

TIGERLAND.COM MEDIA KIT

Tigerland is the web's hottest free sports site for Auburn University sports. Since going online in 1998, traffic has increased every year, with Tigerland delivering more than 6 million page views annually.

Reach your target market more economically with a Tigerland web campaign. Tigerland offers advertisers numerous opportunities to reach your customer base regardless of your marketing budget.

The screenshot displays the Tigerland.com website layout. At the top, the Auburn University logo and 'TIGERLAND.COM' are prominent. Below this is a navigation bar with links: 'Tiger Football Fan?' (Get the inside scoop on Auburn football!), 'Auburn Football Tickets' (Tickets Down on the Plains Alabama Broker with Alabama Prices), 'Tigerland' (Today's Auburn Headlines Auburn Univ. football news & more), and 'Get Tiger Gear Here' (Get your officially licensed AU here. Nike Jerseys, Hats, and More!).

The main content area features a large banner for 'INSIDE THE AUBURN TIGERS' magazine and newsletter, dated January 2, 2004. The banner includes the text: 'Make Tigerland Part of Your Daily Routine! Read the Auburn Football Report to keep up with the Tigers. And, there's more Tiger news on ACCESS.AUBURN. Check it out daily.' Below this, there's a section for 'Auburn Football' with a quote: 'With a number of new faces and fewer expectations, that could be a good sign for an Auburn program which has seemed to thrive on the underdog role under Tuberville...' and a link to 'Opelika Auburn News'. A quote from the 'Miami Herald' is also present: 'We're proud of what we've done at Auburn...'

On the right side, there is an advertisement for 'half.com' (an eBay company) with a 'Your Ad Here' label. At the bottom right, there is a 'FREE AUBURN' logo.

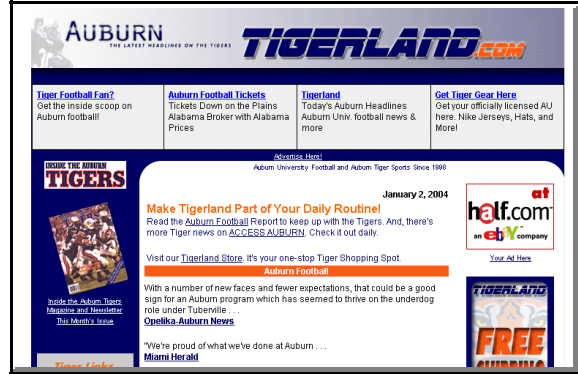
- The top-of-the-page oversized banner space offers “above the fold,” high visibility exposure for banners ads up to 728x90.
- The 120x90 top-right tile gives “above the fold” coverage at a fraction of the cost of banner exposure.
- Select the 120x600 tower space for full-page coverage that is visible even as readers scroll down the page.
- Sponsorships are available for the popular Football page as well as the always in-season Recruiting page.
- Tigerland will entertain offers for the rights to become the exclusive vendor of officially licensed Auburn merchandise on the web site. Contact Tigerland for more information.

Don't waste time. Advertising opportunities on Tigerland are limited. Place your order today.

TIGERLAND.COM PRICING

Two month minimum purchase. All ads subject to acceptance.

Frequency discounts:	3 months	5%
	6 months	10%
	12 months	20%



<p>Exclusive Site Merchandise Vendor (1)</p>	<p>Exclusive Tigerland vendor of officially licensed Auburn wearables and accessories</p> <p>50% of 120x600 home page skyscraper banner placements</p> <p>120x90 tile below fold, all pages</p> <p>Promotional tie-ins</p>	<p>\$3,000 month</p>
<p>Site Sponsorship (1)</p>	<p>Custom Site Branding</p> <p>50% of 728x90* home page top banner placements</p> <p>10% of 728x90* other page top banner placements</p> <p>10% of 120x600 home page skyscraper banner placements</p> <p>120x60 tile below fold, all pages</p> <p>First refusal rights on any wearables advertising</p>	<p>\$3,000 month</p>

Football Page Sponsor (1)	50% of 728x90* football page top banner placements Home Page Text Link	\$1,000 (July-March) \$500 (April-June)
Recruiting Page Sponsor (1)	50% of 728x90* football page top banner placements Home Page Text Link	\$1,500 (July-December) \$2,000 (January-February) \$500 (March-June)
ROS Top Banners (4)	10% of 728x90* all pages top banner placements	\$750 month**
Home Page Skyscraper (4)	10% of 120x600 home page skyscraper banner placements	\$500 month**
Home Page Top Tile (5)	20% of 120x90 top-right tile	\$500 month**

Numbers in parentheses () indicate availability.

All percentages are guaranteed minimum impressions. Actual exposure may be higher.

* 468x60 (standard) banner may be substituted for 728x90 (jumbo) banner.

** 50% premium for exclusivity (no directly competing advertisers and protection against being bumped by competitors).

Payment required prior to start date unless credit is established. Frequency discounts require prepayment.

Prices subject to change.