

iNTERMARK
M E D I A

BEYOND PERFORMANCE MARKETING MEDIAKIT



BEYOND PERFORMANCE MARKETING

Reach the audience that matters to you.

Founded over a decade ago, Intermark Media is a pioneering interactive marketing company that serves the digital advertising sector. Our core components include IMM's Online Ad Network, proprietary websites, and lead generation.

Intermark Media's mission is to be the premier provider of world class performance-based advertising solutions that are measurable and sustainable as well as providing outstanding quality and service to its clients every day.

{ MORE **POWERFUL**
ADVERTISING }



Through IMM's heightened sensitivity to compliance, full transparency with clients, and superior proprietary tracking and analytics, you maximize your digital marketing ROI. Moreover, our extensive online network helps you target precisely the people who matter most to your products and services.

» ***As a result, your ads perform better and you achieve your goals.***

...This is the power of a veteran online marketing leader.

...This is the power of Intermark Media.

Contact us today and learn how we can make your digital marketing more successful.

WHY YOU SHOULD WORK WITH US

*Better quality marketing and
world-class customer service.*

IMM has been the industry's preferred online media ad network for more than 10 years. Through our extensive expertise, we know how to pinpoint the specific value of your digital campaigns. That means we not only know the optimal channels to generate the highest quality leads, but we also know how to differentiate your marketing so that you achieve the best ROI possible.

Additionally, we utilize innovative proprietary technology throughout our programs. So beyond our in-depth industry knowledge, you also receive the technical horsepower to be efficient, effective, and successful.

Our works represent the most coveted and powerful online verticals:

- » Health & Beauty
- » Business Opportunities
- » Arts & Entertainment
- » Automotive
- » Career & Jobs
- » Consumer Electronics
- » Dating & Relationships
- » Family & Parenting
- » Food & Drink
- » Personal Finance

and many more...



Much more than great leads & rates...

We employ a highly-trained, intelligent, and dedicated account team that works closely with you throughout your campaign. We hire only the best team members and executives to ensure exceptional levels of professionalism and integrity. As a result, you succeed and so do we.

In 2009, IMM was recognized by Inc. 500 as #320 of the fastest growing companies in the country.



IMM was recognized by Website magazine as the #3 online ad network in the industry.

