



ONLINE IN-DEPTH

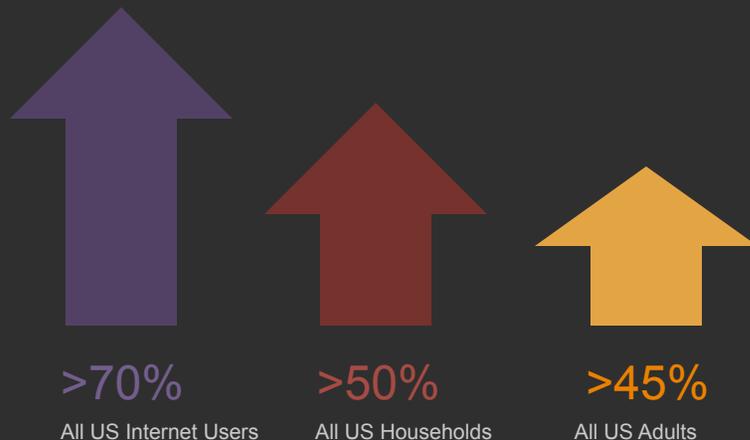
The way forward is to radically rethink the relationship with consumers: to engage them rather than interrupt them

SOME BASIC FACTS & FIGURES

Of broadband users, 46 percent overall used the Internet as a primary news source. Since 2002, the number of home broadband subscribers has risen from 20 million to 70 million.

Internet display advertising grew 17.7% to \$5.52 billion during the second quarter of 2007, according to TNS Media Intelligence.

Broadband users are spending 48% (approximately one hour and 40 minutes) of their spare time online in a typical weekday and the trend is increasing across all age groups.



Broadband Penetration Figures, U.S. 2007

Now, more than ever, **the Internet is a broadband medium**. Over 70% of Internet users in the U.S. connect via broadband, a number that has increased at a 60% compound annual growth rate (CAGR) since 2000 (Nielsen//Netratings 12/99 – 6/06). Conversely, dial-up access has fallen at a 7% CAGR since 2000.

Broadband users are defining the modern consumer market. With every click, post, and purchase, they shape the way consumers learn, shop, talk, and play.

While broadbanders represent three out of four Internet users, they still comprise less than half of the U.S. population overall. Considerable growth is yet to come.

These “broadbanders” are an attractive target—younger, better educated, and more affluent than the population at large.

“If 30 years from now, people don't look back and see this as the golden era of marketing, we should be embarrassed”.

Babs Rangaiah: “The way forward is to radically rethink the relationship with consumers: to engage them rather than interrupt them. Author of 'Life after the 30-Second (TV) Spot' Joseph Jaffe asserts that every-thing is becoming permission-based”. In an interview with Bloomberg TV he said: “The new (marketing) model will involve consumers opting for marketers to message to them in an on-brand, relevant, entertaining, engaging fashion”. As a result, emphasis is moving from 'push' media such as broadcast TV to digital 'pull' media such as internet, interactive TV and mobile devices.

Babs Rangaiah, Unilever's US Director of Media and Entertainment

Unilever is one of the biggest advertisers in the World with an average annual media expenditure of over 1.5 billion dollars.

Americans Spending More than Half of Their Spare Time Online

Brands need to adapt quickly to shifting media habits and how consumers are engaging with entertainment content in the modern market

(SAN FRANCISCO) - May 7, 2007 – Broadband users are spending 48% (approximately one hour and 40 minutes) of their spare time online in a typical weekday and the trend is increasing across all age groups, finds a new report by research firm Media-Screen. Additionally, the report entitled “Play”, finds that when users are online, 54% of that time is spent accessing activities related to entertainment and communication.

Media-Screen examines how and where broadband users access entertainment content and information online (e.g. learn about new artists, buy related products, read reviews, use a program guide) and finds that media habits of modern consumers are shifting in the wake of iTunes, YouTube, MySpace and other “long tail” entertainment sites.

“Users’ ability to ‘pull’ information and content associated with their favorite genre, artist or title changes the marketing game from gross ratings points to access and advocacy,” says Josh Crandall, managing director of Media-Screen. “Many broadband consumers go online for entertainment, and to talk about entertainment with other fans. Marketers need to leverage that interest and focus on catalyzing a conversation now, instead of just talking to their fans via traditional advertising channels.”

“Play” shows how online entertainment consumption is dramatically affecting conventional marketing and advertising channels and what this means for those in the industry. For instance, search engines and social networking sites are gaining in popularity, influencing an equal number of people as magazines and newspapers. Furthermore, 48% of younger users say they learn about new entertainment through user-generated content sites (e.g. community, review and video sharing sites, blogs); by contrast, only 25% say they learn about new entertainment through television.

