



MightyBook

Disney Entertains...Sesame Street Educates...MightyBook.com does BOTH!

MightyBook.Com Media Kit & Rate Card

THE GROWN-UP WAY TO REACH CHILDREN THEIR PARENTS AND THEIR TEACHERS.

- A library of over 850 Animated Online Books that Inspire Early Childhood Literacy for kids grades K-6. Thousands of schools, teachers, students, parents and 14 foreign countries subscribe to our mission statement...learning to read should be fun.
- When you advertise on Mightybook.com you reach a very finite targeted audience of Internet-savvy parents, teachers and kids. Our audience consists primarily of kids AND college-educated adults, both parents and teachers, who influence the computer usage of children.
- Our audience is interested in all things for kids: children's TV shows, PG-13 movies, children's CDs, DVDs, games, books, crafts, online activities for families and classrooms and much more.
- Our audience is also interested in grown-up things like travel and leisure, real estate and home improvement, healthcare and fitness, fashion and finance, banking and insurance, automobiles and boats, home furnishings and decorating, food and simple creature comforts.

MightyBook.com Statistics

(Stats From Google Analytics, Comscore, Alexa and Website Grader - HubSpot)

- 1.) Over 125,000 visitors, more than 320,000 impressions to 19 free pages and 700,000 plus page views monthly.
- 2.) Average time on site: 5:45
- 3.) MightyBook.Com - Google Ranking = 6
- 4.) ALEXA Traffic Rank: (US) – 304,944 - (Worldwide) 758,653 Top 3.03% Visitors to the site spend roughly 55 seconds on each page and a total of over 5 minutes on the site during each visit.
- 5.) INBOUND LINKS: 11,640
- 6.) WEBSITE Grader (HubSpot): 88 Ranking - A website grade of 88/100 for www.mightybook.com means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than 88% of them in terms of its marketing effectiveness. The algorithm uses a proprietary blend of over 50 different variables, including search engine data, website structure, approximate traffic, site performance, and others.

Advertising Alternatives & Rates

(Traffic Based on Google Analytics September 26th – October 26th 2010)

MightyBook.Com - Advertising Formats:

(Sample Content Advertising Page: <http://thepixelfirm.com/clients/mightybook/sponsor>)

Title Sponsorship 486x60 (Full Horizontal Banner)	Includes all 19 pages with over 320,000 impressions per month and 700,000 plus page views per month.	\$10,000/month (\$31.25 CPM) (6 month minimum. Buy 12 months get 1 month free.)
Sponsored Skyscraper* 169x600 (Wide Skyscraper)	Includes all 19 pages with over 320,000 impressions per month and 700,000 plus page views per month.	\$8,000/month (\$25.00 CPM) (6 month minimum. Buy 12 months get 1 month free.)
Static Skyscraper* 169x600 (Wide Skyscraper)	19 pages to choose from. (Buy 3 or more Static ads pay only \$35 CPM)	\$40.00 CPM (3 month minimum. First 1000 impressions free.)
Rotating Skyscraper* 169x600 (Wide Skyscraper)	19 pages to choose from. Rotated/Shared every 15 sec. (Buy 3 or more Static ads pay only \$20 CPM)	\$25.00 CPM (3 month minimum. First 1000 impressions free.)
Sponsored Leaderboard* 728x90 (Leaderboard)	Includes all 19 pages with over 320,000 impressions per month and 700,000 plus page views per month.	\$7,040/month (\$22.00 CPM) (6 month minimum. Buy 12 months get 1 month free.)
Static Leaderboard* 728x90 (Leaderboard)	19 pages to choose from. (Buy 3 or more Static ads pay only \$30 CPM)	\$35.00 CPM (3 month minimum. First 1000 impressions free.)
Rotating Leaderboard* 728x90 (Leaderboard) Rotated/Shared every 15 sec.	19 pages to choose from. Rotated/Shared every 15 sec. (Buy 3 or more Static ads pay only \$15 CPM)	\$20.00 CPM (3 month minimum. First 1000 impressions free.)

•Skyscraper and Leaderboard ads can be Clicked On to print valuable coupons & sweepstakes for your business.

Content Advertising

(Sample Content Advertising Page: <http://mightybookjr.com/Metamorphosis>)

An entirely new form of internet advertising where your bubble ad introduces the content, "this book brought to you by,"...and an additional static ad is shown the entire time the content plays!

(Your ad is displayed from one of three strategic positions as the content plays. Content is bundled in groups of 5 providing advertiser with 5 unique opportunities to build their brand with a minimum of 15,000 combined page views per bundle)

Cost per bundle of 5 books = \$1,500/month
(3 month minimum)

Contact us at:

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