



2010 ONLINE MARKETING OPPORTUNITIES



FROM THE LEADING PUBLISHER
OF ONLINE ENTHUSIAST MEDIA

A portfolio of over 60 websites targeting
automotive, truck and motorcycle enthusiasts.

**SOURCE
INTERLINK
MEDIA**
AUTOMOTIVE DIGITAL

www.SIMautomotive.com

WHY advertise with SOURCE INTERLINK MEDIA?

More choices and the ability to advertise across a portfolio of sites

Source Interlink Media is where millions of enthusiasts go to find anything and everything automotive and motorcycle, including the lifestyles embodied in each of our unique markets. Let us help you find creative ways to reach these enthusiasts while they research and purchase products.

Whether you are reinforcing your existing print advertising or finding new customers, Source Interlink Media provides opportunities to reach a wider audience.

Advertisers are looking for integrated ad solutions

The Internet has become an essential component of any ad campaign. Much of the advertising dollars are going towards online versions of traditional print media. Consumers are going online to research and purchase products, so advertisers must go where consumers are in order to reach them.

Our portfolio of sites attract millions of users

With over 60 premiere online brands and websites, Source Interlink Media reaches over 17 million unique visitors (UVs) and generates over 93 million page views (PVs) each month. This portfolio of sites provides you a true one-stop advertising choice.

We bring our advertisers the power of Search advertising

The majority of our sites' visitors find us through search engines. Backed by industry-leading SEO technology, Source Interlink Media sites are in the top rankings for natural/organic search engine searched topics.

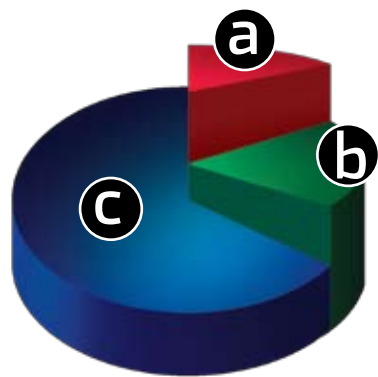
Source Interlink Media is home to the world's largest online automotive portfolio of websites and is your conduit to a savvy, targeted, purchase-minded audience. Our viewers have an unwavering appreciation for all things automotive, truck, and motorcycle.

Visit SIMautomotive.com and contact us today!

Consumer Auto/ In-Market	Lowrider	Street Rod	Performance	Motorcycle	Truck/ Off-Road	Tuner
8 Websites 62.2 MM PV 11.7 MM UV	4 Websites 2.6 MM PV 293,000 UV	6 Websites 2.9 MM PV 530,000 UV	17 Websites 10.7 MM PV 1.9 MM UV	9 Websites 6.3 MM PV 1.4 MM UV	11 Websites 13.3 MM PV 2.2 MM UV	8 Websites 6.8 MM PV 1.3 MM UV
MotorTrend.com AutomobileMag.com Automotive.com IntelliChoice.com InternetAutoGuide.com AutoBuyGuide.com NewCar.com AutoMallUSA.net	Lowridermagazine.com Lowriderarte.com Lowriderbike.com Lowrideredge.com	Classictrucks.com Customclassictrucks.com Customrodder.com Kitcarmag.com Rodandcustommagazine.com Streetrodderweb.com	Mustang50magazine.com Camaroperformers.com Carcraft.com Chevyhiperformance.com Circletrack.com Corvettefever.com GMhightechperformance.com Highperformancepontiac.com Hotrod.com Moparmusclemagazine.com Musclemustangfastfords.com Mustangandfords.com Mustangmonthly.com Popularhotrodding.com Stockcarracing.com Superchevy.com Vetteweb.com	ATVrideronline.com Baggersmag.com Dirtrider.com Hotbikeweb.com Motorcyclecruiser.com Motorcyclistonline.com Sportrider.com Streetchopperweb.com Superstreetbike.com	4wheeloffroad.com 4wdandsportutility.com 8-Lug.com Dieselpowermag.com Fourwheeler.com JpMagazine.com Minitruckinweb.com Off-roadweb.com Sporttruck.com Truckinweb.com TruckTrend.com	Europeancarweb.com Eurotuner.com Hondatuningmagazine.com Importtuner.com Modified.com Superstreetonline.com Turbomagazine.com VWtrendsweb.com

