

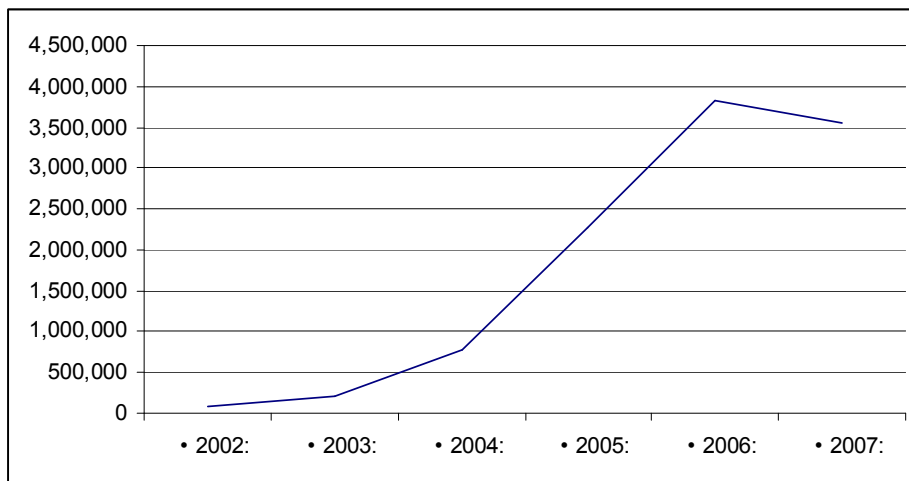


I. BENEFITS OF ADVERTISING ON PLANENEWS.com

PLANENEWS.com receives over **10,000 visitors per day and over 1 million page views every month**. It's an audience we deliver to our advertisers every day in ways that help them grow and brand their businesses. If you're trying to develop a larger audience for your business we can tailor an advertising package that works for you.

PLANENEWS.com consists of professional pilots, captains, first officers, aviation business executives, owners, partners, crew members, technical associates and enthusiasts. More than half of the visitors are business executives and professional pilots that have a yearly income of 150k+.

PLANENEWS.com Annual Growth 2002 – 2007 (Unique Visitors)



PLANENEWS.com is projected to **exceed 4,000,000 Unique Visitors in 2008**

PLANENEWS.com is listed on **Page One of Google** for the popular search terms such as "**aviation news**"

II. ABOUT US

PLANENEWS.com was developed by a private pilot who also has exceptional computer programming skills. The website's mission is to aggregate the best aviation news content into one news portal. The webmaster personally reviews and adds 10-15 new aviation specific news articles daily and has been at the forefront of RSS (News Feeds) in aviation news since its inception.

Route 72 Systems, LLC is the managing advertiser of the PLANENEWS.com space. Advertisers are welcome as of April 1, 2008.

III. ADVERTISING OPPORTUNITIES

Whether you want to build your brand, drive traffic to your Web site, or promote a special offer or deal, there's a PLANENEWS.com advertising program that can work for you.

Advertising Options: (Sun n' Fun Pricing, Lakeland FL)

1. **Banner Space:** 360 x 90 pixels at 72 dpi - **40,000 Unique Impressions** Monthly \$1995.00
2. **Sponsor Ads:** Text links - **35,000 Unique Impressions** Monthly \$495.00 (8 placements available)
3. **Video Placement:** 320 x 240 pixels - **30,000 Unique Impressions** Monthly \$2995.00

- o Ads are posted on the home page, article pages and imbedded within our RSS feeds.
- o Real-time statistics for impressions and clicks to your ad.
- o Ability to sell your products on the *Planenews Online Store*.

IV. CONTACT INFORMATION

James Alamia – AD Sales
Route 72 Systems, LLC
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The screenshot displays the Planenews.com website interface. At the top, there are two placeholder boxes for "Banner 360x90". Below these is the Planenews.com logo with the tagline "Aviation Portal". A navigation bar includes links for Home, Your Account, Downloads, Submit News, Topics, and Top 10. The main content area features a section titled "Planenews Aviation News on Your Site." with a description of RSS feeds and a "Subscribe me!" button. A featured article titled "FAA Management is Frightening, Not the Airlines." is displayed with a "Read More..." link. On the right side, there are three "Your Ad Here" placeholder boxes, each with lines for "Line 1 of Advertisement" and "Line 2 of Advertisement" and a URL. The bottom of the page shows the Route 72 Systems, LLC logo, contact information for James Alamia, and the Planenews.com logo again.