



2005 - 2006

CARD CORNER CLUB

ADVERTISING RATE SHEET*

*Prices guaranteed until April 30, 2006

- www.cardcornerclub.com
- www.cardcornerclub.net
- www.cardcornerclub.org
- www.cardcornerclub.biz
- www.cardcornerclub.info
- www.cardcorner.org
- www.cardcornershow.com
- www.cardcornerradio.com

What is Card Corner Club?

Card Corner Club is a top online source for trading card information. Originally part of the Sportsology Network that went online in the year 2000, it included seven separate trading card and collectible sections. As the websites Baseballology, Footballology, Hockeyology, Hoopsology, Sportsology, Wrestleology and NonSportsology grew, it was decided to combine those sections into one massive website in April of 2005.

What Do We Do?

Card Corner Club delivers trading card and collectibles information at an unmatched pace. In addition to our encyclopedia-like website, we also broadcast the #1 collectibles radio show each week. A trusted source with collectors for over 5 years, we reach a massive audience of millions by providing daily doses of hobby news, website banners and text link advertising, and commercials on our internet radio shows. We also provide a weekly collectibles newsletter to 10,524 subscribers.

Who is our audience?

Our targeted audience are collectors of trading cards, memorabilia and other collectibles. We reach a global audience of 3.5 million people over a 3-month span. These stats can be verified by visiting [Alexa.com](http://www.alexa.com) and searching the statistics of www.cardcorner.org. The URL to do so is:
http://www.alexa.com/data/details/traffic_details?q=card+corner&url=http://www.cardcorner.org/

What are our statistics?

33,388 visits per day = 1,166,666 per month
3-5 page views per person = 5,830,000 per month
The average person spends just over 12 minutes on the site
2 out of 3 people are return visitors

What does it cost to advertise with Card Corner Club?

We have several ways to advertise your products or services. The first is via banner and text ads. We charge a flat rate for three months of advertising. The rates are listed next to the banner size. We also offer custom banner design to our advertisers at a rate of \$25 per hour.

We currently host rotating banners in the following sizes:

Leaderboard (728 x 90): \$249.95 (approximately 100,000 impressions)
Skyscraper (120 x 600): \$199.95 (approximately 80,000 impressions)
Rectangle (120 x 60): \$89.95 (approximately 80,000 impressions)
Traditional (468 x 60): \$149.95 (approximately 75,000 impressions)

We can also host the following static (non rotating) sizes:

Rectangle (120 x 60): \$395.00 (approximately 3,000,000 impressions)
Square (120 x 120): \$425.00 (approximately 3,000,000 impressions)
Vertical (120 x 240): \$450.00 (approximately 3,000,000 impressions)
Small Rectangle (120 x 30): \$325.00 (approximately 3,000,000 impressions)

Additional Terms: Minimum Term 1 QTR (3 months), 5% discount for 2 QTRs, 10% discount for 4 QTRs.

Radio Advertising: You can also reach our audience by advertising on the Card Corner radio show. Card Corner is the #1 collectibles radio show on the Internet and the only one available 24-7. It is also the only collectibles show that our users can take with them wherever they go via podcast. With an Ipod, you can download the weekly show and listen whenever you choose.

We have sponsorship packages available as well as single-run commercials. Commercials range from 30 seconds to 1 full minute. Rates are as listed.

Full Sponsor: You will be identified with an opening "verbal billboard" as the sponsor of the Sportsology Radio Network. ("This show is being brought to you by the ABC Paint Co.")

You will receive a closing billboard at the end. ("This show has been brought to you by the ABC Paint Co.")

You will receive a 30-second or 60-second commercial during each Sportsology Radio Network broadcast (5 per week).

Price:	4 weeks	12 weeks	24 weeks	35 weeks	52 weeks
30 sec.	250.00	2500.00	4000.00	5800.00	10000.00
60 sec.	400.00	3500.00	6500.00	9000.00	13000.00

Partial Sponsor: You will be identified with a "verbal billboard" as the sponsor of the Sportsology Radio Network. ("This show is being brought to you by the ABC Paint Co.")

You will receive a closing billboard at the end. ("This show has been brought to you by the ABC Paint Co.")

Price:	4 weeks	12 weeks	24 weeks	35 weeks	52 weeks
	150.00	1000.00	2000.00	3000.00	4000.00

Commercial Rates

30 Second Commercial (single airing): \$50
30 Second Commercial (5 or more airings): \$40
60 Second Commercial (single airing): \$75
60 Second Commercial (5 or more airings): \$60

Live Read: No Additional Charge

Provide your own commercial on CD or in MP3: No additional charge

Need Your Ad Created?

- a) Script Development
- b) Recording by a Professional Voice Actor
- c) Conversion to web streaming audio file delivered by e-mail for posting on your web site.

Price: \$50/hr.

Billing: Invoice upon order with net 10- days for new customer, 30-days for repeat customers.

Contact Information: If you are interested in advertising with Card Corner Club or would like to discuss a custom package, please contact our Internet Operations Manager, Doug Cataldo, or our Director of Communications, Russ Cohen:

Doug Cataldo

P.O. Box 866

Huntley, IL 60142

Phone: 847.669.0987

Fax: 847.669.7789

E-Mail: dcataldo@sportsology.net

Russ Cohen

P.O. Box 811

Glassboro, NJ 08028

Phone: 609.980.9131

E-Mail: rcohen@sportsology.net

Closing: We thank you for your consideration of advertising with Card Corner Club. If you have any questions please feel free to call one of our representatives. We look forward to helping promote your products or services on Card Corner Club.