PV: Page Views, UV: Unique Visitors
Nielsen Online SiteCensus, January 2010

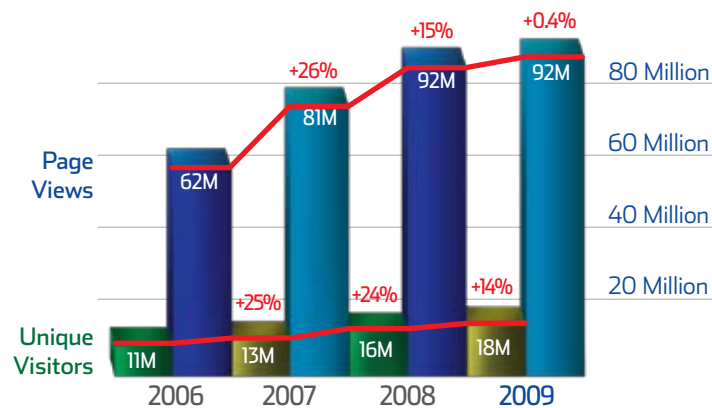
How People Find Our Sites



- a) 15% Magazine Readers
- b) 20% External Websites linking to SIM-Digital Websites
- c) 65% Natural Search (Search Engine results for technical, installation, and vehicle information content)

Source: SIM Proprietary Data, Average across SIM Enthusiast Sites

Page Views & Unique Visitors



Source: Nielsen Online SiteCensus, Yearly Avg

MULTIPLE ADVERTISING OPTIONS with our diverse selection of AD PLACEMENTS

Online targeting and advertising opportunities:

Source Interlink Media provides many methods of advertising your products, brands and promotions. We also accept multiple ads, allowing you to test different creative options. As you fine-tune your campaign, you can replace and update your ads frequently and with a quick turnaround.

Product Showcase:

Product Showcase

Fidanza
PROVEN

Congratulations it's Twins

For decades now, the Fidanza team has supplied the world with the best in...

Sponsored by **Fidanza Engineering Corporation**

Showcase a product directly on the homepage of any website. Exclusive placement for an entire month. Also available in our Tech & Featured sections.

Targeting Options:

In addition to 60+ focused sites, you can enhance your campaign with uniquely targeted placements. Following are our most popular targeting options.

Vehicle Targeting:

Reach New and Used vehicle shoppers! Target vehicles via our automotive enthusiast sites focused on those markets. Select SIM websites feature Buyer's Guides with specific inventory pages by vehicle make and model. You can also target ads to users' online behavior on our websites through our Behavioral Targeting programs.

Regional/Local Advertising:

Target your display ads regionally or locally to support store events, customize your ad targeting, or focus on your local market.

Mini-Catalog:

Rich Media ad expands to show an assortment of products. This ad can be updated frequently and clicks-through to your product pages.

YOUR LOGO HERE

THE DESTINATION FOR RIDERS
ORDER TOLL-FREE: 1-800-841-2960

SEARCH >>>

BODY CONTROLS EXHAUST FUEL & AIR HELMETS PACKAGE DEALS PROTECTION TIRE/WHEEL PACKAGES TIRE TOOLS UTV/SIDE BY SIDE

Ocelot Adrenaline Package Deal

Shift Recon Package Deal

O'Neal Apocalypse Package Deal

CLICK HERE FOR FREE CATALOG

FREE SHIPPING ON MOST ORDERS OVER \$100

CLOSE CATALOG

Site Sponsorship:

A powerful branding option. Exclusive placement on every page of a website for one month.

Homepage Video:

Repurpose your TV commercials! Place :15 to :30-second video commercials before or after all videos played on select websites.

Three Display Advertising Units:

We accept three standard Interactive Advertising Bureau (IAB) advertising units:

- Banner/Leaderboard: 728x90 pixels
- Tower/Skyscraper: 160x600 pixels
- Billboard/Med Rectangle: 300x250 pixels

We also accept Flash and Rich Media advertising.

728x90

250x90

160x600

300x250

Parts Club:

Parts Club is a unique ad targeting opportunity for aftermarket clients looking to focus their ads alongside site content. Advertisers can target three types of content within our sites: (1) Brand, (2) Vehicle, and (3) Part Type.

Parts Club ads link to custom landing pages we maintain where additional information on your products are featured. This landing page also provides resellers an opportunity to place links in our "Buy Now" section.

Cooperative Advertising:

Use available co-op advertising funds to promote a product/brand with "clicks" routed to authorized resellers.

Microsites:

Semi-Custom Microsites provide turnkey promotional campaigns. Leverage one of our microsite solutions to expand your campaign and engage directly with your core target audience. Custom solutions are also available.

If you are planning a contest or prize promotion, we offer full-service management of the promotion. Please consult your sales representative for more information.

