

SecondAct™

MEDIA KIT

“ With about \$2 trillion in annual spending power, America’s 76 million baby boomers – born between 1946 and 1964 – continue to exert outsized influence over American culture and industry. ”

Young Boomers: Age 46 – 54

Estimated Spending power: \$1.1 trillion

Total number of households: 23.9 million

Average Household Income: \$68,028

49%

Male

51%

Female

3.3

Ave. number
of people in
household

“SecondAct.com’s mission is to provide young boomers the inspiration, information and hands-on know-how that millions of vibrant men and women need to get the most out of their lives as they approach age fifty. ”

The screenshot displays the SecondAct website interface. At the top right, there is an RSS FEED icon and a search bar with a 'go' button. The main navigation bar includes links for Home, Work, Money, Health & Fitness, The Good Life, and Giving Back. The central content area features a large video player titled 'Shifting Gears' with a play button and a description: 'At 51 actor, Alec Baldwin declares his career a "complete failure" and decides it's time for a career change.' To the right of the video is a sidebar with an advertisement for 'Shiny Rocks' (a Petro Product) and a social media follow section for Twitter, Buzz, Facebook, and RSS. Below the video, there are 'Features' sections: 'Tips on Making the Important Choices' (with a placeholder text), 'Love, Life, and Money: Finding Balance' (with a placeholder text), and 'Prime Time' which includes 'New book explores the New Normal: Frugality' and 'Ditching the Courtroom for the Pizza Kitchen'. A large image of a man in a suit is visible at the bottom right of the page.

Content Overview

Hand-picked headlines and articles tailored toward the nation's Boomers, the healthiest, best educated and most affluent generation of Americans in history.

Work

Stories, profiles, personal finance columns and resources for managing your money, launching a new business or reimagining your second act with a fresh career.

Play

Sports, fitness and fun for athletes over 50. We'll feature regular profiles, both celebrities and everyday adventurers, in action and showing the rest of us what's possible

Health

Practical information and the latest trends

Travel

Vacation and life-long learning trips, plus travel deals, too

Food

Offering for foodies and aspiring Top Chefs alike

Entertainment

What we're reading. What we're watching. What we're listening to.

Gadgets

From texting to tweeting: Keeping up (and staying connected) at home and work

Giving Back

Good works, volunteering, and new ventures for your next act

Green Living

Enjoying a simple, sustainable lifestyle

Great Second Acts in history

Quick takes: stories from the arts, science, education



Reaching Boomers Their Way

Boomers are sensible adopters – when something makes sense to them, they become early adopters and then lead the way.



Online Activities of US Boomer Internet Users

June 2009

Use email	93%
Read news	73%
Shopping online	71%
Gather information	67%
Pay bills	66%
Go to networking websites, forums, etc.	39%
Watch videos	30%

Ages 45 – 64: Cable & Telecommunications Association for Marketing (CTAM), 10/27/09

17

Number of hours
40-49 year olds
spend online per
week*

56%

Of 40-49 year olds
bought something on
the Internet in the
past month*

About SecondAct.com

COLUMNS & COLUMNISTS

Personal Finance

Second Act's Columnist Karin Price Mueller is an award-winning personal finance and consumer writer. She offers guidance on topics such as planning vacations with retirement in mind; putting your recession-battered portfolio to the retirement budget test; hiring the best financial adviser; and juggling the competing demands of saving for your kids' college and your own retirement. Karin lives in New Jersey with her husband, three children and two guinea pigs. Whatever they don't eat goes into her retirement savings accounts.



Karin Price Mueller

It's Not Rocket Science: Healthy Cooking Made Simple

Food writers Deana Gunn and Wona Miniati met while studying engineering at MIT. They both ended up on the West coast, where Deana worked a rocket scientist and Wona was a high-tech marketing consultant with an MBA from Stanford. Two years ago, they left high-powered careers to start their own publishing company. They're co-authors of the best-selling "Cooking With All Things Trader Joes," which has 100,000 copies in print, and they just released a sequel. Deana and Wona share their cooking secrets, shortcuts and recipes with Second Act readers.



