

Product advertising at the highest point of consideration

- ▶ Model specific, Cost Per Click advertising directly on a ManualsOnline product page.
- ▶ Over 20 million impressions available per month across over 650,000 products.
- ▶ Pre-qualified audience of over 4 million unique visitors per month.



Kitchen



Power Tools



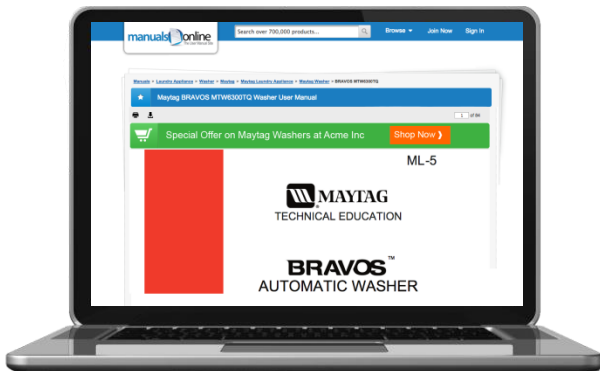
TV & Video



Lawn & Garden



Laundry



Success you can measure

- ▶ 1-2% CTR on user manual pages
- ▶ Drive hundreds of qualified shoppers per day with room for scale
- ▶ Weekly performance metrics delivered by designated account manager

Contact

To reserve your product categories, contact Dave Walsh:

Dwalsh@ManualsOnline.com

ManualsOnline's product categories range from Home Appliances to Music Equipment. Use the chart below to estimate the availability/rate across your product vertical.

MANUALS ONLINE PRODUCT CATEGORY	EXAMPLE PRODUCTS	CATEGORY IMPRESSIONS	PRICE PER CLICK	EST MONTHLY CLICKS*
Kitchen Appliance	Refrigerator, Oven, Dish Washer, Coffee Maker	3,800,000	\$0.50	38,000
Home Appliance	Thermostat, Sewing Machine, Furnace	2,000,000	\$0.50	20,000
TV & Video	Remote Control, Television, DVD Player	2,000,000	\$0.50	20,000
Lawn & Garden	Lawn Mower, Chipper, Snow Blower, Chainsaw	1,400,000	\$0.50	14,000
Laundry Appliance	Washing Machine, Clothes Dryer, Iron	930,000	\$0.50	9,300
Office Equipment	Desktop Computer, Laptop, Scanner, Printer	645,000	\$0.50	6,450
Phone & Communications	IP Telephone, Answering Machine, Bluetooth	610,000	\$0.50	6,100
Fitness Equipment	Exercise Bike, Home Gym, Treadmill	600,000	\$0.50	6,000
Home Audio	Headphones, Stereo Receiver, Amplifier	500,000	\$0.50	5,000
Power Tool	Cordless Drill, Air Compressor, Table Saw	465,000	\$0.50	4,650
Automotive	Automobile, Remote Starter, Car Alarm	360,000	\$0.50	3,600
Camera & Photography	Camcorder, Digital Camera	290,000	\$0.50	2,900
Personal Care	Blood Pressure Monitor, Shaver, Thermometer	265,000	\$0.50	2,650
Portable Media	Tablet, Clock Radio, Bluetooth Speaker	245,000	\$0.50	2,450
Baby Care	Stroller, Bottle Warmer, Car Seat, Child Monitor	190,000	\$0.50	1,900
Car Audio	Car Stereo System, Amplifier, Video System	165,000	\$0.50	1,650
Musical Equipment	Stereo System, Home Theater, Equalizer	65,000	\$0.50	650
Outdoor Cooking	Gas Grill, Charcoal Grill, Smoker, Outdoor Fireplace	55,000	\$0.50	550

*Based on a 1% CTR

Reserve Your Product Categories! Contact Dave Walsh: Dwalsh@ManualsOnline.com.