Monitor the Performance of your Online Advertising Campaigns



Online advertising provides immediacy and accountability for advertisers. The overall performance of online ads is much easier to track than traditional off-line media.

Source Interlink Media uses DoubleClick DART (a division of Google) to provide third-party verification for all ad metrics. Clients can request their own log-in to DoubleClick DART to monitor ad campaigns. Of course, Source Interlink Media will also monitor, measure, and report activity to advertisers during and after each ad campaign.

More than just tracking. Know your prospects: We report very specific information on the respondents to your ad. The following are just a few facts we track once an enthusiast responds to your ad by clicking on it:

- Where they live
- Where they were viewing the ad (home, work, school, etc.)
- How many times they saw the ad before clicking it
- What type of computer they use
- What site sections they respond to displaying your ad

SIM Automotive Digital Properties

CONSUMER MOTOR TREND Automobile IntelliChoice Choose your car wisely. automotive.com AutoMall USA NewCar.com InternetAutoGuide.com Autobuyguide.com	PERFORMANCE 5.0 MUSTANG & SUPER FORDS CAMARO CAR CRAFT MAGAZINE CHEVY HIGH PERFORMANCE CIRCLE TRACK CORVETTE FEVER High-Tech HOT ROD MOPAR MUSCLE	STREET ROD Classic TRUCKS CUSTOM CLASSIC TRUCKS Custom RODDER KITCAR ROD & Custom STREET RODDER	TRUCK PETERSEN'S 4WHEEL & OFF ROAD 4WHEEL DRIVE A SPORT UTILITY MAGAZINE 8-LUG HD TRUCK DIESELPOWER FOUR WHEELER Jp MINI TRUCKIN' OFF-ROAD
TUNER european car eurotuner HONDA TUNING IMPORT modified SUPER STREET turbo HIGH TECH PERFORMANCE VW Trends	LOWRIDER LOWRIDER LOWDOWN EDGE Bicycle	MOTORCYCLE ATV RIDER MOTOR CYCLIST SPORT RIDER chopper super streetbike Cruiser	SPORT TRUCK Truckin' MINI TRUCK TRENDS

Visit SIMAutomotive.com to see all of our websites.

Online Advertising: Terms & Definitions

Page View (PV): How many pages a website displays over a given time period, usually one month. All our PVs are tracked and verified by Nielsen//NetRatings. Be wary of sites self-reporting traffic.

Unique User/Visitor (UU or UV): A common measurement of the popularity of a website, similar to Print circulation metrics and TV viewers. Each user is counted once regardless of the number of times they visit the same website within a given time period, usually one month. All our UVs are tracked and verified by Nielsen//NetRatings. Be wary of sites self-reporting traffic.

Ad Impressions: The number of online ads delivered to website visitors. Source Interlink Media tracks ad impressions via DoubleClick DART for each online advertising unit. This third-party system validates the performance of your ads.

Share of Voice (SOV): Percentage of an advertiser's ads displayed relative to the total ads displayed on a site over a time period. A reasonable SOV benchmark is 10%. For example, on a site with 1.5 Million ad impressions, an advertiser that displayed 150,000 ad impressions had a 10% SOV (150,000 ÷ 1,500,000).

Ad Serving/Ad Trafficking: The act of displaying ads online. Source Interlink Media uses software with logic to rotate online ads per client orders. DoubleClick DART is the independent, third-party system we use to serve and verify ad impressions. Advertisers only pay for the number of times the ad is displayed.

Ad Tagging: A unique code is assigned to each ad. This unique code is assigned by the advertiser and is used by the advertiser's internal analytics program, such as Google Analytics. Ad tagging allows you to measure click results independent of our DART reports.

Click-Through Rate (CTR): Similar to direct mail response rates (but at a fraction of the cost), CTR measures the response to your ad, in addition to ad impression value. It is the number of ads clicked divided by the number of ads served. Example: 250 people click on an ad displayed 50,000 times, the CTR=0.5%

Cost Per Thousand (CPM): Amount paid for every 1,000 online ads displayed. This is typical of larger, high-traffic websites. Source Interlink Media online advertising is sold on a CPM basis. This ensures you only pay for exactly the number of ads displayed. For exclusive positions, you will pay a fixed monthly rate that is calculated from estimated page views.

Contact Information

Our consultative sales team will work with you to develop complete marketing solutions for your company and its products. We can develop a media package that fits your budget!

Visit SIMAutomotive.com and contact us today!

SOURCE INTERLINK MEDIA
 AUTOMOTIVE DIGITAL

Digital Sales

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 Irvine, CA 92602
 714.389.5000

www.SIMAutomotive.com