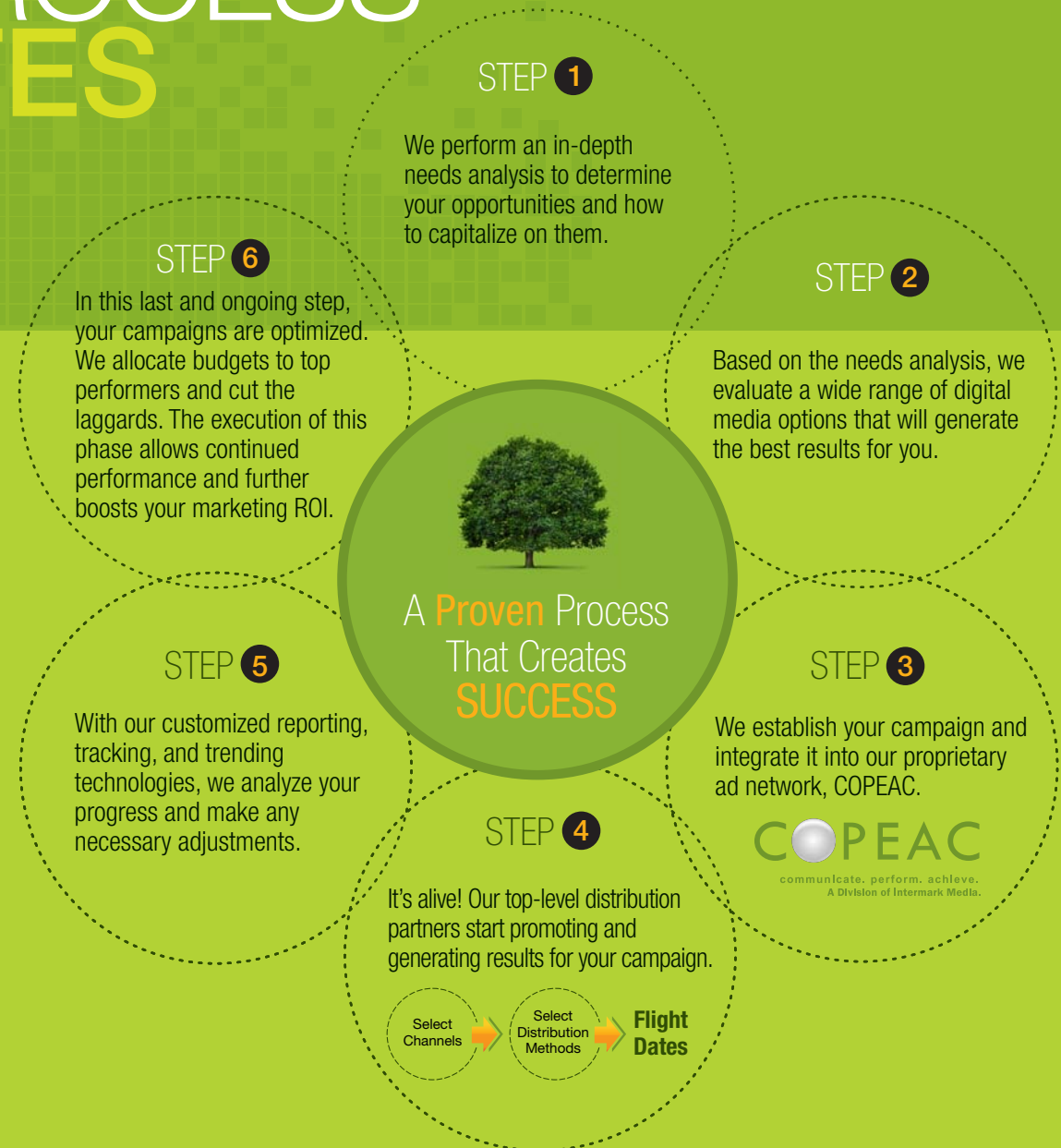
A PROVEN PROCESS THAT CREATES SUCCESS

Our six-step process delivers outstanding results for both advertisers and publishers. We have developed this over 10 years of experience, and our insights into the nuances of what works and what doesn't are unparalleled in the industry.

From impeccable processes to powerful results:

Tens of millions of unique users sent to advertisers each month.

- » Over a million leads generated per month.
- » The industry's fastest growing CPA network.
- » Aggressive compliance monitoring.
- » Relationships with top tier publishers.



IMM DISTRIBUTION

Not just the biggest audience, but also the most relevant.

COPEAC

communicate. perform. achieve.

- » IMM reaches over 95% of the global World Wide Web.
- » Campaigns are optimized for specific segments of this vast network.
- » Our extensive experience helps create the best of both worlds: a wide net that also is highly targeted.

In addition, we utilize proprietary techniques to segment this vast audience into specific, targeted demographics. Consequently, you get a wide and relevant campaign. It's like throwing a giant sales net that only looks for people who matter to you.

COPEAC, our performance-based ad network, is at the core of our services. COPEAC connects advertisers with vetted web publishers that have specific expertise in various online distribution channels including:

» Search » Display » Email » WAP » Social Media

Advertisers can mix and match the publishing channels to attract the ideal audience and can also optimize the media mix to maximize ROI.

Through COPEAC, we manage an online ad network of over **40,000** distribution partners who generate results for over **500** clients and agencies. COPEAC has broad worldwide distribution and reaches over **500** million consumers per month.

Network Stats:



PERFORMANCE BASED MARKETING



We make your success tangible.

Intermark Media helps companies build strong brands and improve relationships with consumers and business partners. By combining data, insight-driven design, leading technologies, and accurate targeting, we generate the best performance-based marketing for your business, which in turn helps you succeed.

Effective CPA & CPC Strategies

Intermark Media's Cost Per Acquisition and Cost Per Click strategies help you easily and quickly identify what is working (and what is not). Consequently, you have robust analytics and complete transparency to make better decisions about which marketing elements to enhance and which to eliminate.

Moreover, this applies to quantitative components (specific channels and partner sites, budget sizes, etc.) as well as qualitative ones (creative pieces, design and copy elements, etc.). When you use our CPA and CPC platforms, you can continuously hone your marketing performance and maximize your ROI.

Electronic Leads

Through online promotions and thoroughly vetted partners, we deliver high quality leads and successful campaigns for our clients. We generate over a million leads for our advertisers per month, and our affiliate network, COPEAC, produces successful advertising strategies and quality traffic for your web site. Moreover, when you include our industry-leading compliance and ethical online marketing practices, you further maximize your ROI and potential revenue. This is a rare scenario where quantity and quality coalesce.

Customer Service That Leads to Better Performance

A dedicated account team works with you from strategic program recommendations through the execution of your campaign. This includes custom reporting to track performance and keep you well informed of your success. With over 40,000 Distribution Partners in our network, we can help you identify the right mix to drive performance-based results.

Internet & Digital Advertising: Tools That Are the Present & Future of Advertising

- » U.S. Internet advertising revenues totaled \$23.4 billion in 2008.
- » Search accounted for \$10.5 billion in 2008.
- » Rich media accounted for \$1.6 billion, lead generation for \$1.7 billion, and digital video for \$734 million in 2008.

Source: IAB Internet Advertising Revenue Report

OUTSTANDING GROWTH

In our digital age and rapidly evolving global economy, marketers have few reasons not to focus on specific performance metrics. The analytics are easily accessible, the data is clear, and the ability to make smarter decisions as a result is tremendously powerful.

