

Table of Content

WEBSITE PROFILE:	2
Mission:	2
COVERAGE:	2
Neighborhoods:	3
Site Content:	3
Target Market:	3
Demographics:	4
SERVICES OFFERED:	5
Directory listing	5
Portfolio Page	5
Banner advertisement	6
Creating Banner Ads	6
Scheduling AD publication	6
Sale Event posting	7
Local Event posting	7
Publicity campaign	7
ADVERTISEMENT SERVICE RULES:	8
AD PLACEMENT ON WEB PAGES:	9
AD SIZES SUPPORTED:	9
ZONE DESIGNATION DESCRIBED:	9
Page Zone definition:	10
Advertiser Zone definition:	10
ASKSUDD AD RATE CHART:	11
Rate matrix	11
Google Ad's	11
Directory Search pages:	12
CURRENT SPECIAL OFFER:	12

PLEASE FEEL TO CALL US IF YOU HAVE ANY QUESTIONS: 1- 818-348-5633.

AskSudd.com AD Rate offerings.

As of June 11th , 2007.

(Asksudd.com is a service of EyeConect Portal Services Inc., a California company)

Notice: this document is subject to revision at any time.

AskSudd.com

Web Site: AskSudd.com

June 11, 2007

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Website: www.asksudd.com

Website Profile:

AskSudd publishes online continuous live feed of information and multi-media content from neighborhood streets. Currently, live feed includes: News Feed, Local Gas Prices, Local Sale events, General Event Calendar and occasionally, live audio and video feed from the streets of the neighborhood. We invite residents to post their community knowledge for us to publish. Building a social repository of everything in context of the neighborhood, that is organized to make transparent, for discovery.

Mission:

ASKSudd mission is to build community portal for use by people of real neighborhood communities. For audience of the site will find a single site where they can discover their own neighborhood in detail with full interactivity. For businesses, we intend to bring additional foot traffic along with web services to help them move products and services. For NGO's we intend to make your service more visible and for Government entities, we intend to provide publicity for your programs funded by the tax payers of these neighborhoods.

Coverage:

The Content coverage of AskSudd is about West San Fernando Valley neighborhoods of Los Angeles City in Los Angeles County of California. Since we use the Internet media, the viewer-ship is worldwide. There are 1 million visitors to Los Angeles Yearly. They come from all over the world. But the most important visitors we serve are the people who live in these neighborhoods. Finally, the online web site is a interactive media hence it provides a 2-way connection between your client

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and you. This level of coverage is not possible in any other media except when a customer enters your premise.

Neighborhoods:

The neighborhoods of following cities:

Calabasa, Chatsworth, Canoga Park, Encino, Hidden Hills, Granada Hills, Northridge, Reseda, Sherman Oaks, Porter Ranch, Tarzana, Van Nuys, West Hills, Winnetka and Woodland Hills.

The creation and organization of the content we will present to the visitors of AskSudd site are exclusively from these neighborhoods.

Site Content:

Content of the site will include , information about parks, government services, parking services, business directory, news, history, stories, park activities, civic activities, video showcase, local music, entertainment schedules, events, sales rumors, food, ethnic activities, traffic, weather, meet ups, profiles of local businesses, profiles of local NGO's, profiles in government services, bus routes, gatherings, police reports, web casting, personality profiles etc. .

Content will be added based on neighborhood community needs through feedback.

Web services will be available to help businesses market their products and services for instance, on-line shopping catalog, Coupon catalog, take-out dining order services etc. etc.

Target Market:

1.2 Million residents, businesses, workers and visitors to San Fernando Valley.

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Demographics:

For more information on Demographics of San Fernando Valley visit:

Cal State Northridge site for American Community Survey 2005 results:

Social: http://www.csun.edu/sfverc/ACS_Web/SFV_ACS_Social.htm

General: http://www.csun.edu/sfverc/ACS_Web/SFV_ACS_General.htm

Economics: http://www.csun.edu/sfverc/ACS_Web/SFV_ACS_Economic.htm

Housing: http://www.csun.edu/sfverc/ACS_Web/SFV_ACS_Housing.htm

Services offered:

Following are the types of publicity services available on AskSudd site for advertisers.