“Currently, the proportion of advertising resources devoted to the Internet (about seven percent according to ZenithOptimedia) is nominal relative to the value it generates in interest and engagement among fans,” continues Crandall. “We have found that consumers, on a typical weekday, spend more than 40% of their time consuming media online. As more of the population goes online and there are more marketing channels, it will be imperative for the entertainment industry to know how to effectively allocate marketing and advertising dollars.”

Additional topics available include:

- Online versus offline sources used to learn about entertainment properties (e.g. bands, TV shows, movies, games) and web sites
- Community-based activities (e.g. rate/review a product, publish a personal page, upload a video or audio file)
- Influence of user-generated sources and content
- Fan-related activities (e.g. talk to friends online about title/artist, meet other people online who like title/artist)
- How different psychographic groups access entertainment content online
- Demographics of population and usage among gender, age and income
- Trend Report: Internet Access Among U.S. Broadband Users, 2006 to 2007

WHAT DOES ONLINE MARKETING ENTAIL?

Google anyone? Yes Google and other Search Engines are very important as these SE's are almost everyone's entry to the net! And Google works for you, your company, brand and/or product when it is presented within a relevant and authoritative context.

Authority takes time and specialized craftsmanship to establish. Usually this objective can be reached through careful link building campaigns, online press releases and viral campaigns. Especially online virals can have the added benefit of realizing huge amounts of traffic to any target site.

But its not all about quantity! A fast majority of internet users indicates that they refuse to accept advertising when it is not presented to them in an engaging fashion. Being online is all about the freedom to move around the world, to search for authentic information sources and to express ones opinion. Therefore the context in which any message is presented is at least as important to consider when considering any online advertising.

Online City Media Inc. has over 15 years of experience with online marketing and could therefore be considered as one of the true first internet pioneers. With global sites reaching over 200.000 unique visitors and over 1 million page views a day some of our platforms belong to the internets best performing websites.

We used our experience and knowledge to create an entire new online experience with LA2DAY, one of the first lifestyle magazines entirely distributed online and already one of the fastest growing online magazines in Los Angeles. With LA2DAY we target the higher income Angelino less easy to reach through more conventional and mainstream media (both offline and online).

When a client decides to setup a campaign with LA2DAY, the options are virtually endless. Of course the most basic option would be to develop a display campaign, but more extensive programs are also available, such as exclusive category partnership and viral marketing.

However, no matter what type of campaign is chosen, we will always make sure the client receives full benefits of our extensive knowledge of online marketing, that will include Search Engine Optimization (ensuring the clients message will be found by Google and others), optimal display frequency and detailed reports.

More extensive campaign options will also include contextual link building (increasing the relevance of clients target within search engines), online press release distribution and/or creation and distribution of viral campaigns.

Depending on clients wishes and objectives we will always supply the most effective campaign method.

The products and services that we offer are:

- Display Banner Campaigns (static, flash and video)
- Exclusive Category Partnerships
- Video Production
- Editorial Venue, Restaurant and Product Reviews
- Online Viral Marketing Campaigns
- Online Press Release Distribution
- Website Design & Development
- Online Marketing Services
- Offline Event Development & Production
- SEO Consulting
- Link Building Campaigns
- Contextual Link Building Campaigns
- Guerilla marketing Campaigns (both online and offline)
- Online Promotions
- Online Research
- WEB TV
- WEB RADIO
- Webisodes (series of 10 minute video reports)



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LA2DAY

LESS TINSEL. MORE TOWN. LA2DAY.COM

LA2DAY INC. IS MEMBER OF THE LA PRESS CLUB. LA2DAY INC. IS A FULLY OWNED SUBSIDIARY OF ONLINE CITY MEDIA INC.

LA2DAY

LA2DAY MAGAZINE

media kit

VERSION APRIL 2008

WHO WE ARE

We're about the talent behind the scene, the emerging artists and musicians, the ones with the alternative view on Hollywood films and independent productions.

We are the under current of LA.

We're the sincere and the authentic, the strong and the independent, the ambitious and the creative .

We are LESS TINSEL. MORE TOWN.

We're not a blog. And we don't confuse attitude with perspective.

WE ARE LA2DAY

LA2DAY.com is magazine-sophisticated and internet-convenient.

Beyond the Banner



A portal to help you find out where to hear your favorite dj spin, to see an off-beat artist show or to read about that interesting independent film, all in one place.