Deana Gunn & Wona Miniati

Smart Fitness

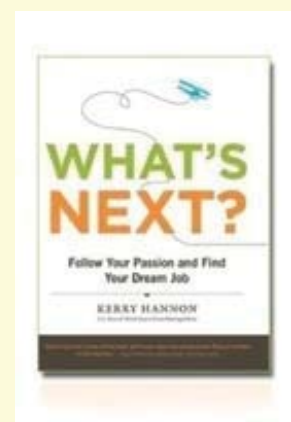
Gary Metzker has been a fitness instructor for more than 15 years and teaches group exercise classes including step, spinning, boxaerobics, TRX, FitBall and muscle sculpting in Southern California. Gary also teaches at California State University, Long Beach and Chapman University. Before entering academia, he was an award-winning editor, designer and fitness columnist at the Los Angeles Times. His first column for Second Act is about the growing ranks of boomers who paddleboard for fitness and fun.



Gary Metzker

Your Second Act

This is a regular column where career experts and top authors answer reader questions about navigating the career waters after age 40. First up: Kerry Hannon, a correspondent at U.S. News and World Report and author of the upcoming book, *What's Next: How to Follow Your Passion to a Fantastic and Fulfilling New Career*.



ISLAND

The 300x250 or 336x280 Run-of-site Island rectangle is a strong presence on any article page.

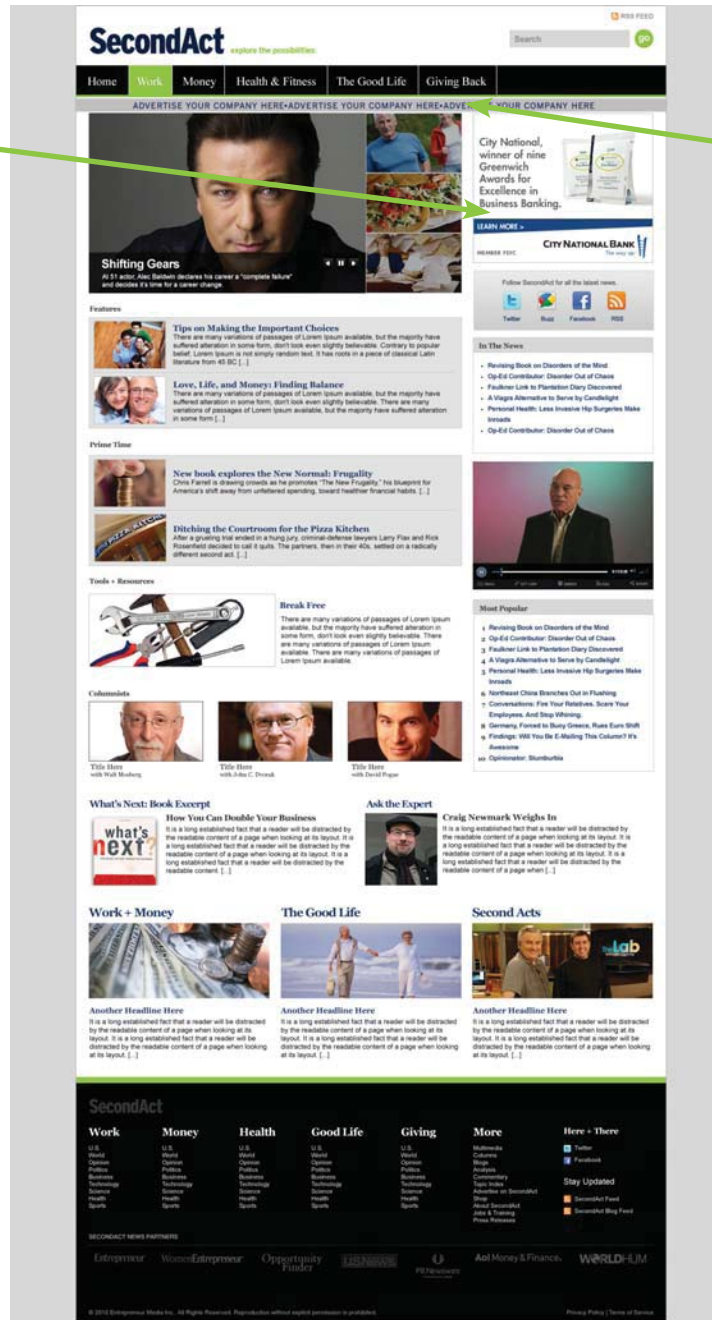
With ad placement on an article page, text will flow around your creative, giving the advertisement a strong presence and bold message.