Directory listing

Directory listing includes mash up with Google Mapping of the location, lead services, special marketing/publicity offers based on AskSudd Campaign schedules.

It is available free of charge to all businesses, NGO's and Governments who have HQ or Field office or Franchise in the neighborhoods we serve. We will manage and keep this information up-to-date , there will form and password available for each business who can manage their own listing on our site on request.

Portfolio Page

Portfolio page to create a custom page on Asksudd for businesses/NGO's . Setup fee is charged and maintenance fee may apply.

This is a place where we will send visitors to see most up-to-date information about your business or your organization in the neighborhood. We will keep your portfolio page current. This service is available only to businesses, NGO's who have presence in the neighborhoods where we publish.

Banner advertisement

Banner advertisement to be placed based on zone rate publishing Rules and fees.

This is a way for you to publicize , expose and target messages to the residents, businesses and visitors. These ad will be placed on the Right side or at the bottom of the web page. Location and pricing is provided in following sections.

Creating Banner Ads

If you don't have banner ad , we can help make banner ad's to match your message. We build banner ads per the sizes specified in AD size section for display per the AD slot. Prices vary based on whether it is a image or animation. This service available only to businesses and NGO's and Government entities located in the neighborhood we are serving.

Scheduling AD publication

For banner Ad service, we use Google Calendar to schedule ad placed on AskSudd web page slots and you will be able to see your scheduled ad publication and the page name where ad copy will be shown. The advantage is, now you pick your Ad copy slot based on traffic statistics (we will provide you access to view site traffic statistics). By picking slots you only pay for when ad is shown (Cost per Impression - CPM). We are in the mind set that people will visit whenever they have time to browse the neighborhood to organize the use of their time and money wisely. You tell us when to post the Ad and we will schedule the banner ad for that time and on a specific set of pages. The presentation of the ad is on a first come , first served

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basis. Please see the AD rules for more information. We will provide you with report of how many visitors saw your Ad. Helping you to use your Ad money wisely on AskSudd website. We also plan to offer Cost Per Lead rate schedule in the near future.

Sale Event posting

For all businesses, NGO's and residents.

This is a free service for all businesses, NGO's and residents who would like to post on the message board details of the sale event scheduled at their location in the neighborhood. You can call us at 1-888-246-0130 or email to event@asksudd.com with details of your sale event.

Local Event posting

This is an opportunity to post local event in the neighborhoods we publish for. Most of the events will be discovered by AskSudd crew , if we miss any, we will be happy to add them to the events calendar for free. Just call us at 1-888-246-0130 or email to event@asksudd.com

Publicity campaign

For businesses, NGO's and Government providing products and services in these neighborhoods.

We are campaigners for BUY LOCAL.

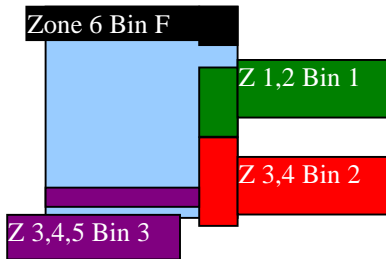
ADVERTISEMENT service Rules:

Banner Ads are placed in following ways: (Please note: these rules may change with 30 day notice).

