

Media Kit

MILITARYSPOT.com

MILITARYSPOT.com delivers direct access to a powerful consumer base with a large disposable income. Daily content updates ensure a repeat audience of net savvy military members and their families who regularly browse and purchase online.

Facts about the Military Market:

- >> Over a \$100 Billion Payroll for the military
- >> Over 25 Million Veterans, 1.65 Million Active Duty, and 1.5 Million Reserved Troops.
- >> Higher than National Average disposable income
- >> Over half are married and head of a household
- >> Many are considered to make outstanding civilian employees.

Services provided by MilitarySpot.com:

- >> CPM Campaigns - Consistent high click through rate
- >> CPA Campaigns - Superior qualified lead generation
- >> Monthly Sponsorships - Creates a successful brand awareness
- >> Third party tracking/verification and low attrition rate with advertisers

The Military Affinity Market

MILITARYSPOT.com provides access to the roughly 30 million strong military market. We cover all branches of the military. Active duty service members, veterans, dependants and others interested in military service use us regularly for military news, photos, videos, forums and other resources.



Online Channels

- >> **Home:** High Impact/Direct Type in Access
- >> **Jobs/Benefits:** Where to start, job facts and info
- >> **Education:** Tuition, Assistance, Education and Partners.
- >> **Military News:** Headline News Covering All Branches of the Military.
- >> **Military Finance:** Consumer Loans, Insurance, Banking, Credit Products.
- >> **Shopping:** Military Gear, Watches, and Jewelry.
- >> **Media:** Breaking News, Editorials, and Articles
- >> **Community:** Social Networking, Chat and Forums
- >> **Military Facts:** Military Facts and Resources.

Advertising Opportunities

- Channel/Page Sponsorships
- CPM- per Impression
- CPL- per Lead
- CPA- per Click Through/Sale

MilitarySpot.com

Tap into the massive military market which is a strong loyal community. The military market is well educated and well connected actively recommending products and services.



E-metrics

All data is verified by independent 3rd party analytic software and accredited sources.

Age

46%	Ages 25 and below
47%	Ages 26 - 39
7%	Ages above 40

Gender

85%	Male
15%	Female

Married

46%	No
54%	Yes

Ethnic Background

60%	White/Caucasian
11%	Latino/Hispanic
22%	Black/African American
4%	Asians
3%	Other

Visitor Overview

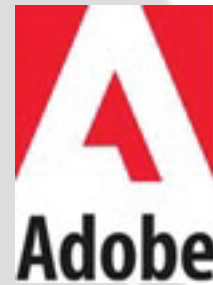
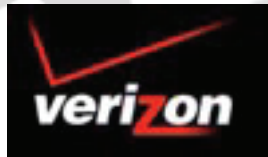
2.13	Page Views
1.34	Average Site Visit
78%	U.S. Traffic
22%	Overseas Traffic (U.S. Bases)

Source of Traffic

80%	Search Engines
13%	Direct Type-in
7%	Referring Sites

MilitarySpot.com

MilitarySpot.com Partnerships/Advertisers



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