LEADERBOARD

The 728x90 leaderboard is a strong, top-fold presence on any channel page.

Increase your brand awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.

This ad unit can be rich-media-enabled, providing advertisers with the ability to promote a powerful message in an interactive environment.



SPACEBAR

The 980x80 spacebar makes an immediate impact on any channel page. Expandable to 990x320

Raise your response rate by placing your message next to the top-of-sight navigational bar.

TEXTLINKS

95 characters including spaces and punctuation. Drive visitors directly to your product, service, special offer, or promotion.

PEEL BACK (MUST BE CREATED AND HOSTED BY THIRD PARTY)

A Peel fold will appear on the right hand corner and when hovered/clicked on, it will fold down with an ad.

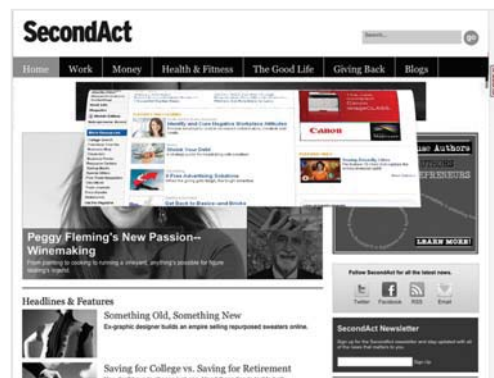
Specs: Contact for more info



GREY SCALE PRINT

The SecondAct webpage will grey out and a new page will be printed from the leaderboard and take over.

Specs: Contact for more info



SPACEBAR PUSH DOWN

A spacebar expander that can promote links or video.

Specs: 990 x 320



ROVION

Talking ads that appear on the bottom of the screen.

Specs: Contact for more info

SYNCED ADS

Leaderboard and Islands interact with each other.



INTERTITIAL

This bold unit places your advertising message upfront and center with absolutely no distractions.



SPECS

Must be served as a standard ad placement, not a custom third-party interstitial.

600x600 or 600x640, no expand, no close button required.

Max display time of 30 seconds.



VIDEO

Visitors engage fully with your brand and messaging through video, ensuring you make an emotional connection that will be remembered long after viewing.

The screenshot shows the SecondAct website interface. At the top, there is a navigation bar with categories: Home, Work, Money, Health & Fitness, The Good Life, and Giving Back. Below the navigation is a section titled "The Latest Videos". On the left, a video player is shown with a bulldog sitting on a Fellowes shredder. The video player includes a "view full screen" link, a "The content will start in 5 seconds" timer, and a "Click to Site" button. Below the video player is a "Sponsor message" section with the title "The Idea Village: Scheduler" and a brief description of Chris Laibe's software. To the right of the video player is a "SHARE" section with buttons for "ShareThis", "Facebook", and "retweet". On the right side of the page, there is a "VIDEO COMPANION" thumbnail for the same video, featuring the bulldog and the shredder with the text "Built to last" and "100% Satisfaction". Below the thumbnail is an "UP NEXT" section with three video recommendations: "Uncorking New Markets", "The Idea Village: Naked Pizza", and "The Benefits of Business Blogging".

