



2012 Media Kit and Rate Card

Costbasis.com went live online in February, 2008. It is a public service for investors and tax accountants who cannot afford the multi-thousand dollar subscription fees for capital change reports for information needed to compute tax basis after spinoffs, mergers, splits, etc. The calculators at costbasis.com are completely free to the user and are supported by ad revenues and donations.

The typical visitor to costbasis.com and related calculators (costbasistools.com) is college-educated, with male visitors slightly more predominant than female. The largest segment is in the age range 35 to 50 years. Approximately 99.4% of visits originate from English-speaking countries. Traffic growth has averaged 100% year-over-year. Visitors are highly motivated to obtain information and spend a long time viewing the calculator pages.

Traffic Statistics for the Past Year

	Costbasis.com	Calculators	Total
Total visits	187,240	68,994	
Unique visitors	151,357	47,133	
Page views	322,283	226,655	548,938
Average time spent on site	1:47	5:34	

Acceptable Ad Formats

1. Images in .jpg or .gif formats – maximum file size 10MB.
2. Javascript code linking to your ad server.
3. Multimedia, Flash or Shockwave in mp2, mp3, ra, wav, wma, 3gp, avi, mov, mp4, wmv, asf, asx, mpg, mpeg, rm, or swf formats -- maximum file size 50MB.
Sizes for costbasis.com: 200 x 200 square, 250 x 250 square, 468 x 60 banner
Sizes for calculators: 728 x 90 banner

Ad Rates (per month) for 2012

	Feb,Mar,Apr	Other months
Home Page Top Right	\$300	\$150
Home Page Bottom or Popular Pages (Spinoff Calculator, Stock Lookup, Cash to Boot)	150	75
Other Pages	50	25

General Terms

Costbasis.com Inc may, at its sole discretion, reject or cancel at any time any advertising submitted by an advertiser.

Agency Commission: 15% to recognized advertising agencies.

All rates provided are based on prepayment by check or via Paypal on the Media Kit page at costbasis.com. Prepayment is due upon receipt of the ad placement order. Ad materials can be submitted via e-mail to webmaster@costbasis.com

Media and ad contact information

Mel Hummer
Costbasis.com Inc
P O Box 11022, Chicago, Illinois 60611
Voice 312.787.3770 * Fax 312.787.8922