Display CPM Trends

Revenue Call

October 12, 2010
About WebCosts®:

• All reported CPMs are aggregated, multi-sourced, negotiated rates
• CPM data comes from subscribing agencies / marketers
• Reporting since May 2009: Low, Average, and High CPMs for:
  – Site / Ad networks:
    • Over 260, across 15 Categories
  – Size: Medium Rectangle, Leaderboard, Wide Skyscraper
  – Time: Buys negotiated for a week, month, quarter
  – Combination of size and time
  – Category level Quarterly trend.
• Sample: Rolling seven quarters, updated monthly
• CPMs include Rich Media and Web Display
• No zero value records are included
WebCosts Eight Category Level CPM Trend Perspectives:

1. Eight Category, CPM Index: Q4, 2008 through Q2, 2010:
   - Automotive
   - Corporate Information
   - Entertainment
   - Family and Lifestyles
   - Finance / Insurance / Investment
   - Home and Fashion
   - News and Information
   - Search Engines and Portals

2. Eight Category, Average CPM Trend Perspectives: Q4, 2008 through Q2, 2010
Eight Category Display CPM Index:
Cumulative decrease of approx. 9% over seven quarters.
4% for Q1 to Q2

Eight Category Weighted Average CPM Index

Cumulative decrease of approx. 9 % over seven quarters.

SQAD WebCosts, Copyright ©2009-2010 SQAD, Inc
Eight Category Average CPM Trend:
Overall, 2010 Category CPMs are still below Q4, 2008 levels

WebCosts Eight Category Trend Chart
August 2010

CPM

4Q_08 1Q_09 2Q_09 3Q_09 4Q_09 1Q_10 2Q_10

Automotive Entertainment Finance/Insurance/Investment Home & Fashion News & Information Search Engines/Portals & Communities

iab
Four Category, CPM Trend View

WebCosts Four Category CPM Index
Seven Quarters

Corporate Information
Family & Lifestyles
Home & Fashion
Search Engines/Portals & Communities
From Q2 to Q3, Uptick in CPMs is Evident for Some Categories
Real Cost Databases for the Advertising Industry. Built on the Aggregation of Buy-Side Records

Network TV, Cable, Syndication, Spot TV, Radio, Hispanic TV, Internet Display

Tom Adams
WebCosts

tadams@sqad.com