



rcuniverse.com

Media Guide

We Deliver Customers

The Audience

RCUniverse is home to the largest radio control community in the world.

We service 30,000 unique visitors each day and 160,000 registered members. More than 7,000 new users register as members each month. We can drive those committed hobby customers to you.

The Means

RCUniverse has a wide array of services that allow you to customize the way you communicate with our users

- Large-format banner advertisements and sponsorships
- Pay-per-click keyword advertisements
- Product-specific "Buy Now" listings
- Classified ads
- RCU Stores

The Benefits

A targeted ad campaign on RCUniverse yields far more per dollar spent than do conventional media buys (either in print or on generalized Websites).

Banner Advertisers on RCUniverse get:

- Access to our free product announcement tool (which places your products on our home page and in our new products area)
- A free RCU Store (featured level)
- \$50.00 in instant account credit to use our pay-per-click keyword system
- ROI – When compared to print or other Web media, RCU advertisers get more meaningful leads and a better ROI.

RCUniverse Stats

RCUniverse Stats:

- Average daily growth that exceeds any other online radio control community by at least 10-fold.
- Average daily growth that exceeds any offline print publication by at least 8-fold.
- More ad impressions than any other online radio control community (by a factor of more than 500).
- More ad impressions than any single offline print publication (by a factor of 100).
- RCUniverse generates an average of 15 million page views monthly.
- RCUniverse generates nearly 1 million user sessions monthly.
- RCUniverse hosts nearly 100,000 **unique** visitors each week.
- RCUniverse hosts an average of 29,600 unique visitors per day.
- RCUniverse users spend an average of 14 minutes per visit.

Our traffic statistics are tracked by DeepMetrix, an independent third party auditing company.

Membership and market data for March 2005*

Data Point	Figure
Total Registered Members	160,560
Average Monthly Registrations	6,300
Total Forum Posts	3,158,000
Avg. Monthly Posts	126,000
Avg. Monthly Marketplace Ads	7,110

*This data was farmed from the RCU permanent database. The Total Registered Members figure only includes individuals with unique, verified email addresses.

True Targeting

RCUniverse puts technology behind its targeting.



Using our "My Universe" technology, we allow users to select their favorite area of R/C simply by clicking the universe bar atop any page on the site. When they do, you benefit. Here's how:

- All advertisements served by RCU are categorized according to one of the main R/C "universes of interest."
- Anytime a user selects a "universe", all advertisements in that category are rotated through the available slots. Unrelated ads are excluded.
- Anytime a user selects a "universe", the content shown on the site (including the header graphics) changes to suit the user's preferred interest area.
- Members may set their default "universe" so that content is always in their R/C interest area on subsequent visits.

When you purchase ad space on RCUniverse you can be confident that it will not be lost in a jumble of unrelated content or advertisements.

Data Mining

RCUniverse puts users' thoughts and preferences within your grasp.

With our new FocusQuiz and FocusSurvey products, manufacturers, distributors and larger retailers can farm exceptionally detailed and valuable information from the RCUniverse user base.

Topic: Test your knowledge of the features and functions of the new Futaba 14Mz radio!

Prize: The winner receives a \$50.00 gift certificate to Tower Hobbies!

Questions: 10

Alert: **You have already taken this quiz!** You may retake it just to test your knowledge, but your original score will not change.



Question: 1

Transmitters that transmit in PCM greater than 1024 are more precise than those that do not.

- A) True. The higher the number, the greater the resolution. Slight stick movements are transmitted.
- B) False. As long as the signal is free of interference, the stick movements translate equally among high quality radios
- C) True, but only if you are using digital servos
- D) True. The higher the number, the greater the resolution. Slight stick movements are transmitted. The 14Mz transmits 40% more data than the Futaba 9Z

Here are some of the powerful features this tool offers:

- You can write your own quizzes or surveys to determine whether your product messages are getting through as you intended.
- You get data on each answer so you can instantly see where consumers are confused about product features or benefits.
- You can link correct answers to Web pages so when users get the question wrong, they can instantly link to a page with more information about the right answer.
- Users who take the quiz instantly see what score they got as well as the correct answers. This immediately educates them about your products.
- Each FocusQuiz has a "Leader Board" and an optional prize (which you set) which spurs competition among users to test their knowledge of your product.

Our Promises

We Deliver . . .

When you advertise with RCU, we make certain commitments that we know are important to you. Advertising online does not have to be a crapshoot. We have taken steps to ensure that your experience with us will be positive.

- Our server farm is hosted at Rackspace, Inc., the nation's best hosting facility and the only recipient of Microsoft's highest award for hosting. Our servers are up 99.9% of the time.
- Our statistics are reported by two separate reporting sources. Ad impressions are tracked on a completely separate server. Site statistics are tracked by DeepMetrix.
- If we ever fail to deliver promised impressions or rotation, we will make good by delivering the promised package and providing bonus ad rotation as dictated by the situation.
- Our executive, development, advertising, accounting, hosting and creative team will do what is needed to ensure that your experience with RCUniverse is professional and rewarding.

Get Started

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Here is what to do to get started:

- Call Erick Royer at (860) 496-9348 or email him at eroyer@rcuniverse.com
- For keywords, you can view our video introduction by selecting the “RCU Keywords” menu item from the “Advertisers” button on the main navigation bar.
- To open an RCU Store, just select the “RCU Stores” menu item from the “Buy & Sell” button on the main navigation bar.
- To run a FocusQuiz or FocusSurvey, please contact Michael@rcuniverse.com