

## Photo Tagging

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

Photobucket's tagging feature allows users to "tag" photos with search terms that reflect photo content. Tags can include people's names, places or things, and adds a new dimension to searching and sharing photo content on the site. Advertisers now have a unique opportunity to tie into this popular and much-anticipated feature. There is also a strong viral component, as your brand will be included in all emails sent notifying people when they have been "tagged" on the site.



Photobucket tagging allows users to "tag" uploaded photos with meaningful terms for new searching and sharing capabilities.

### Benefits

- Deliver branded messaging and images to an audience engaged in an involved activity.
- Extremely immersive brand messaging exposure as users spend an average of 7 minutes tagging their photos.\*
- Take advantage of the Photobucket audience's propensity for social networking to distribute your brand across the Web.

### Elements

- Automated email responses to friends/family that have been "tagged", including a line of branded copy and link to a third party landing page.
- Skyscraper ad unit on tagging page. The tagging page is visited by all users when they are uploading photos.

### 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\*\*\*

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\* Internal Photobucket data  
 \*\* Source: comScore Media Metrix, January 2008  
 \*\*\* Source: Nielsen Online @Plan, Winter 2007-08

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