



Ford Truck Enthusiasts, Inc.
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Proud SEMA member

About Ford Truck Enthusiasts

With Ford Truck Enthusiasts, the Internet's premiere site for Ford truck and SUV owners, you can reach a highly targeted audience for a fraction of the cost of most web content publishers and national print magazines.

Founded in 1996, Ford Truck Enthusiasts is the largest and longest-running Ford truck and SUV site. Visitors participate in discussions, search for information, make informed purchasing decisions, and receive repair and maintenance advice.

Our users range from first time new truck and SUV buyers, restorers of classic trucks, settled-in owners wanting to share their experience, those looking to maintain or accessorize their vehicle, expert mechanics and performance minded hobbyists.

Our web site features

- Industry News
- Ride and Drives
- Vehicle Specifications and Overviews
- Technical Articles
- Photo Galleries
- Forums
- Classifieds
- Events Calendar
- Live Chat
- Recall and Technical Service Bulletin (TSB) Information
- Preventive Maintenance Reminder & Expense Tracking System
- Hot 100 – Top user web sites
- User Product Reviews
-and more.

Our forums span a wide range of Ford truck and SUV interests with targeted areas for late model light duty, heavy duty, diesel, smaller trucks, SUVs, classic trucks, off-roading, performance, aftermarket and much more. Our newer truck sections (2004+ F-150 and Super Duty) have many users who are first time buyers or those “stepping-up” to larger trucks. Our diesel sections have followed the explosive growth of the diesel market.

Why advertise on Ford-Trucks.com?

Quite simply, Ford-Trucks.com is the most targeted and cost-effective way to reach Ford truck, SUV and van owners and enthusiasts. While other Internet media companies have come and gone, we have a solid record of growth and longevity unmatched in our segment. We offer opportunities not only for branding, but solid return on investment as well.

In May of 2004 the Internet Advertising Bureau (www.iab.net) released information from their “Cross Media Optimization Study (XMOS) For The 2004 Ford F-150, ING, Universal Studios Home Video And Verisign Marketing Campaigns.” Ford Truck Enthusiasts, Inc. was one of the automotive sites Ford Motor Company utilized during this campaign, displaying several million banners site wide. The details of the study can be found at http://www.iab.net/news/pr_2004_5_04a.asp. Rich Stoddard, Ford Division Marketing Communications Manager concluded “Online was by far the most cost efficient media and presents a very attractive opportunity going forward.” Ford Motor Company continues to be a regular advertiser on Ford-Trucks.com.

Banner/Tower Advertising

We support traditional non-targeted and targeted rate graphic and rich media advertising for companies seeking these services. Flat rate advertising packages start at \$200/month. For companies seeking large buys with guaranteed impression rates *CPM packages are negotiated per campaign.

We have three package/rotation classifications available for each creative size: economy, standard and premium rotation. These packages rotate your ad 1, 2 or 3 times for every rotation of all advertiser banners shown. Smaller companies with limited budgets often opt for economy rotation. While there is no guarantee of the number of ads shown, we are capable of displaying millions of banner impressions per month and we do not oversell ad space.

Creative sizes are available as 728x90 leader boards and 160x600 wide towers. (See above image for samples).

Flat Rate Banner Rates

Ad Type	Single Rotation	Double Rotation (15% off)	Triple Rotation (25%)
728x90 Leader Board			
1 month	\$325.00	\$552.50	\$731.25
Keywords	2	4	6
(3 months pre-paid 5%)	\$926.25	\$1,574.63	\$2,084.06
Keywords	3	6	9
(6 months pre-paid 10%)	\$1,755.00	\$2,983.50	\$3,948.75
	4	8	12
(12 months pre-paid 15%)	\$3,510.00	\$5,967.00	\$7,897.50
	6	12	18
160x600 Wide Tower (46% larger than 728x90 Leader Board)			
1 month	\$425.00	\$722.50	\$956.25
Keywords	3	6	9
(3 months pre-paid 5%)	\$1,211.25	\$2,059.13	\$2,725.31
Keywords	4	8	12
(6 months pre-paid 10%)	\$2,295.00	\$3,901.50	\$5,163.75
	5	10	15
(12 months pre-paid 15%)	\$4,590.00	\$7,803.00	\$10,327.50
	7	14	21

Custom packages are available, please contact us for terms. CPM based banner rates are negotiated on a per campaign basis.

