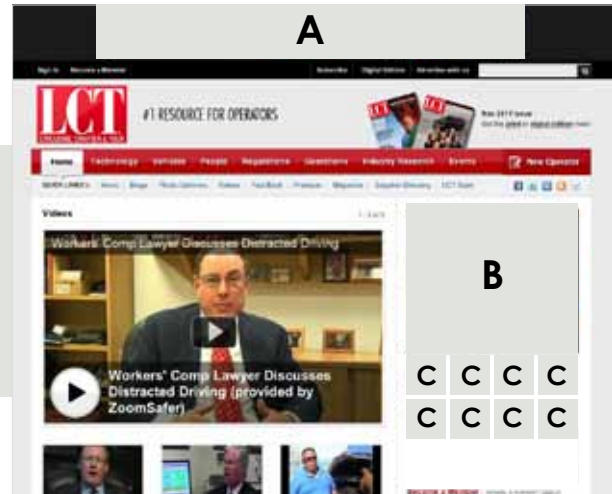


VIDEO Video provides an innovative way to present your brand, allowing you to literally demonstrate your products or services. A short, effective video adds visual impact to your overall marketing campaign. You can run video in your banner position and you can run videos on LCTmag.com's Video Section.



RICH MEDIA This includes a wide variety of technology-driven advertisements. Rich media includes expandable ads, site overlays, floating ads, page takeovers, backgrounds, cursor ads, and audio ads. These high-impact marketing vehicles can provide an exciting way of driving new customers to your products. Material for rich media should be provided by clients. Rates depend on specific campaigns.



PAGE PEEL Starting as a page curl in the upper right corner of the home page, when moused over the page peels down to present a 650X650 advertisement. This dramatic presentation is certain to bring attention to your brand and visitors to your website or campaign-specific landing pages. Rates are CPM-based.



PRESTITIAL ADS These high-impact advertisements are presented before a content page. Imagine the results you will receive from a "full page" advertisement that is presented to the visitor before the visitor actually enters the website. This premium ad placement will bring your brand and product line to the attention of every web visitor. Rates are CPM-based.



We can assist with your e-mail marketing needs, **providing everything** from a simple list rental to a comprehensive, turnkey e-mail campaign.

Our e-mail promotional list of 6,316 e-mail subscribers is regularly "scrubbed" to ensure high deliverability for our advertisers.

We comply with all SPAM regulations and follow best practices for e-mail marketing. We maintain strict protocols for opt-out/opt-in subscribers to ensure that your message is delivered to someone who genuinely wants it.

We provide a post-deployment report with your unique and total open rates as well as total clickthrough rates, which can help you evaluate the effectiveness of your campaign. We can also do "split lists," where you can test different versions of your creative or copy. Depending on your specific needs, we may also be able to do geographic or title splits.

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2011 FORD FEDERAL COACH seats 27
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\$17,999 (BLACK AND WHITE AVAILABLE)

2011 FORD FEDERAL COACH seats 40
Econ. Package - 6.7L engine
\$19,999 (BLACK AND WHITE AVAILABLE)

2012 FREIGHTLINER FEDERAL COACH seats 30
Econ. Package - 6.7L engine
\$19,999 (BLACK AND WHITE AVAILABLE)

2012 FREIGHTLINER FEDERAL COACH seats 40
Econ. Package - 6.7L engine
\$19,999 (BLACK AND WHITE AVAILABLE)

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600 Airport Bl. Burlingame, CA
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5711 W. Century Bl. Los Angeles, CA
- August 5, 2011 Las Vegas BUS DEPOT
6165 S. Decatur Blvd. Las Vegas

The road show will be from 10:00 A.M. to 2:00 P.M.
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