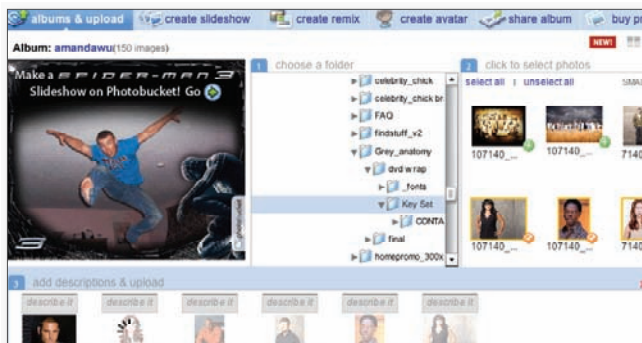


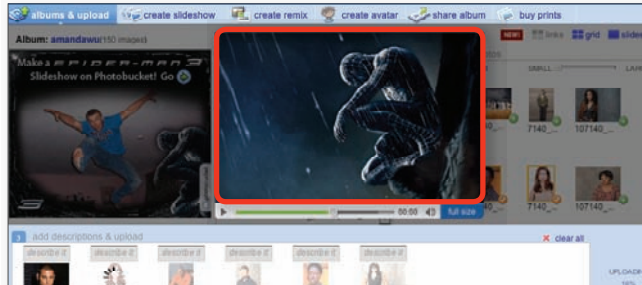
Bulk Photo & Video Uploader

Photobucket is the world's largest personal media site, where millions of people create, manage and share their digital lives.

Photobucket users upload millions of images and videos to the site every day. Due to the high volume, we built a state-of-the-art Bulk Uploader that allows users to upload multiple pieces of media at one time. Advertisers have an opportunity to advertise to this captive audience while they are waiting for their photos and videos to upload to the site.



Standard static or animated displays on the uploader page.



Video interstitial can play while media is being uploaded.

Benefits

- Deliver branded messaging and images to an engaged audience. Extremely immersive brand messaging exposure as users spend an average of 30 seconds waiting for their photos to upload.
- Opportunity to capture 100% share-of-voice by 'owning' the Bulk Uploading tool.
- Rare video advertising opportunity!

Elements

- Standard static or animated ad units on bulk loading page.
- Fully customized landing, upload, and message submission pages.
- Optional video interstitial: Up to 30 second video advertisement – plays while user is waiting for photos to upload.

Specifications

Contact Photobucket for details

Audience

- 55% under age 34*
- 36% age 18-34*
- 50% female, 50% male*
- Photobucket users are 92% more likely than total online users to provide frequent advice about electronics**

To learn more, contact Bryce Emo, SVP of Monetization
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* Source: comScore Media Metrix, January 2008
** Source: Nielsen Online @Plan, Winter 2007-08
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