

Media Kit

MILITARYSPOT.com delivers

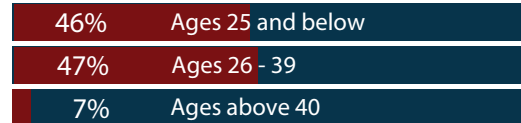
direct access to a powerful consumer base with a large disposable income. Daily content updates ensure a repeat audience of net savvy military members and their families who regularly browse and purchase online.



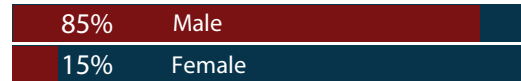
The Military Affinity Market

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

Age



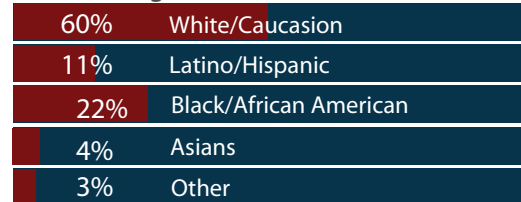
Gender



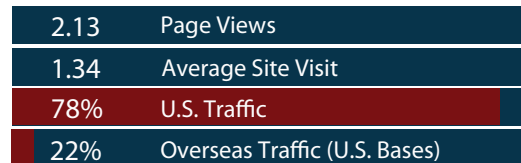
Married



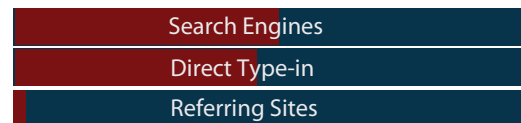
Ethnic Background



Visitor Overview



Source of Traffic



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
- >> CPL Campaigns - Superior qualified lead generation
- >> Monthly Sponsorships - Creates a successful brand awareness
- >> Third party tracking/verification and low attrition rate with advertisers

E-metrics

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



Benefits

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.

Partnerships / Advertisers

Disclaimer - Use of trademarks, corporation names and quotes are for the convenience of the reader. Such use does not constitute an official endorsement or recommendation.

Online Channels

- >> Home: High Impact/Direct Type in Access
- >> Jobs/Benefits: Where to start, job facts and information
- >> 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



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