Example 468x60 Banner and 120x600 Tower ads. (Note: Images scaled to fit document)

The screenshot shows the Ford Truck Enthusiasts website. At the top, there is a navigation bar with links for Home, Forums, Galleries, Articles/Specs, Recalls/Flts, News, Events, Classifieds, Misc, Shop, and Advertise. A large red banner at the top center reads "728x90". On the left side, a vertical tower ad displays "160 x 600". The main content area includes sections for "Ford Truck Enthusiasts" (Community and Information Source), "Latest Articles" (with links to various truck-related topics), and "Ford Truck Industry News" (with links to news items like "2014 Ford Super Duty" and "Ford's New Generation F-150").

Advertising reports are emailed automatically each week. Advertisers are allowed to participate on the Ford Truck Enthusiasts forums (restrictions apply). Additionally, your user id will have a "FTE Sponsor" under it in all your postings.

Banner Optimization and Geo-Targeting







Our ad serving software optimizes delivery to users to prevent over-saturation to any individual. Through geo-targeting we can target ad display by country, continent, US State, Canadian Province, Designated Marketing Area (DMA), Metropolitan Statistical Area (MSA), browser type, date, time or weekday.

*CPM = Cost Per Thousand views. This is the traditional method for print advertising pricing. The letter "M" is the abbreviation for the Roman numeral one thousand.





Forum Sponsorship

Sponsorship of a forum section(s) increases visibility and gives your company highly targeted exposure to specific vehicle markets and topics. Your sponsorship button is displayed on every view of the main forum page, and all sub-pages in your sponsored section. Sponsorship starts at \$75/month.

Forum Sponsorship - Main Forum Page

Diesel					
	General Diesel Discussion Discussion not specific to any engine family.		85 lincoln mark VII 2.4 liter...	78	747
	6.4L Power Stroke Diesel (due for the 2007 model year)		2007 Ford Diesel change	36	1,119
	6.0L Power Stroke Diesel		Warming up a Diesel	8,403	109,604
	1999 - 2003 7.3L Power Stroke Diesel		Used Oil as Fuel?	17,520	133,370
	1994.5 - 1997 7.3L Power Stroke Diesel Diesel Topics Only		Dyno Day in Oklahoma City	1,348	8,742

Forum Sponsorship - Forum Sub-Page

Super Duty And Heavy Duty					
<p>Register - Join us, its Free!! FAQ Members List Timeslips Calendar</p> <p>  </p>					
<p>Threads in Forum: Super Duty And Heavy Duty Moderators: Monsta, Beast12</p>					
Thread / Thread Star	Rating	Last Post	Replies	Views	
 Read First: Super Duty FAQ's Check in here first!! Monsta		09-20-2005 08:55 PM by Monsta	7	26,973	
 Another problem, man this is getting old quick (1 2) nasdaqsam		Today 04:38 PM by texan2004	23	408	
 Door panel Courtousy Lights etc		Today 04:32 PM by silverada3500	6	133	

Hot Linked Keywords

Hot Linked keywords come standard with banner/tower ad packages. Any time a user posts your selected keywords in ours, or the keyword appears in an article or news item, a link to your web site is generated through a tracking URL for statistical gathering.

In this example, the key word "intake" has been automatically highlighted and linked to a page on advertiser's web site.

The screenshot shows a forum thread titled "Air Intake System". The post is by "webmaster" (Administrator) and contains the text: "Hi, I recently purchased a 2002 F-150 with a 5.4L V8 and I'm looking to give it a little extra power. Can anyone recommend a source for a K&N Intake system?". The word "Intake" is highlighted in yellow and has a red arrow pointing to a link. Below the post, there is a "Quick Reply" section.

