



## Media Kit: **Big Picture Big Sound**

Web Site Address: <http://www.bigpicturebigsound.com>

**Big Picture Big Sound** is a popular Web site dedicated to the enjoyment of film and music at home and in theaters. In addition to news and reviews of the latest home theater, HDTV and consumer electronics gear, the site features reviews of films currently in theaters and on Blu-ray Disc. The site also includes How-To columns for DIY consumers as well as an "Ask the Expert" column which demystifies the most perplexing issues in HDTV, home theater and consumer electronics.

According to independent research firm, *Quantcast*, Big Picture Big Sound attracts a primarily well educated, mostly male audience, aged 35-49, with household incomes over \$60,000 (53% of site traffic). Launched in 2005, the Web site continues to grow in traffic with 57% more visitors in 2008 compared to the previous year and traffic continuing to grow in 2009.

Big Picture Big Sound's readership includes a targeted audience of home theater aficionados, HDTV owners, prospective HDTV buyers, home theater hobbyists, custom installers, movie lovers and general consumers. The sizable affiliate income revenue generated from the Web site indicates that Big Picture Big Sound's readers are ready to buy, not just "kicking tires."

The site is currently included in Google's "recommended portfolio" for major brand advertisers. Current and past advertisers via this channel include Sony, Pioneer Electronics, DirecTV, Cadillac, Dove, American Express, NBC/Universal, Epson and other well-known brands as well as many targeted electronics-specific manufacturers and retailers.

### **Web Site Traffic Statistics (December, 2008):**

- Page Views/Month (impressions): 354,186
- Unique Visitors/Month: 185,489 (Google Analytics); 172,000 people (Quantcast)

### **General Stats:**

- Page Views/Visitor: 1.7
- Geographic Breakdown (Top 3 Countries): U.S.: 79%, Canada: 7%, U.K.: 3%
- Year-over-Year Traffic Growth (2008 compared to 2007): **+57%**
- Current Alexa Ranking: 94,035
- Current U.S. Alexa Ranking: 29,813
- Current Quantcast Ranking: 20,027

### **Sample Google Rankings (as of 3/1/2009):**

- home theater news: #5
- front projector: #5
- 1080p plasma: #5
- front projection TV: #2
- upconverting DVD: #5
- HDTV calibration: #2
- hook up HDTV: #1
- VIERA plasma: #1
- Budget home theater: #1
- subwoofer setup: #9
- HD cable box: #5
- Blu-ray disc reviews: #5

## Ad Options and Rates (Net Agency Fees):

- **Masthead** - IAB Leaderboard (size: 728 x 90)  
Description: Main masthead banner graphic throughout the site  
Cost: \$16/CPM (**Area A in Screen Capture**)
- **Embedded Ad** - IAB Medium Rectangle (size: 300 x 250)  
Description: Ad embedded in content area of site, above the fold  
Cost: \$22/CPM (**Area B in Screen Capture**)
- **Vertical banner** - IAB Vertical Banner (size: 120 x 240)  
Description: Banner ad in right column throughout site  
Cost: \$12/CPM (**Area C in Screen Capture**)

## Ad Specifications:

- File Size: Maximum file size for any ad unit is 37k
- File Types: GIF, animated GIF, JPEG
- Animation: 3 loops/5 frames maximum
- Rich Media: (please inquire)
- Deadline: All creative must be received at least 5 business days prior to start of campaign.
- Webmaster: Joe Lozito ([joe@bigpicturebigsound.com](mailto:joe@bigpicturebigsound.com))
- Editor/Publisher: Chris Boylan ([chris@bigpicturebigsound.com](mailto:chris@bigpicturebigsound.com))
- Ad Sales: e-mail [adsales@bigpicturebigsound.com](mailto:adsales@bigpicturebigsound.com)

Campaign Tracking: Big Picture Big Sound offers client and agency access to online reporting system to track impressions and click-through statistics throughout the campaign.

The screenshot shows the Big Picture Big Sound website. At the top, there is a masthead banner for 'JOURNEYMAN' with the text 'Time changes everything. SEPT 24 MONDAY 10/9c NBC'. Below this, the main content area features an article titled 'How To Hook Up That Fancy New HDTV - Part I: The Numbers Game' by Chris Boylan. The article text discusses HDTV formats and resolutions. To the right of the article is a vertical banner for 'JOURNEYMAN' with the text 'MONDAYS THIS FALL NBC'. The website also includes a navigation menu on the left, a search bar, and a sidebar with various links and advertisements.

**Area A:** Points to the masthead banner for 'JOURNEYMAN'.

**Area B:** Points to the embedded advertisement for 'JOURNEYMAN' within the article content.

**Area C:** Points to the vertical banner advertisement for 'JOURNEYMAN' on the right side of the page.