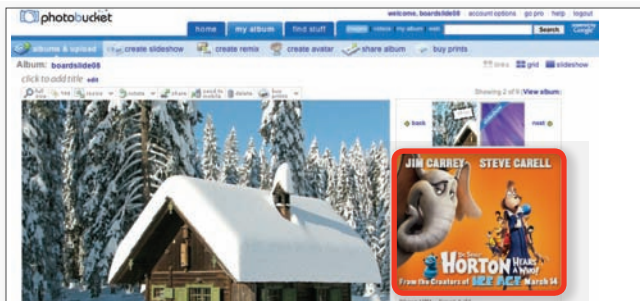


## Display Advertising

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

Photobucket offers numerous opportunities to use IAB standard advertising units within core features on the site. Photobucket's uncluttered environment provides some of the best response rates online.



Album page



Slideshow page



Search results page

### Benefits

Deliver impactful branded messaging and images to an engaged audience. Both targetable and scalable outreach achieved through Photobucket registration data.

### Specifications

#### Medium Rectangle

- 300 x 250

#### Skyscraper

- 160 x 600

#### Banner

- 728 x 90

### 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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Web: [www.photobucket.com](http://www.photobucket.com)

\* Source: comScore Media Metrix, January 2008

\*\* Source: Nielsen Online @Plan, Winter 2007-08

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