

Advertising Guide
POSITIVESDATING



About PositivesDating.com

Company Overview:

PositivesDating.com was founded with the purpose of being a non-judgmental venue where HIV+ people can communicate and learn from one another. The first phase of the site was to create a space where HIV+ people could mingle with one another and form relationships that would help them to live life rather than retreat from it. Over the years, the site has been successful in being just that.

Today, PositivesDating.com is an international social networking website for adult HIV+ men and women. The site, which currently services approximately 18,000 members & visitors each month, is a meeting place where singles can chat about social issues, relate to others who are living with HIV, establish friendships, and find love. Following the success of PositivesDating.com's first phase, its founders have moved on to the second phase, which is to completely transition PositivesDating.com into the all-inclusive lifestyle website that it was intended to be when the site was founded. Through the help of strategic partnerships with businesses in the health, financial, travel industries, the site will eventually evolve into a full-scope online portal that not only helps HIV+ singles to take care of their heart but also his or her mind and body.

How The Site Works:

Dating isn't complex. You meet someone. You have a conversation. If you click, you get to know one another better. It's simple. PositivesDating.com uses the same concept to connect singles, except most of the interactions—at least the initial meetings—take place on the website. Anyone visiting the website can view profiles but a membership is required to actually build a profile, connect with site members, and to participate in other feature sections on the site.

Signing Up Is Simple:

- Step 1: Log on to PositivesDating.com.
- Step 2: Go to the "Become A Member" link.
- Step 3: Click "Sign Up Now."
- Step 4: Complete your profile & upload pictures (if you'd like).
- Step 5: Start connecting with others!

Company Overview

1-800-694-5020 or Advertise@PositivesDating.com. Ask for Paul Graves.



The PositivesDating.com Difference

On the surface, PositivesDating.com is very similar to popular dating websites like eHarmony.com and Match.com. But when you take a closer look, subtle differences help PositivesDating.com to stand out from all the rest and to attract truly loyal members. Take a look...

Audience:

PositivesDating.com is not a site where “everybody can find some body.” Instead, the site caters to HIV+ / AIDS community only.

Purpose:

PositivesDating.com helps singles with HIV+ / AIDS to live life rather than shy away from it.

Philosophy:

“When life pushes you around, push back!” We encourage our members to embrace life and to seek self-improvement, not just love.

Vision:

Finding love is only one part of the equation for happiness. That’s why PositivesDating.com is evolving into an online venue to assist with the ever-important pursuit of not only love, but also happiness. Soon, we’ll be adding articles, blogs, podcasts and other features that are focused on the things that effect happiness most: Health, wealth, travel and all other things that will provide our members with opportunities to live life to the fullest.

“Like No Other!”

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Advertising On PositivesDating.com

For the first time ever, PositivesDating.com is inviting advertisers to promote products on the site—not just any advertisers though. Only advertisers, like you, who offer products that can help our members and visitors to live healthier, more fulfilling lives will be allowed. We're offering exceptional rates, with thousands of banner ad impression in high profile positions available for less than 1 cent per ad! You are not going to find a more effective, inexpensive advertising opportunity anywhere else—online or offline!

The benefits of advertising on PositivesDating.com include:

Targeted Traffic – Our site members, because of their health condition, need the products and services that advertisers like you provide. This targeted audience means that you'll have consumers who:

- √ - Look at your ads rather than past your ads
- √ - Buy rather than “window shop”
- √ - Re-visit your store / website for more products and become loyal, regular customers
- √ - Promote your products and your business; they'll be your personal word-of-mouth advertisers!

Global Exposure – Our members and visitors are located all across the globe, in nearby places across the U.S. and Canada as well as overseas locations like Australia and the United Kingdom.

Viral Product / Service Referrals – PositivesDating.com is a social networking and dating site; People will talk online and offline about our site, your products, and more!

Willing Customers!

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Advertising On PositivesDating.com con't.

Premium On-site Banner Advertising Locations — There are leaderboard, sky scraper, side button, and rectangle banner advertising spaces available highly visible locations throughout the website.

Value Added Advertising Opportunities — Have all eyes trained on your products and services by taking advantage of the PositivesDating.com welcome screen message ad space, be featured through one of our Product Recommendation Programs, or gain additional exposure by promoting your services in the PositivesDating.com e-newsletter.

Low CPM Rates — \$0.01 or less per banner ad!

Website Statistics

Statistics provided are as of July 2007. Additional stats are available upon request.

Since the PositivesDating.com founding in 2005, the site has transitioned from a virtually unknown website to a popular online destination for HIV+ singles looking for love, friendship, and more. Here's an overview of the site's statistical data:

Membership (overall): 7,400
Average Member Re-visits (monthly): 5
Average Viewing (per visit): 10+ pages
Membership Growth (monthly): 750 new sign-ups
Unique Visitors (monthly): 11,000
Page Views (monthly): 562,139

PositivesDating.com gives you access to 18,400 or more consumers who NEED your products and services every single month. How much would that kind of exposure help your business?

Targeted Traffic!

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Advertising Opportunities

General Overview

PositivesDating.com has set up advertising opportunities so that advertisers have optimal exposure to site visitors. Graphic banner ads, rather than text ads are sold in premium locations across the website. Additionally, the banner ads are sold by the impression (CPM) rather than by the click (PPC). By providing CPM advertising, advertisers are able to maximize exposure to target audiences while minimizing and stabilizing advertising costs.