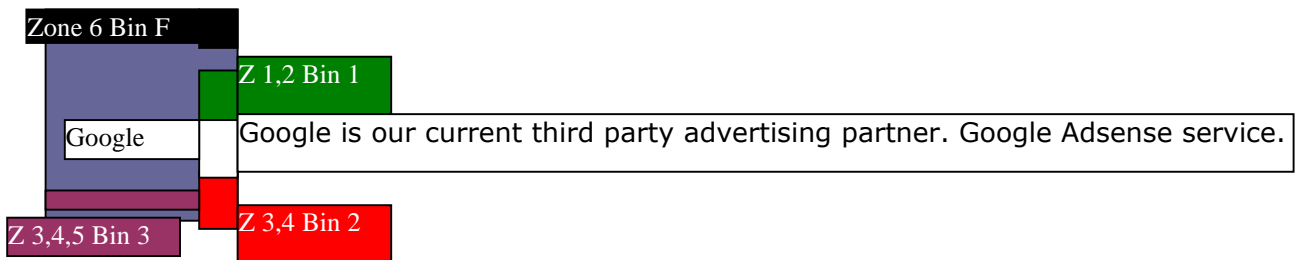
- + An Ad placed for 10 minute every hour minimum, from an Ad Bin (3 Bin types) on a published page.
- + There can be 6 advertisers maximum signup for each AD Bin for display every hour of the day (24 hours/day)
- + AD orders are treated in First come – First served fashion for the hour as it cycles through the Ads
- + Sign up via calendar (google calendar), maintain ad publish time. Granularity of One hour . (i.e. 24hr/month means 24 hourly placement of ad in 1 month). This equal showing ad for 240 minutes in a month minimum. Your ad may show more than minimum if less than 6 advertisers are in the bin queue.
- + Calendar of AD placement orders will be open for viewing to all advertisers. Here you will be able to see all other AD placed in time (hourly) on pages of the site.
- + No carryovers of unused ad cycle on monthly plan.
- + No carryovers of unused ad cycle on yearly plan.
- + Reservation fee applies to the monthly plan, if ad bin reservation placed more than 1 month ahead from time of reservation request.
- + Reservation not allowed exceeding 2 months on a monthly plan.
- + Reservation fee applies on yearly plan, if ad bin reservation placed more than 1 year ahead from time of reservation request.
- + Reservation not allowed exceeding 2 years on a yearly plan.
- + Payment due before the ad is published. Monthly billing requires additional negotiation.
- + Report provided by email, to show when Ad's will be placed on the hour by day and after the showing, hit counts during those hours.

AD Placement on web pages:

Placement of the ad in a published page is shown below . This is web page targeted for zone 1 content (neighborhood).



Placement of the ad in a published page is shown below is for AskSudd home (covers all of San Fernando Valley) page. Designated Zone 2 web page .



AD sizes supported:

Zone Ad Sizes:

- Bin 1 for ad from Zone 1, 2 - 160w x 200h (3 ad location at these sizes).
- Bin 2 for ad from Zone 3, 4, 5 - 300w x 90h (1 ad location at this size)
- Bin 2 for ad from Zone 3, 4, 5 - 150w x 90h (2 ad location at both same size.)
- Bin 3 for ad from Zone 3, 4, 5 - 728w x 90h (1 ad location at this size)
- Bin F for ad from Zone 6 - 250w x 250h (1 ad location)

Google Adsense space, reserved: see Google to post ads here.

Zone Designation described:

There are 6 zones which apply rates on ad placement.

Zone is associated with location of business or service provider or NGO or Gov. and context of the page where Ad is to be placed (context in terms of designated geographical target of the page content) .

Zones are defined geographical location of the advertiser and Slots are ad spaces on geographical target of the published page content.

Page Zone definition:

Following table describes published page Zones:

①	Where published page is targeting geographical neighborhood context of the content. For instance Woodland Hills neighborhood.
②	Where published page is targeting District (cluster of neighborhoods) in the geographical context of the content. For instance, West San Fernando Valley.
③	Where published page is targeting City or set of districts as the geographical context of the content. For instance, Los Angeles City
④	Where published page is targeting set of cities in a county of the content. For instance Los Angeles County.
⑤	Where published page is targeting Rest Of the World (ROW), or all other places.

Advertiser Zone definition:

Following table describes Advertiser's designated Zones: (i.e. location of their headquarter or field office or franchise).

①	Business Address in the neighborhood , i.e. Woodland Hills.
②	Business address within the district. i.e. San Fernando Valley.
③	Business address within the city , i.e. Los Angeles city.
④	Business address within the county, i.e. Los Angeles County.
⑤	Business address outside the county.