Forum Announcements

Broadcast your products, contests or services to our forum members and guests. Scale your campaign from one section to all forum sections. Be seen!

Push Messaging Promotions

Present your product or message to our members when they visit our site! We have the ability to "push" your campaign to our forum users in one of two ways:

- Upon registration new users will receive a Message on our site with your promotional offer(s).
- Monthly Message sent to all registered users (or a highly targeted sub-selection of users if you wish) with your promotional offer(s).

Push Messages are presented to our registered forum members on a web page when they visit our forums.

The screenshot shows a forum interface with a list of threads and a private message. The threads list includes:

Thread / Thread Starter	Rating	Last Post	Replies	Views
Read First: FTE Purchase Program Details webmaster		11-08-2005 10:22 AM by 1956MarkII	11	6,961
Seat Covers 96f150		Today 01:55 PM by Bakerr	12	310
Auto lock system cdestuck		Today 01:40 PM by GordoPanocho	1	19
Rear differential - slip or lock		Today 01:37 PM	5	124

The private message is from "Ford-Trucks.com Sponsor Holiday Sale" and contains a promotional offer for "EOTP BLUE OVAL TRUCK PARTS" with a 15% discount on all in-stock items through Friday, December 16, 2005. The message includes a coupon code "HOLIDAY15" and a link to "blueovaltruckparts.com".

Hot Zone – Value Added Feature

Listing in our “Hot Zone” is included for free with every advertising package. The Hot Zone is a list of all advertisers/sponsors displayed on our forums and places our sponsors in front our members who wish to support the site with their patronage. We have found this area to be very successful for our members and advertisers.

Hot Zone

<p>Current Sponsors</p> <ul style="list-style-type: none"> - AllAboutDiesels.com - Auto Krafters - Automotive Catalogs - Black Cloud Diesel - Blue Oval Truck Parts - Borla Exhausts - Brake Rotors & Pads - Bronco Graveyard - Carolina Clutch - DiamondBack Truck Cover - Diesel Manor - Diesel Performance Parts - Diesel Performance Products - Fleet Filter - Geno's Garage - IMCO Performance Exhausts - Infotraxx - JMC LED Lighting - K & N Filters - Macs Antique Auto Parts - MotorHaven - National Parts Depot - Oil Guard - Recon Truck Accessories - RockAuto.com - Roush Performance - Royal Purple Oil - Rust Bullet - Suburban Ford - TMeyer, Inc. - TruckWerx - Trilogy Motorsports - TS Performance - TuffyProducts.com - TurboBrake.com - UPR Products - Van Bortel Ford 	<p>Newer Light Duty Trucks</p> <ul style="list-style-type: none"> 2004, 2005, 2006 Ford F-150 1997 - 2003 F-150 Covers: 97-03 F-150, 97-99 F250LD, 7700 & C Lightning, Harley-Davidson F-150 & Expedition & Navigator <p>Super Duty/Heavy Duty (Diesel has move</p> <ul style="list-style-type: none"> Super Duty And Heavy Duty Excursion - King of SUVs <p>Small Chassis Trucks</p> <ul style="list-style-type: none"> Explorer, Sport Trac, Mountaineer & Escape Bronco II Aerostar <p>Older, Classic and Antique Trucks</p> <ul style="list-style-type: none"> 1987 - 1996 F-Series Trucks 1980 - 1986 F-Series Trucks 1973 - 1979 Ford Trucks 1967 - 1972 Ford Trucks
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Vendor Marketplace – Value Added Feature

All advertisers may post specials, discounts, product announcements, tech notes and press releases on a weekly basis in our forum Vendor Marketplace section.