LA2DAY MAGAZINE

TOP 5 REASONS TO BE ON LA2DAY.COM

1 Your Desired Audience

Trendsetters, influencers, and leaders.



2 An Engaged Group

Your message carries farther when its readers actively seek out our site.



3

A Growing Site

We attract on average around 100.000 unique visitors a month, who generate around 400.000 page views.

4 Unique Opportunities

Offers a multitude of internet and publication services: simple display banner campaigns, custom and tailor made brand campaigns, editorial services, online viral campaigns, online press release distribution, production and distribution of webisodes, link building, venue and performance reviews, offline lifestyle events, guerilla marketing, creation of micro sites and more.



5 They Value Us

Extensive research has indicated that they value LA2DAY as a genuine source for Music, Art, Nightlife, Fashion and Restaurant coverage.



LA2DAY MAGAZINE

OUR READERS

\$75-\$150K
AVERAGE HH INCOME

48/52
%MALE/FEMALE

25-39
AVERAGE AGE

100.000
VISITORS
400.000
PAGE VIEWS

72%
ONLINE TO FIND NEWS

5 HRS
AVERAGE ONLINE WK

LAZDAY MAGAZINE

OUR DISPLAY AD POSITIONS

LEADERBOARD

728 X 90

SKY SCRAPER

120 X 600

COVER STORY

Promoted Advertorial*
*Additional rate applies

ADVERTORIAL

1 week homepage
Guaranteed +
Archived for life

BANNER

250 x 250

BANNER

468 x 60
(Max 480 x 120)

The screenshot shows the LA2DAY MAGAZINE homepage with several ad positions highlighted by yellow circles and lines:

- LEADERBOARD:** Located at the top of the page, above the main navigation.
- SKY SCRAPER:** A vertical ad on the right side of the page, next to the calendar.
- COVER STORY:** A large ad for a 'MAIN STREET SPECIAL EVENT' at the top of the main content area.
- ADVERTORIAL:** A large ad for 'With 'The Orphanage,' The Spanish Pull Ahead in Horror Movie Supremacy' in the middle of the main content area.
- BANNER (250 x 250):** A square ad for 'With 'The Orphanage,' The Spanish Pull Ahead in Horror Movie Supremacy' below the main article.
- BANNER (468 x 60):** A horizontal ad for 'With 'The Orphanage,' The Spanish Pull Ahead in Horror Movie Supremacy' at the bottom of the main content area.

Other visible elements on the page include: Blue Cash for Business Credit Card banner, LA2DAY MAGAZINE logo, navigation menu (HOME, CALENDAR, NIGHTLIFE, DINING, FASHION, MUSIC, ART & DESIGN, MOVIES, HEALTH & BEAUTY, TALK, TOYS), LOS ANGELES CALENDAR, SEARCH, and various category-specific content blocks like 'LA HOT SPOTS' and 'IMAGE GALLERY OF LATEST REPORTS'.

LA2DAY MAGAZINE

OUR CHANNELS

LA2DAY MAGAZINE



HOME

LA2DAY MUSIC



MUSIC

ALL | INTERVIEWS | CONCERT REVIEWS | NEW RELEASES | INDIE | POP | RAP/hip | ELECTRONICA | GAMES | MUSIC | ART & DESIGN | OPTIMAL

LA2DAY NIGHTLIFE



NIGHTLIFE

LA2DAY FASHION



FASHION

LA2DAY DINING



DINING

LA2DAY ART & DESIGN



ART & DESIGN

LA2DAY MOVIES



MOVIES

LA2DAY HEALTH & BEAUTY



HEALTH & BEAUTY

LA2DAY CALENDAR



CALENDAR

LA2DAY TALK!



TALK!

LA2DAY TOYS



TOYS

LA2DAY HOT SPOTS



HOT SPOTS

LA2DAY MAGAZINE

LA2DAY EVENTS



LA2DAY ABOUT LAIR BARTENDING COMPETITION

WHAT WE DO?

LA2DAY CHIRQUE DU SOLEIL

LA2DAY THE MOBILE DANCE OF THE 1940s

LA2DAY INDIA'S OVEN

LA2DAY CARPET BURN

LA2DAY VENICE BEACH

LA2DAY LESS TINSSEL, MORE TOWN.

LA2DAY IT'S ALL ABOUT YOU.

LA2DAY LAUNCHES ON THE APP STORE

LA2DAY LAUNCHES ON ANDROID



LA2DAY

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The Write People, The Right Publicity™

Because you have a story™

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