you don't know what is being delivered and whether or not its working; without Transparency you do not know where your placements are and cannot know if your message is being received properly.

Targeting

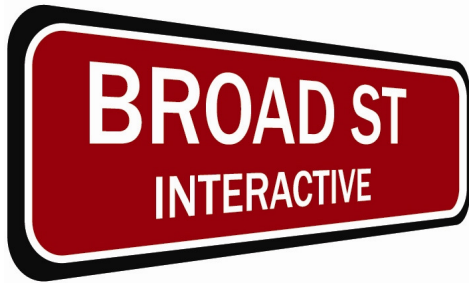
- We place your media where your audience is online. Using Nielsen data and our own deep publisher relationships we reach your desired demographic.

Tracking

- We provide real-time reporting of your campaign, available to our clients via a secured login. We also provide campaign analysis detailing how the campaign is performing, what creative works best for your campaign and what sites are over (and under) performing. We monitor the campaign to ensure good results and provide you with the tools to improve the campaign and learn what works for your next campaign.

Transparency

- Our ad placements are fully transparent on our hyper-local CPM ad buys. There is no "blind ad network" so you don't have to worry about not knowing exactly where you are spending your money. We believe in providing good ROI for our clients. We also believe in the old maxim, "You get what you pay for." When you pay for a media buy with Broad Street Interactive you get a full site list and approval of each media plan before we place any ad.

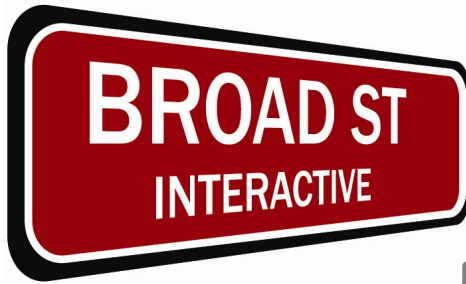


Our local markets coverage area

48 States, 2000+ Local Sites



Broad Street Interactive
www.broadstreetinteractive.com



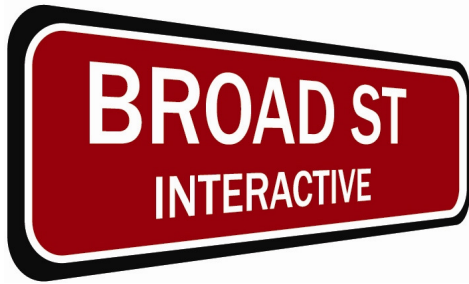
National Coverage, too

Sometimes it's about reach. We get that, too.

We can reach your audience nationwide with premium placements on both broad and local websites.

We can also target your national campaign with premium placements tailored to your specific audiences.

We can even pinpoint your audience based on age, location, education level, income, and lots of other demographics.



Get National



Broad Street Interactive
www.broadstreetinteractive.com



Get National



9.4 MM Uniques
184.9 MM Page Views



4.2 MM Uniques
47.2 MM Page Views



677K Uniques
7.6 MM Page Views



704K Uniques*
1.7 MM Page Views



4.9 MM Uniques
110.8 MM Page Views



2.4 MM Uniques
21 MM Page Views



1.1 MM Uniques
16.8 MM Page Views



260K Uniques
6 MM Page Views



824K Uniques
7.9 MM Page Views



499K Uniques
8.3 MM Page Views



83K Uniques
267K Page Views

Broad Street Interactive
www.broadstreetinteractive.com



Get Niche

Are you looking to grab the attention of working women with a child at home? Maybe progressive voters, too? Do they live in suburban areas more than urban or rural?

We know where they are online and we'll go get your message in front of them.

That's just an example of course, we realize some advertisers want to get their message to men. Not that there's anything wrong with that.



Bottom Line

Whether you are looking for lead generation, strong call-to-action campaigns, branding campaigns, or trying to get organic search results online, we listen and then we deliver.

We won't come at you with answers until we have asked the questions. We take the time to create strong interactive strategies that deliver results is what we do best, keeping with the clients' message and positioning.

We are passionate about what we do and we get a kick out of helping our clients exceed expectations. Ask us to help you exceed yours.



Bottom Line

Broad Street Interactive is focused on building custom ad distribution channels for our clients. We created relationships with over 2000 premium local web sites in 48 states and hundreds of local markets across the U.S. This "network of sites" can be categorized by State, by MSA, by City, and by congressional district giving you hyper local access to the online news user.

In addition to our traditional media sites, we also reach out to the blogger community through different verticals such as progressive bloggers, "socially responsible/environmentalist," finance bloggers, and mommy blogs among others. We love the blog readers, too. They are well-educated, involved, activists, and early-adopters as well as influence leaders.

All that being said, please don't call us an "ad network" if you don't mind. We don't push your ads through at rock bottom or remnant CPMs on page five below the fold placements. We negotiate premium placements for our clients. We do it like nobody else, and we know you'll see great results through this custom ad distribution network.