VIDEO

24 max fps

Preferred file format: FLV
(can convert most other file formats)

Preferred aspect ratio: 4:3

Note: all videos will be scaled to the player size

VIDEO COMPANION

300x250

DESCRIPTION

Advertisers can now own real estate on Entrepreneur.com through a Content Center Sponsorship. This co-branded area is accessible through various campaign ad units. Excellent for branding, a Content Center typically raises click-through rates.

CONTENT SPONSORSHIP

Content supplied by client or written by Entrepreneur's editorial staff.

ADVERTORIAL

Client uses co-branded area for product promotion.

RESOURCE CENTER

An interactive workshop centered around a theme complementary to the client's objective.

THIS IS AN EXAMPLE OF A CONTENT CENTER.

All Content Centers are custom-built for each individual advertiser.

CUSTOM CENTER SPECS

- One primary image
- No larger than 80 pixels in height
- File size less than 8K
- All product images can be linked
- Please provide referring URLs for all product images (additional customization subject to approval by publisher)
- Email to ads@entrepreneur.com
Due 2 weeks prior to posting

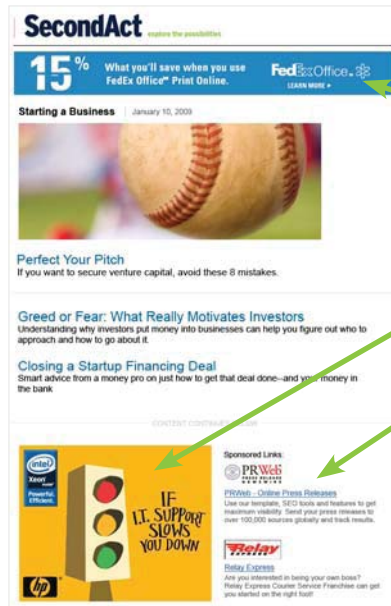
DESCRIPTION

Our opt-in weekly newsletters provide a powerful opportunity to reach a targeted and highly responsive audience.

SUBSCRIPTION

100% OPT-IN

The opt-in subscription process ensures that recipients have indicated an interest in receiving more information on a particular topic—a great vehicle for highly targeted direct response.

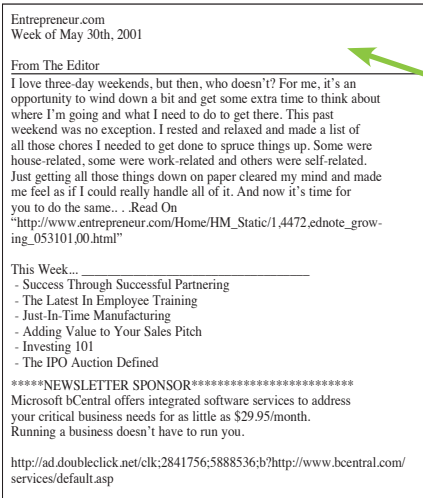


HTML SPONSORSHIPS

Full Banner
728x90-pixel ad unit

Anchor Position
300x250 or 336x280-pixel
ad unit

Intertextual Position
88x31-pixel ad unit
20-character headline
15-word descriptive text



TEXT SPONSORSHIPS

First, second and third positions available. All include:

Promotional Text
A 30-character headline and 25-word promotional text provides room for a strong selling proposition.

Trackable Link
A 60-character-maximum text link measures transfers to sponsor's site.

DO YOU WANT TO TARGET A SPECIFIC AUDIENCE WITH A SPECIAL OFFER?


Whether you're trying to sell a computer, life insurance or a travel package we have an e-mail list to meet your needs. The process is simple, you select a list based on defined criteria and e-mail your message. Within hours, you are able to track results and measure campaign effectiveness.

WHAT LISTS ARE AVAILABLE AND HOW MANY PEOPLE CAN I E-MAIL?

Our database allows targeted messages to be delivered to qualified buyers. We have unique opt-in e-mail subscribers constantly growing based on customer demand.

MATERIALS AND DELIVERY TIME

Creative due 3 business days prior to campaign launch date.



