



PLUG IN. DRINK UP.

www.milkrocks.com
ONLINE MEDIA KIT 2007

plug in. drink up.

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 promotional channel that meets CARU guidelines because sponsors encourage health and nutrition with pro-milk consumption 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



featured sections

The screenshot shows the MilkRocks! website with the following elements:

- Navigation:** MILK ROCKERS! | U ROCK! | STUFF! | FREEBIES! | FUN&GAMES! | WIN STUFF! | EVENTS!
- Advertisements:**
 - Top: [Learn how to keep children and teens safer on the internet.] Click here! www.NetSmartz.org
 - Left: SHOP THE TYS COSTUME SHOP STORE
- Event Search:** Find a Milk Rockers! Event... in your neck of the woods. State: [Select a state] Find 'em
- Event Calendar Table:**

Date	Title	Venue	City
09/15/06	I Am The Avalanche	Webster Underground	Hartford
06/13/07	Swati	The Khyber	Philadelphia
06/14/07	Elliott Yamin	The Roxy	Los Angeles
06/14/07	Alternate Routes	Stone Church	New Market
06/14/07	Smooosh	Chop Swoy	Seattle
06/14/07	Blacktop Mourning	The Garage	Burnsville
06/15/07	Elliott Yamin	The House of Blues-San Diego	San Diego
06/15/07	Porter Block	The Bitter End	New York
06/15/07	Goat	Borders-Fairlawn	Fairlawn
06/15/07	Mavday Parade	Bonds 007 Rock Bar	San Antonio
06/17/07	I Am The Avalanche	ICC Performance Hall	Arliston

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 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).

Events!

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.



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interactive marketing units

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.

sub-section page

Wide
Skycraper



Register • Log In: User ID: Password: Go
Forgot Password?



MILK ROCKERS! U ROCK! STARZ! FREEBIES! FUN+GAMES! WIN STUFF! EVENTS!

| Advertisement |



Leaderboard
Header



ROCKERS

CHECK 'EM OUT

NEW ARTISTS

featured **EVERY WEEK**

FREE 4 U: Song Downloads • Wall Paper • Pictures

| Advertisement |
HandHeldItems.com



Shop Hundreds
**iPod
Accessories**



STUFF THAT ROCKS



Svoy



Houston Calls - Bob and Bonnie



The Early November - Decoration



Britney Christian



TMNT (MAC)



BMX 2



Houston Calls - Bob and Bonnie



Ratatouille

Play fun games, see cool raps and more!
www.NetSmartzKids.org

Games
Tunes
Activities

Use Your NetSmartz

Leaderboard
footer



▲ Leaderboard

Width 728
Height 90
File Size: flash:30k max: jpg or gif 20k max
File Types: flash, jpg, gif
Loops (2)



▲ 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)





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