



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

Web Site Address: [www.bigpicturebigsound.com](http://www.bigpicturebigsound.com)

**Big Picture Big Sound** is a popular Web site dedicated to the enjoyment of movies and music at home, on the road and in theaters. In addition to news and reviews of the latest home theater and consumer electronics gear, the site features reviews of films currently in theaters and on Blu-ray Disc. The site also includes How-To articles for consumers as well as an "Ask the Expert" column which demystifies the most complex 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 50% of household incomes over \$60,000. Launched in 2005, the Web site continues to grow in traffic with 2010 bringing in over 2.8 million page views from over 1.8 million unique visitors, a 16% increase vs. the prior year. Big Picture Big Sound's articles are syndicated in several popular news and review aggregators including Google News, MRQE, CinemaSquid, HDDB, IMDB and eCoustics.

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

The site is featured in Google's "recommended portfolio" for major brand advertisers. Current and past advertisers via this channel include Sony, DirecTV, Cadillac, 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, 2010):**

- Page Views/Month (impressions): 350,345
- Unique Visitors/Month: 213,014

### **General Stats:**

- Page Views/Visitor: 1.5
- Geographic Breakdown (Top 3 Countries): U.S.: 75%, Canada: 6%, U.K.: 4%
- Current Alexa Ranking: 152,211
- Current U.S. Alexa Ranking: 61,455
- Current Quantcast Ranking: 33,449

# Big Picture Big Sound Ad Options and Rates (Net Agency Fees):

## Masthead - IAB Leaderboard

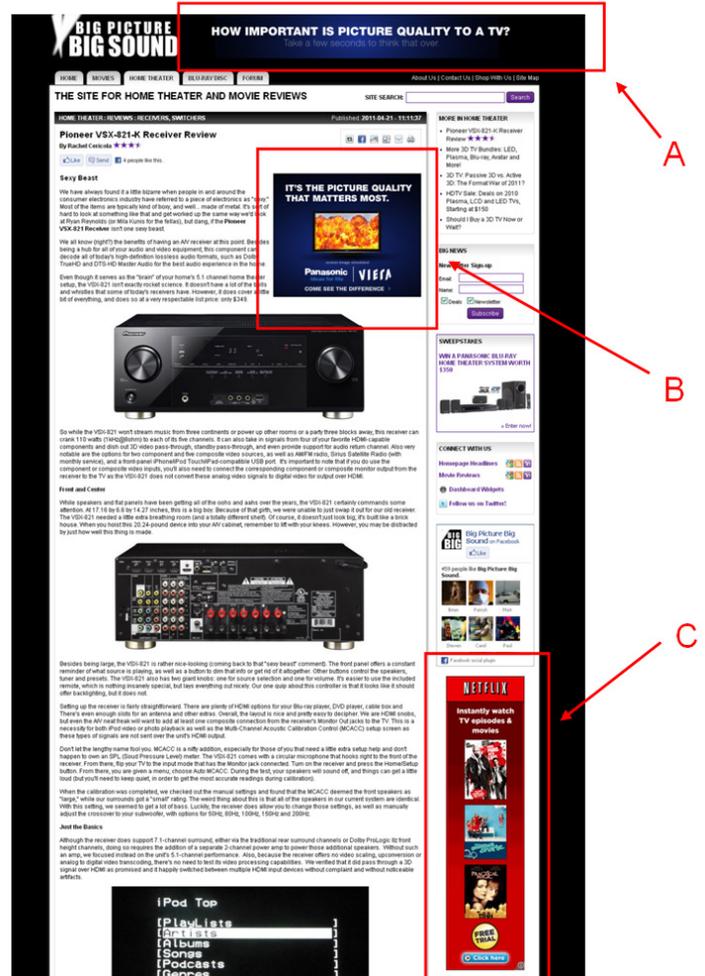
- Description: Main masthead banner graphic throughout the site
- Size: 728 x 90 pixels
- Cost: \$17/CPM
- **Area A in Screen Capture**

## Embedded Ad - IAB Medium Rectangle

- Description: Ad embedded in content area of site, above the fold
- Size: 300x250 pixels
- Cost: \$22/CPM
- **Area B in Screen Capture**

## Vertical banner - IAB Vertical Banner

- Description: Banner ad in right column throughout site
- **Size: 160x600 pixels**
- Cost: \$10/CPM
- **Area C in Screen Capture**



## Ad Specifications:

- File Size: Maximum file size for any ad unit is 45k
- 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 our online reporting system to track impressions and click-through statistics throughout the campaign