SEE ALL THE WAYS IT WORKS FOR YOUR BUSINESS

With the American Express® Business Gold Card, you get exclusive benefits from OPEN: The Small Business Network.

SAVE MONEY ON PURCHASES
Use the Card to save automatically at FedEx®, Kinko's®, Staples®, and more.**

EARN REWARDS FOR YOURSELF
Turn business purchases into Membership Rewards® points you can redeem for shopping and travel rewards.†

APPLY FOR A LINE OF CREDIT
Have cash when you need it, with a separate line of credit up to \$100,000 - and no collateral.§

TRACK EXPENSES LIKE NEVER BEFORE
Take advantage of unequalled online tools that let you create customized spending reports, archive expense information and billing statements, and manage your account.

GET THE FIRST YEAR FEE-FREE

APPLY NOW
GET A DECISION IN UNDER 60 SECONDS

* Terms and conditions apply. Partners and savings subject to change without notice. \$75 million savings based on Cardmember spend with current participants 9/01-8/02. Participants and offer subject to change.

† Enrollment in the Membership Rewards program required. Some Business Cards from OPEN: The Small Business Network and some Corporate Cards are not eligible for enrollment. Fees and terms for Business Cards and Corporate Cards may vary. Terms, conditions, and restrictions apply.

§ Application subject to credit review.

** The fee is \$75 thereafter for each Basic and Additional Card and may be tax deductible.

REQUIREMENTS FOR SECONDACT'S OPT-IN EMAIL LISTS

SecondAct requires a three business day turnaround time from receipt of the last of the following materials:

- Insertion order
- Creative files in plain text (.txt) and HTML (.htm or .html) format
- Physical postal address (no P.O. Boxes) in both
- Unsubscribe or opt-out link in both
- "Do Not E-mail" list
- Test list
- Seed list (optional)
- Quantity or list target
- Subject line
- Signed List Rental Agreement, signed by company sending the blast

AD UNITS

(width x depth in pixels)

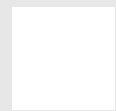
LEADERBOARD

728x90

**ISLAND**

300x250

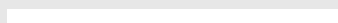
336x280



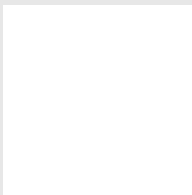
or

**SPACEBAR**

980x80

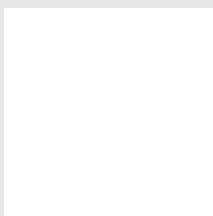
**INTERSTITIAL**

600x600



or

640x480

**ANIMATED**

File size must be less than 50kb

For all ad units, maximum of 4 loops and 30 seconds

RICH MEDIA

All rich media is accepted- Doubleclick, Flash, Pointroll, Eyeblaster, etc.

File size must be less than 100kb.

MATERIALS**AD UNITS**Email to ads@entrepreneur.com

Due 3 business days prior to posting

EXPANSION DIMENSIONS

Available for Island, Leaderboard, Spacebar and Interstitial units. Details available with online sales representatives.

THIRD-PARTY SERVED

All third-party ads accepted.

RATES

SecondAct.com rates are net cost per thousand (cpm) impressions.

CONTACT INFORMATION**Sales**

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SPECS

HTML Newsletters

Anchor Position

Dimensions 300x250 (width x depth in pixels)
or
336x280 (width x depth in pixels)
File size less than 50kb

Full Banner Position

Dimensions 728x90 (width x depth in pixels)
File size less than 50kb

Intertextual Position

Dimensions 88x31 (width x depth in pixels)
Headline 88x31 (width x depth in pixels)
Descriptive Text 15-word maximum
Text Link 20-character maximum

Text Newsletters

Promotional Text
Headline 30-character maximum
Descriptive Text 25-word maximum

Trackable Link

Linking URL 60-character maximum

RATES

SecondAct.com rates are net cost per thousand (cpm) impressions. Please contact your local representative for pricing.

MATERIALS

E-mail to ads@entrepreneur.com
Due 3 days prior to posting

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