



Passionate, Engaged Gaming Enthusiasts

ADVERTISING RATE CARD

ChipTalk.net is the largest professionally managed site of poker chips specific enthusiast communities on the Internet. The site contains more than 100,000 unique web pages which makes for a very long tail in search engines. Most visitors are 18-45 males with high incomes, college degrees and no children.* The site membership continues to grow year after year while competing sites shrink in popularity.

** QuantCast 2010*



- 2010 Google Analytics

PRODUCTS AVAILABLE

- **COMMERCIAL POSTING**
ChipTalk created this innovative product in 2005, calling it 'Rented Forums.' 2011 brings a new dimension: Tiered Commercial Posting. Flip the page for more information.
- **BANNER CAMPAIGNS**
Traditional banner advertising: ChipTalk does it better with geo-targeting, detailed reports, complex banner rotations and self service accounts.
- **SPONSORED FORUM BANNER**
New for 2011, ChipTalk is offering banner exposures on the popular Forum Home page and on Forum headers. Ask about our 'Sponsored Forum' offering for details.
- **CUSTOM PRODUCTS**
We are always open to your ideas for a custom advertising campaign. ChipTalk sponsor partners have brought the members many exciting contests, meetups, and other exciting innovations.



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COMMERCIAL POSTING FEATURE MATRIX:

	Tier 1 Bronze Sponsor	Tier 2 Silver Sponsor	Tier 3 Gold Sponsor
Recognition			
Prominent Vendor Title	♠	♠	♠
Larger, Animated Avatar (120x120)	♠	♠	♠
Colored Username	♠	♠	♠
Post in shared <i>ChipTalk Mall</i> Forum	♠		
Random Twitter Posts of Your Content	♠	♠	♠
Dedicated Commercial Forum		♠	♠
Web Site Text Link in Forum Description		♠	♠
Right Column Banner in Rotation		♠	♠
Avatar/Profile Can Contain Ext. URLs		♠	♠
Signature (no External URL)		♠	♠
External URL/Links in Signature			♠
Top Billing in Market Place List			♠
128x28 Banner Next to Forum Titles			♠
Extended Description on Forum Home			♠
Highlighted Forum Name Everywhere			♠
Can Email Members			♠
Commercial Gallery Usage			♠
Large Banner Impressions Included	n/a	5000/month	15,000/month
Private Message Storage	100	250	1000
Bulk PM Sending Limits	5	25	100
Attachment Space	25MB	100MB	500MB
Images Per Gallery	25	25	50
Price	\$49 per month	\$99 per month	\$149 per month

version 11a



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COMMERCIAL POSTING

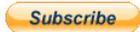
Commercial posting is a ChipTalk.net original idea, originally called Rented Forums. The entire forum is closed to unsolicited commercial posting, except for the designated areas in our Market Place. This protects the sponsors by ensuring that no selling is allowed outside the Market Place. Only the sponsors can create a thread in their forums, and users respond which “bumps” thread to the top of search lists with each response.

The advantages for ChipTalk sponsors are well established and proven posting policies, a seasoned moderator staff to ensure compliance, resulting in a ‘funnel’ forum for buyers to focus on. The ChipTalk Market place is the busiest area of the forums. The users are highly motivated by promotions from sponsors.

The benefit to your company is targeted, concentrated exposure to enthusiastic and engaged buyers. Visit the [Market Place](#) at any time and look at the numbers of members viewing each section (shown next to forum titles). You have the freedom to use your posts as you see fit to promote your gaming products and services.

We are introducing a three tiered systems in 2011. Please contact us with any questions about these incredible features. The Feature Matrix on the previous page has an abundance of benefits to your company.

