



## ADVERTISING PLACEMENT ON RCUNIVERSE.COM

The new RCUniverse is the world's largest community site for RC enthusiasts of all types.

If you haven't noticed already, our site provides users with services and functionality not present anywhere else on the Web. That's why more and more users are making RC Universe their R/C destination of choice on the Web.

### Graphical ads that stand alone.

To help our advertisers gain more exposure, we have designed most of the content pages of the site to display only ONE ad at a time. This helps you grab the user's attention rather than compete with other advertisers. On the home page and certain forum pages, you may see two ads.

In all cases, ads placed on RCUniverse will give you **the most targeted exposure** you can get anywhere on the Web.

If you are interested in purchasing graphical ad space in any section of the site, please contact Erick Royer at 860.496.9348 or via email at [eroyer@rcuniverse.com](mailto:eroyer@rcuniverse.com)

The screenshot shows a web browser window displaying the RC Universe website. The browser's address bar shows the URL: [https://63.170.142.196/product\\_guide/dsp\\_index.cfm?CFID=829CFTOKEN=25853072](https://63.170.142.196/product_guide/dsp_index.cfm?CFID=829CFTOKEN=25853072). The website header includes the RC Universe logo and navigation links: HOME, FORUMS, MARKETPLACE, PRODUCT GUIDE, MAGAZINE, RC COMMUNITY, RC UNIVERSITY, and SIGN IN. The main content area is titled "Product Guide" and features a list of categories with brief descriptions and icons:

- Airplanes:** Our Airplane Guide contains more than 1984 airplanes and jets of all types! You can rate, read reviews, get tips, view specs and find retailers.
- Boats:** From Sailboats to Scarabs, we invite you to rate your favorite boat, suggest equipment or compare up to 3 models side-by-side! There are currently 76 boats in the guide.
- Cars:** Our Car Guide contains 223 cars, trucks & after market accessories. You can rate your favorite vehicles, read reviews, get tips, view specs, find compatible equipment and locate retailers.
- Helicopters:** Our Helicopter Guide contains 209 helicopters. You can rate, read reviews, get tips, view specs and find retailers.
- Engines & Motors:** Our Engine Guide contains 289 engines and electric motors. Rate, compare, get tips, view specs and find retailers.
- Radio Equipment:** Our Radio Guide contains 377 transmitters, servos & receivers. Rate, compare, get tips, view specs and find retailers.

At the bottom of the page, there is a small advertisement box that says "LET OTHERS KNOW WHAT YOU THINK" and "RATE YOUR FAVORITE PRODUCT!". The footer of the website states: "RCUniverse is a service of 24-7 RC, Inc. Copyright © 2003-2003. All rights reserved."

## Instant Product Guide “Buy Now” Placements that Target Shoppers

The screenshot shows the top navigation bar with links for FORUMS, MARKETPLACE, PRODUCT GUIDE, MAGAZINE, RC COMMUNITY, RC UNIVERSITY, and SIGN IN. Below the navigation is the page title 'Aircraft Profile: Great Planes Albatros - EP'. A secondary navigation bar contains tabs for Overview, Ratings, Reviews, Specs, Kit Tips, Compatibility, and Buy It. The 'Buy It' tab is circled in red. Below the tabs, there is a list of product details: Mfr: Great Planes, Aircraft: Albatros - EP, Overall Rating (1 Member Rating) with a star graphic, Power Class: Electric, Class: Park Flyer, Category: Biplane | Warbird, Flying Skill: Beginner, Build Type: ARF, and a list of links for rating, radio equipment, build tips, and corrections. A 3D model of the Albatros airplane is shown to the right of the text.

We have more than 4,000 R/C products in the RC Universe Product Guide. If you sell airplanes, jets, cars, boats, helis, engines, electric motors or radio equipment, chances are, we have your items in our guide. For each item in the guide, there is a “Buy It” tab, which users can click to find retailers of the product they are viewing.

Individuals clicking on the “Buy It” tab see our sponsors.

No more than 4 hobby retailers are permitted on the “Buy It” page!

The screenshot shows the 'Buy It' page for the 'Aircraft Profile: Great Planes Albatros - EP'. It features a 'Featured Sponsors' section with 'TOWER HOBBIES' listed, including their phone number (800-637-6050) and a link to visit online. Below this is a 'Hobby Retailers' section with 'Hobby Sales, Inc.' listed, including a promotional paragraph, direct hit, phone number (303.858.0415), visit our site link, and a coupon code (RCU001). A link is provided to click here for more information.

Will your name be listed when they click? You can have your company’s name, phone number, Web address, a specific Web URL

for the product on your site, promotional paragraph, coupon code and coupon description placed on individual products in our guide.

If you have a handful of items you want to target for a specific time period, you can **create your own** custom product placements just by logging into your Advertiser account (click “Advertise” at the top of any page) and selecting the specific items for which you would like placements. Your placement will appear instantly. No more than 3 *other* sponsors may appear under any product at any time. Listings are only *\$1.00 per product* per month!

**Sign up now!**