There are special pages available for publishing ad.
Currently,

- AskSudd Home page. (Zone 2, Districts of San Fernando Valley)
- AskSudd San Fernando valley Home page (Zone 2, district page)
- AskSudd Directory Search page (Zone 2, Districts of San Fernando Valley).
- AskSudd MoreInfo pages (Zone 2, Districts of San Fernando Valley).

All other pages will be designated in geographical context of the content. For instance:

Canoga Park neighborhood web page or District page (West Valley in San Fernando Valley)

City page (City of LA)

County page (county of LA)

ROW page (for the Rest Of the World)

Ad copy placement location for advertisers from all zones.

Each page however serves Ads on first come first served basis as it rotates through the banner Ads placed in the Ad bins.

AskSudd AD rate chart:

Rate matrix

Advertiser zone VS. Page designated Zone

		Advertisers (HQ, Field Office, shop location relative to Page)				
Zones		1	2	3	4	5
P	1	\$7/hr	\$19/hr	\$70/hr	\$150/hr	\$350/hr
A	2	N/A	\$33/hr	\$150/hr	\$300/hr	\$400/hr
G	3	N/A	N/A	\$200/hr	\$250/hr	\$350/hr
E	4	N/A	N/A	N/A	\$200/hr	\$300/hr
S	5	N/A	N/A	N/A	N/A	\$200/hr

(Teal slots shows natural home page for advertiser zone, i.e. advertiser zone matches page zone)

In one (1) hour , an ad will be shown minimum of 10 minutes on First come, First served basis. You can schedule which hour to show your ad. It is possible your Ad may show more than 10 minutes in the hour if there are fewer than 6 advertisers for the ad location (in your bin). Bin is scheduled for every hour with a list of advertisements.

Example:

- Advertiser wishes to display AD in a neighborhood of Tarzana and Advertiser business has a store in Woodland Hills. Then the Advertising rate for the advertiser is \$19/hr . Because Woodland Hills is within zone 2 (West San Fernando Valley) Advertiser is in located in Zone 2 and AD placed in zone 1 page (Tarzana , a neighborhood of West San Fernando Valley).
- Advertiser wishes to display AD in the neighborhood of Tarzana and Advertiser business has a store in Tarzana. Then the Advertising rate for the Advertiser is \$7/hr. Advertiser is in Zone 1 relative to the page where they want to advertise.
- Advertiser wishes to display AD in West San Fernando Valley and Advertiser business has its field office in North Hollywood. Then the Adverting rate for the advertiser is \$150/hr. Because, Advertiser in City of LA hence located in Zone 3 and AD to be placed in Page Zoned 2.

Google Ad's

(our current ad placement partner)

We are also reserving space on Page zoned 2-5 Google Adsense Ad's. You may alternately use Adsense to place ad's on this page on Google's CPM (cost per impression) basis. Payable to Google directly.

Directory Search pages:

We also provide Directory search service in which you can choose to list your company in great detail. Included will be:

Google map display and various methods of connecting you either (online or offline)

Special publicity or marketing offers during AskSudd publicity campaigns
Ads on Directory search results pages, giving you a chance to place Ads in context when visitors are searching by keywords in different zones of our directory coverage.

Currently our Directory listing charges are as follows:

Advertisers (their location of HQ, field office, shops, station)

Zones	1	2	3	4	5
Directory by zone	\$0	\$0	\$10/mth or \$84/yr	\$12/mth or \$120/yr	N/A

Current Special Offer:

Following is the Ad Rate Specials for a business in AskSudd published neighborhood placing an ad for the business on pages with following zone designation.

①	+ Directory Listing \$0.00/month + 1 Banner AD displayed for 24 hours in 1 month for FREE. + Portfolio Page – where you can create a banner ad gallery to place your advertisement from and allow visitors to see your bulletin board.(Setup Fee \$100 per advertiser , includes design of 2 banner ad copy.).
②	+ 1 Banner AD displayed for 12 hours in 1month for \$11/hr .

For additional banner ad placement see AD rate chart.

END