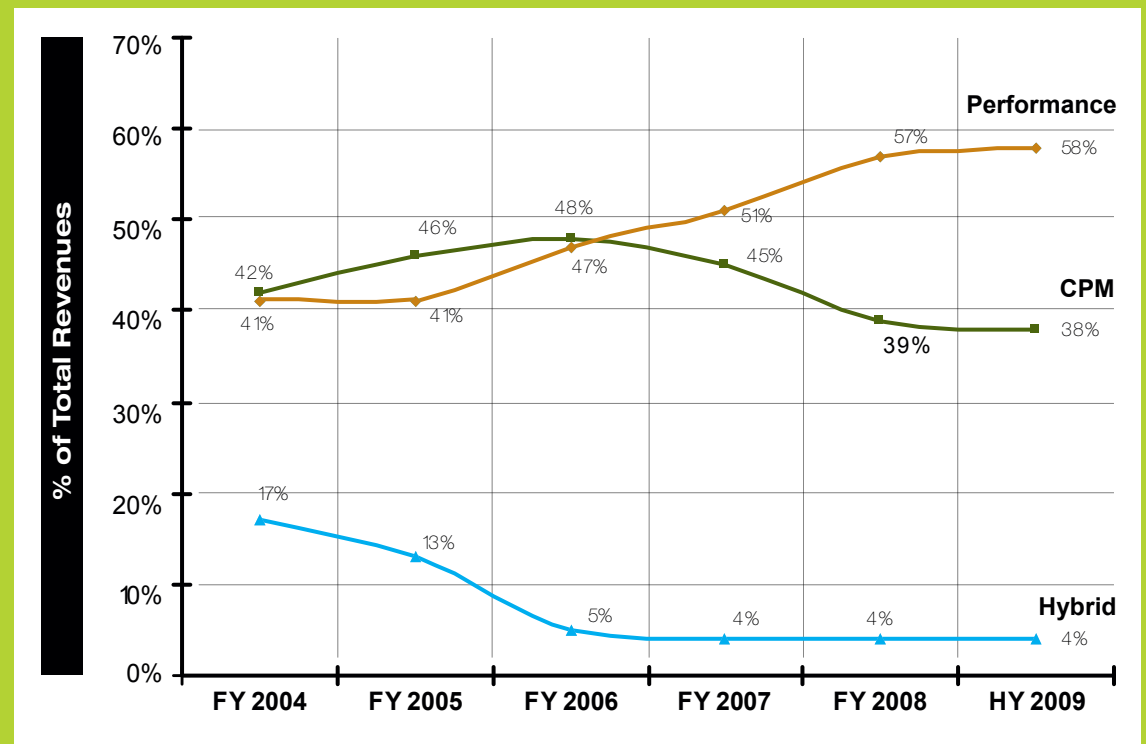
It is no surprise then, that performance-based marketing has seen outstanding growth in the past several years.

Furthermore, as a testament to our performance-based marketing strategies, Intermark Media's sales increased by 71% from 2008 to 2009, despite one of the worst economic downturns in modern history.

Such growth in a challenging climate is exceptional proof that we are an industry leader and that our clients benefit from our expertise.

Performance-based pricing, the most prevalent pricing model since 2006, has maintained a strong sequential growth rate and is closely followed by CPM/Impression-based pricing.

Source: IAB Internet Advertising Revenue Report



—■— CPM —◆— Performance —▲— Hybrid

Our compliance begins the moment a distribution partner applies to be a part of our ad network and then continues throughout the relationship. For example, distribution partners undergo one of the industry's most rigorous screening and acceptance processes.

This encompasses technological and manual reviews, phone interviews, verification of government issued IDs, and other meticulous checks by our internal Compliance team.

To ensure that your brand is represented with the utmost integrity, IMM employs several tactics:

- » Daily traffic audits by Compliance Coordinators.
- » Rigorous use of Search Monitor, a leading brand monitoring software.
- » Constant communication with distribution partners via an internal IMM Account Manager.
- » Current knowledge of constantly evolving legal guidelines and standards.
- » Media Marketing Managers who scour the Internet to ensure that sites remain relevant throughout the course of a campaign.
- » Detailed monitoring of traffic sources to safeguard proper ad usage and advertising placement.

TRUST AND TRANSPARENCY THAT
GENERATE THE MOST ETHICAL
AND REWARDING CAMPAIGNS.

COMPLIANCE

We only select the best publishers to be a part of our network (more than **60%** of applicants are rejected).



OUR COMPANY VALUES



I N T E R M A R K

INTEGRITY

We hold ourselves to the highest ethical standards.

NETWORKING

Communication and understanding are the keys to our relationships.

TEAMWORK

Our teams are determined to succeed.

ELITE

Our mission is to excel beyond all others.

REPUTABLE

Our hard-earned reputation is invaluable.

MODERN

Leading edge marketing solutions keep us ahead of the competition.

ADAPTABILITY

We adjust to a constantly changing environment to ensure that your marketing ROI is maximized.

RESPECT

We always treat others as we wish to be treated.

KNOWLEDGE

Our 10 years of experience have taught us that there is always something new to learn; this is the key to our success.

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