Website Banner Advertising Sizes & Rates

Side Button

Size: 120 x 120 pixels

Location: Bottom left, beneath the navigational content

Graphic Option: Standard ad, animated .gif or *Flash.

Standard Rate: \$249.95

Impressions Available: 350,000

Side Rectangle

Size: 120 x 240 pixels

Location: Bottom left, beneath the navigational content

Graphic Option: Standard ad, animated .gif or *Flash.

Rates: \$299.95

Impressions Available: 350,000

Leaderboard - Top

Size: 468 x 60

Location: Top of each page

Graphic Option: Standard ad, animated .gif or *Flash.

Standard Rate: \$399.95

Impressions Available: 150,000

Great Rates!

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Advertising Opportunities con't.

Leaderboard - Bottom

Size: 728 x 90

Location: Bottom of each page

Graphic Option: Standard ad, animated .gif or *Flash.

Standard Rate: \$299.95

Impressions Available: 350,000

Skyscraper

Size: 160 x 600 pixels

Location: Entire right side of the website

Graphic Option: Standard ad, animated .gif or *Flash.

Standard Rate: \$499.95

Impressions Available: 150,000

More advertising options are coming soon!

**Certain graphic restrictions will apply for all Flash advertisement. Call for details.*

NOTE: All advertising is subject to a 3-month minimum purchase and a minimum of 50,000 impressions per month.

Advertisers can purchase impressions up to the number of slots available at the time of purchase.

What's Included?

Initial advertising consultation

Ad design – Static or animated**

Special offer ad replacement option***

Multiple Reports:

- Click Through Rate
- ROI
- Weekly or monthly ad performance reports
- Detailed ad serving reports
- Custom reports are available upon request
- Custom advertising campaigns upon request (*Call for details.*)

*** Design is not available on discounted ads.*

**** One change per month permitted.*

Excellent Value!

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Sample Banner Ads

Vitamin Sale

**BUY 1
GET 2
FREE**

Total 3
(Same Item, Same Size)



Skyscraper
160 x 600
(lt.)

3 HOUR DIET™
at home

**Fresh Meals
Delivered**

FREE Week



of Meals!

Click here!

Side Rectangle 120 x 240

DrSoy™
Deliciously Healthy™



Side Button 120 x 120

BILLY BLANKS™
TAEBO™
AMPED

**Billy Wants You
to Get AMPED!**



Shop Now!

Leaderboard - Top / Bottom 728 x 90
(shown at 60%)

High Visibility!

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Advertising Policy

- All advertising requires a minimum 3-month, 50,000 impressions / per month commitment.
- Advertising on PositivesDating.com is limited. Only advertisers who operate upstanding businesses that meet needs specific to the HIV+ / AIDS consumers will be permitted to promote services on PositivesDating.com.
- Payment must be made via MasterCard or Visa. All payments are processed through Auto-bill MC / Visa and secured via Authorize.net. Payments are automatically billed every 30 days in advance of the month for which the ads are to run. Ads will not run until complete payment has been made. No refunds will be provided once payment has been made.
- Personal data from PositivesDating.com members will be kept confidential. It will not be, under any circumstances, shared with advertisers.

The screenshot shows a section of the PositivesDating.com website. On the left is a navigation menu with links like 'About Us', 'Search Profiles', and 'Who's Online'. The main content area features a large image of a couple embracing on a beach. Below the image is a call to action: 'ARE YOU A MEMBER? LOGIN NOW'. To the right of the image is a testimonial from Ian in Scotland, U.K., who says, 'I appreciate that there is a dating site specifically for positive people, thank you for setting the site up, I have already met one person off the site...hoping for the best!'. Below the testimonial is a 'View all >>' link. On the far right is a vertical advertisement for 'The FIRM' TransFIRMer System, which offers a '2 payments of \$29.95' and includes a '10 Year Guarantee' and 'ORDER NOW' button.

Example skyscraper (160 x 600) on PositivesDating.com

The "Fine" Print.

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Get The ROI You Need & Want !

How much of your advertising dollars are going down the drain, being wasted on general audiences that don't necessarily need what you're selling? How much per month? \$50? \$100? \$1000+? And more importantly, why are you throwing money away like that when you could be advertising directly to the people who want and need your products and services?

You should be advertising on PositivesDating.com. Why?

- Because of the opportunity to reach 18,000+ potential consumers every month!
- Because of targeted traffic from consumers who want and need health and self-improvement products and services!
- Because of the global exposure you'll gain!
- Because of unbelievable savings on online advertising!
- Because of increased sales and overall better returns on online advertising investments!

Targeted Traffic. Great Rates. Willing Customers.



**Advertising design is included with most ads. Restrictions apply.*

**All ads require a minimum 3-month, 50,000 impressions per month commitment.*

You are literally looking at an amazing opportunity to increase the returns on your advertising investment and build a client base that, because of the HIV / AIDS epidemic, will certainly grow. Take advantage of this opportunity before your competitors beat you to it. Contact us at: 1-800-694-5020 or Advertise@PositivesDating.com.

Tap Into The Potential!

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