Sign Up Today:

Commercial Posting Options			
	Monthly	6 Month (Save 20%)	12 Month (Save 40%)
Bronze – Tier 1 	  \$49	  \$235	  \$352
Silver – Tier 2 	  \$99	  \$475	  \$712
Gold – Tier 3 	  \$149	  \$715	  \$1072

Notes:

- We accept all major credit cards via the same PayPal links.
- If you purchase a 6 month plan you will SAVE 20%. If you purchase 1 year or more you will SAVE 40%.
- Subscriptions will auto-renew. Buyers can cancel anytime.
- Contact us for other payment options.
- The *ChipTalk Mall* threads are removed from site indexes after 100 days but remain directly linkable.
- No sharing forums with other companies. Subsidiaries can have subforums at discounts.
- Moderators of dedicated commercial forums must be real employees of the company.
- Sponsors cannot post commercially outside the designated areas.
- Social use of the public forum areas is encouraged for sponsors. It is only commercial posts that are relegated to sponsored commercial forums.



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BANNER CAMPAIGNS

ChipTalk offers a simple large banner campaign that has no sponsor preferences. All large banners are zoned to display randomly in all locations including the top banner on all page loads.

Some of the advantages that we offer over other sites are the following: Targeting (Content, geographic, technographic (e.g. browser), time based (e.g. time of day), custom); reporting; unlimited banner rotations; and self service management.

The benefits to you are that you can now geographically target your audience so as not to waste impressions on visitors outside your customer area. For example if you ship only to Europe, why waste your banner displays on users in the USA? We can make it happen for you. Detailed reports show how affective your banners are, so that you choose to give more weight to more affective banners. With Self Service you can disable and enable banners as you wish.

The following are the Big Banner locations that are included in this shared Big Banner zone when you buy impressions or clicks. In 2010 we are getting about 20,000 page loads a day and growing. Your block of impressions/clicks will be in rotation with all other banners in this zone.

- **Top banner location to the right of the logo (*Above the Fold*). This displays on every load of the site.**
- **Immediately following page content on forum listing pages.**
- **Immediately after the first post on all discussion thread pages (nearly 100,000 pages)**

We also offer 125x125 banners on the right column and on all page footers on a first-come-first-served, monthly subscription basis.

Please see the following page for all the purchase options for banners at ChipTalk. We are also happy to entertain a custom banner campaign, just as [tell us](#) what you have in mind.



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Banner purchase options			
	Monthly	Impressions	Clicks
Big Banner 468x60, GIF/JPG/PNG.	 \$50 Per Month for 25,000 impressions.	 \$50 One-Time Block \$2 per thousand impressions (displays). You buy impressions in blocks of 25,000. (Internet average for banner impressions is \$11 CPM so we are less than 20% of the market average despite being highly targeted.)	 \$55 One-Time Block 22¢ per click-thru. Clicks come in blocks of 250 minimum (\$55). (Google charges up to \$1.56 per click for "poker chips")
	 \$150 Per Month for 75,000 impressions.	* Distribution is spread over 14 days unless otherwise requested.	* Distribution is spread over 14 days unless otherwise requested. Contact us for other custom options.
Side Banners 125x125, GIF/JPG/PNG. Your banner will display on every page load of ChipTalk.net. Longest continuous campaigns towards the top	 \$49 Per Month		
Foot Banners 125x125, GIF/JPG/PNG. There are seven slots, and your banner will display on every page load of ChipTalk.net.	 \$19 Per Month		

Notes:

- Sizes: Please keep byte sizes for large banners to 40k or lower, and for 125x125 banners 30k or lower.
- Limit all animations to 15 seconds or under for best effectiveness.
- Please limit content to "rated R" and below. We like to keep ChipTalk.net "safe for work."
- Note that Paying site visitors have a choice of reduced advertising though most do not use the option.
- We can offer a custom campaign for larger banners (up to 728x90) and for Flash content.
- It is always advisable to refresh old banners frequently.

Please remember that you can submit as many banners as you want and have a custom weighted rotation. You can also ask for geo targeting (by country, region, etc, even by cities), time of day, by browser, etc. There is no extra charge at this time for these amazing features.

Contact us to learn more about how we can **grow your business today.**

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