Offroad and 4x4	mickey tompon baja claw... Today 12:48 PM
Paint and Bodywork	Blue Urban Camo Paint Today 08:59 AM
Towing, Trailers And 5th Wheels	Favorite Weight Distribution... Today 11:44 AM
Sponsoring Vendor Marketplace	
Vendor Specials, Discounts and Product Announcements	Forum Rules 01-20-2006 12:14 PM
Ford Truck Enthusiasts	

Client Portfolio

Ford Motor Company
 International Truck and Engine/Power Stroke Diesel
 Superchips
 Roush Performance
 Edelbrock
 Edge Products
 JEG'S

K & N Filters
 Borla Exhausts
 Magnaflow
 Royal Purple Oil
 Stylin Concepts
 Steeda Truck

1A Auto
 Abbett Effects
 AllAboutDiesels.com
 Auto Krafters
 Automotive Catalogs
 Badshoe Productions

Macs Antique Auto Parts
 MotorHaven
 National Parts Depot
 Never Locked Out
 New Takeoff
 Oil Guard

Berkshire Cover-It
Black Cloud Diesel
Blue Oval Truck Parts
Brand Motion
Brake Rotors & Pads
Bronco Graveyard
Carolina Clutch
DiamondBack Truck Cover
Discount Ford Parts
Discount Power Parts
Diesel Filter Online
Diesel Manor
Diesel Performance Parts
Diesel Performance Products
Diesel Power Products
Fleet Filter
Geno's Garage
Heavy Metal Performance
IMCO Performance Exhausts
Infotraxx
JMC LED Lighting
KC AutoSound
Leskwvo

PartzFinder Performance
Performance Parts Trader
Proficient Performance
Rear Gear Automotive Products
Recon Truck Accessories
Redline Synthetic Oil
RockAuto.com
Rust Bullet
Shock Warehouse
SSBrakes
Suburban Ford
SuperCrewSound Inc.
Sweeney Ford
TMeyer, Inc.
TruckWerx
Trilogy Motorsports
TruckAddons
TS Performance
TuffyProducts.com
TurboBrake.com
UPR Products
Van Bortel Ford
Xtremediesel

Getting Started

For more information or to get started please contact our advertising sales representative at 678-218-4337, extension 105 or via email advertise@ford-trucks.com. Let us help you maximize your advertising dollars and increase your return on investment. *The question isn't how can you afford to advertise with Ford-Trucks.com, but rather how can you afford not too!*

Visitor And Site Statistics

*Statistics from March 2007

<p><u>Articles</u> Our growing article system currently contains a total of 296 articles.</p>	<p><u>News</u> Total news items in system: 318</p>
<p><u>Classifieds</u> Total number of currently running ads in system: 873</p>	<p><u>Outbound Forum Links</u> Outbound forum links illustrate the power of user referrals in our system. Anytime a user posts a link in our forums to an outbound site we replace the link with a tracking URL. This URL logs the click and then forwards the user to their destination.</p>
<p><u>User Galleries</u> There are currently 103,336 photos in 19,476 albums, 678,552,993 total miles and an average of 34,840 miles per vehicle. Users are prompted for vehicle information when creating their photo albums.</p>	<p>Statistics from January 2005 through March 2007: Total number of links referred by users: 80,985 Total number of clicks by users: 4,292,715</p>

Site Statistics	
Users Registered	400,118
Total Posts	4,488,583
Total Topics	583,644
Forum Visits by registered Users, February 2007	149,895
Page impressions, January 2007	11,922,698
Estimated unique visitors, November 2005	1,095,148

Visitor Demographics

The following tables contain visitor demographics from a demographic survey we conducted. Not all tables total 100% due to fractional splits. The majority of our visitors earn above-average incomes.

Annual Household Income

< \$20,000	8%
\$20,000-\$30,000	10%
\$30000-\$40000	13%
\$40000-\$50000	15%
\$50000-\$65000	16%
\$65000-\$80000	16%
\$80000-\$100000	11%
\$100000-\$125000	6%
\$125000+	5%

Age

Under 18	8%
18-25	17%
26-35	12%
31-35	14%
36-40	13%
41-45	11%
46-55	19%
55+	6%

Gender

Male	94%
Female	6%

Occupation

Manufacturing	8%
Service	13%
Student	10%
Agricultural	6%
Administrative	4%
Managerial	12%
Professional	37%
IT/Scientific	8%
Financial	1%

Education Level

Non-grad	7%
High School Graduate	41%
2 year College degree	24%
4 year College degree	18%
Graduate School	9%