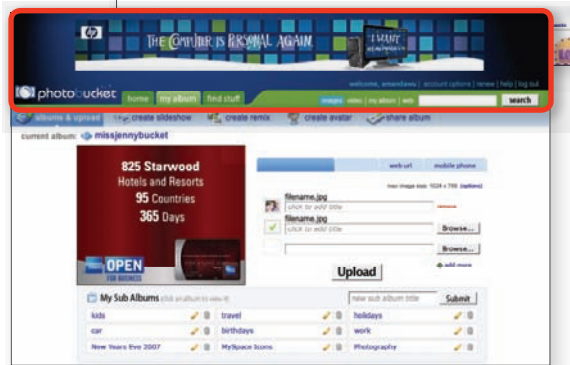
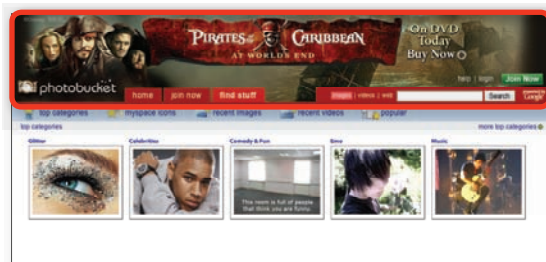


Custom Navigation

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

Photobucket offers advertisers the opportunity to buy a fully-integrated and unique brand takeover – right inside Photobucket's core navigation. With 75 million page views daily, this offers a terrific opportunity for a very immersive brand experience throughout the entire site.



A Custom Navigation is a fully-integrated brand takeover that can be run across the entire Photobucket site.

Benefits

- Customized creative messaging to an engaged consumer audience in a unique, high-profile manner.
- Opportunity for 100% share-of-voice throughout the site.

Elements

- Top display graphic above navigation tabs.
- Optional: Complete Home page takeover.
- Optional: Tab color customization with Home page takeover.

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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Web: www.photobucket.com

* Source: comScore Media Metrix, January 2008

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

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