

MILKROCKS.COM: Connected to your tween target audience

A destination website delivering millions of page views to teens and tweens.

AWARDS

- 2007: Achieving Excellence Award for "Best Overall School Marketing Campaign" International Dairy Food Association
- 2006: Achieving Excellence Award for "Best Overall School Marketing Campaign" International Dairy Food Association

KEY ADVANTAGES

Reaches all students K-12 with a core target demographic of tweens and teens (ages 10-18)

Interactive media supported by a unique in-school distribution channel:

- Over 4 billion milk carton side panel messages reach 24 million students every day
- Full color lunchroom posters, locker posters and book covers in over 50,000 schools
- The only in-school program endorsed by teachers and school administrators
- Combined with a School Rewards Program where students earn redemption points that schools cash in for textbooks, software, computers and school supplies
- The only in-school promtional channel that meets CARU guidelines because sponsors encourage health and nutrition with pro-milk conumption messages

Milk Rocks Live! offers additional advertising opportunities at concert appearances*

SPECIAL OPPORTUNITIES*

Monthly display ads available

Sponsorships and multimedia campaigns

* ask your sales rep for details







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Milk Rockers!

Features established and emerging recording artists, celebrity entertainers and pro athletes. Free song downloads, posters, streaming videos, ring tones and other giveaways are featured along with exclusive interviews and articles.

U Rock!

This is where kids can upload their own songs, videos, drawings, and other creations and participate in contests. Much of the content **Events**! is user generated.

Freebies!

All the free downloads from the Milk Rockers are archived here along with other promotional giveaways from our sponsors.

Fun & Games!

Includes a wide variety of games, comics, puzzles, quizzes, polls and other engaging interactive content.

Win Stuff!

Contests and sweepstakes are featured here along with recurring promotions like 'Be a Milk Rock Star' (an American Idol-style competition).

Concert tour schedules, premieres and special events are updated weekly.

Upload!

Dedicated to the actual uploading of user generated content for the U Rock section.



IMPRESSION-BASED ADVERTISING

Impression-based advertising is sold with the guarantee of delivering a specific number of impressions for your campaign. It is priced on a CPM (cost per thousand) basis.*

Home Page

Unit Name	Unit Size	Placement	Net Price (CPM)
Leaderboard (Header)	728x90	home page	\$28
Leaderboard (Middle)	728x90	home page	\$26
Medium Rectangle	300x250	home page	\$25

Sub-section Page

Unit Name	Unit Size	Placement	Net Price (CPM)
Leaderboard (Header)	728x90	category	\$24
Leaderboard (Footer)	728x90	category	\$20
Wide Skyscraper	160x600	category	\$22

* Volume-based discounts and package deals available. Contact your sales representative for details.

Run of Site

Unit Name	Unit Size	Placement	Net Price (CPM)
Leaderboard	480x60	run of site	\$18
Medium Rectangle	300x250	run of site	\$14
Wide Skyscraper	480x60	run of site	\$16

AD SERVING TECHNOLOGY

Milk Rocks! employs Mambo Ad Serving technology coupled with Omniture tagging for validation and site metrics.

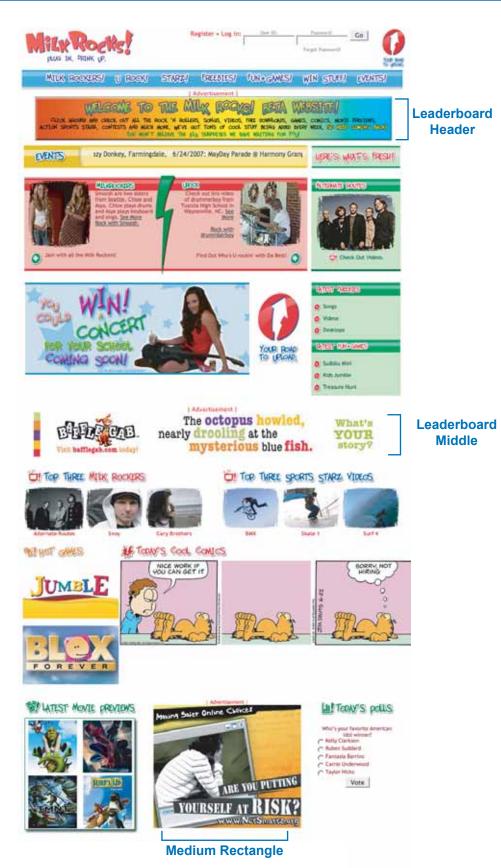
TARGETING

Our ad-serving capabilities also include a high level of channel targeting, which allows you to run your campaign exclusively in, or weighted toward, any of the channels of milkrocks.com.



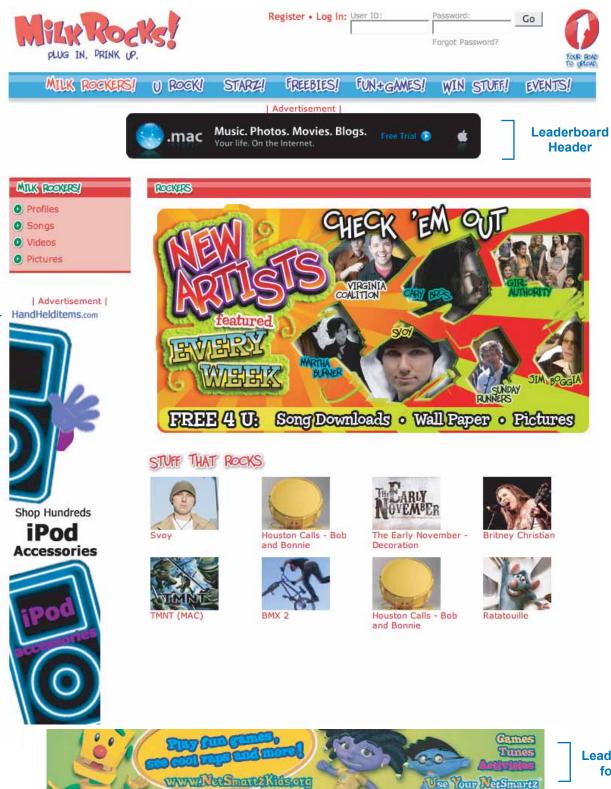
MILK ROCKS 4 Media Kit

www.milkrocks.com





Wide Skycraper



Leaderboard footer



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Leaderboard

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A Medium Rectangle

Width 300 Height 250 File Size: lash:30k max: jpg or gif 20k max File Types: flash, jpg, gif Loops (2)

Wide ► Skyscraper

Width 160 Height 600 File Size: lash:30k max: jpg or gif 20k max File Types: flash, jpg, gif Loops (2) Learn how to heap **children** and **teens** sufer on the internet.







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