

ALL MEDIA network

MEDIA KIT

AMN Properties Overview

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- 18.7 MM Monthly Average Uniques
- 133.3MM Monthly Average Page Views
- Engaged, high traffic/profile sites:
Comscore Top 30 US Properties*
 - Entertainment – TV (SideReel)
 - Entertainment – Music (AllMusic)

*July 2013

 sidereel

ALLMUSIC

allmovie

allgame

CELEBIFIED

Display & Video

- 350.0 MM + Standard Display Impressions across standard IAB units: 728x90, 300x250, 160x600
- 42.4 MM + Video Inventory Impressions (Pre Roll)
 - Syndicated across the web to properties such as AllMovie, AllMusic, SideReel, WetPaint
 - Red Carpet Interviews, one on one interviews with celebrities that appeal to the 18-34 demo
 - Coverage includes popular Music, Movies, and Television festivals and award shows



AMN Mobile Sites & Apps

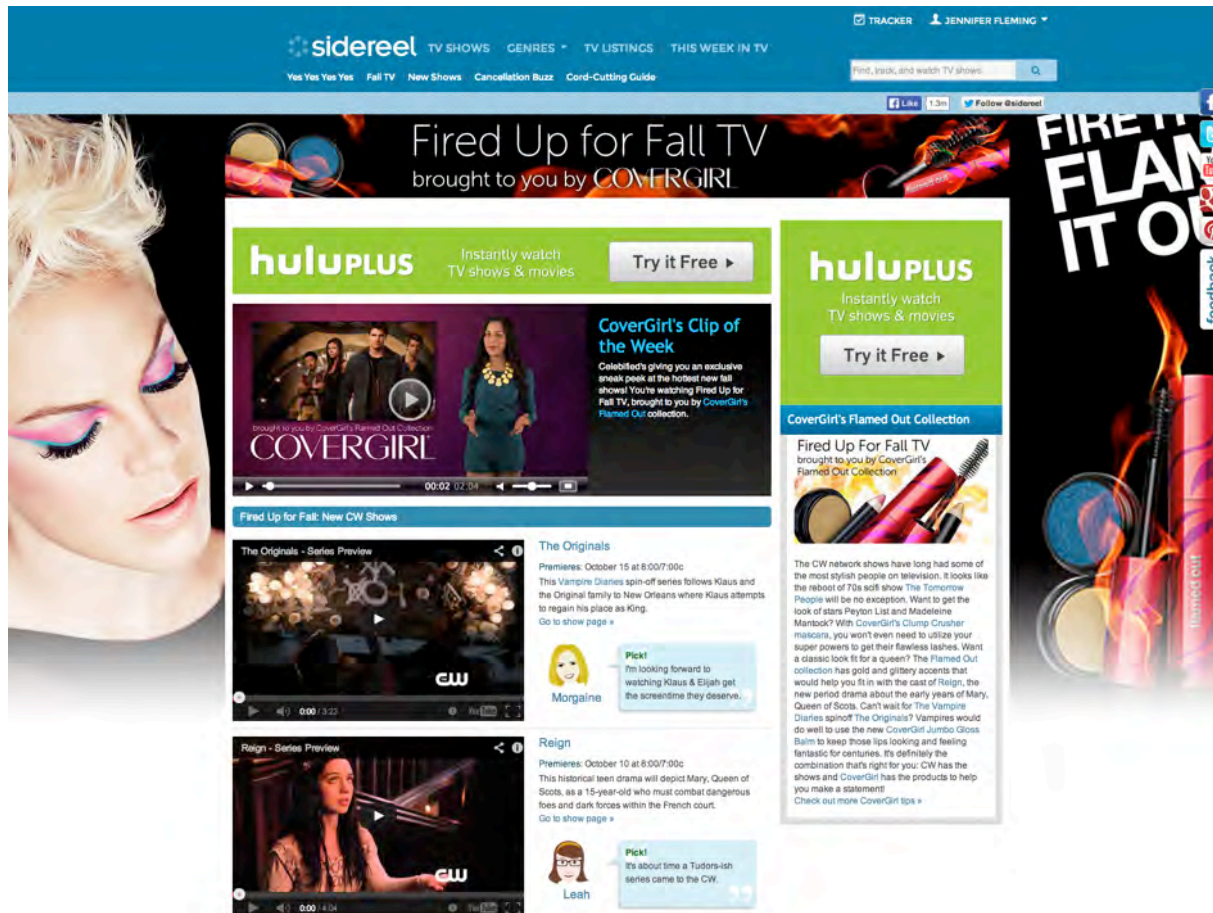
- 3.6MM + Monthly Uniques across AMN
- 500-725K monthly mobile app sessions/month



High Impact

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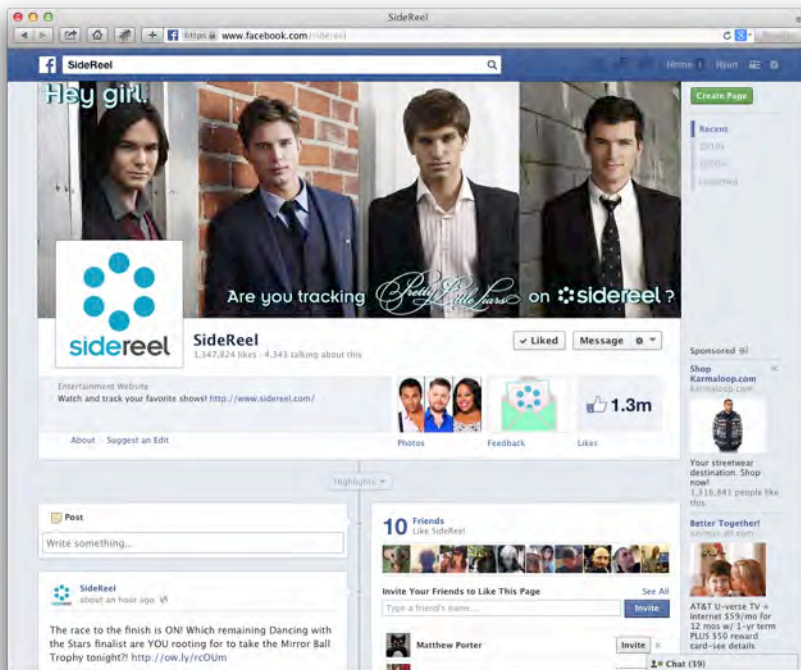
- Page Grabbers
- Skins
- Road Blocks/Takeovers
- Expandable Units
- Interstitials



Social

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- Reach an audience based on their interests from what they're listening to what they're watching
- Engaged large following of 1.3MM+ Likes
- 7.1MM+ accounts created



Find, track and watch your favorite shows online.

Web Reach

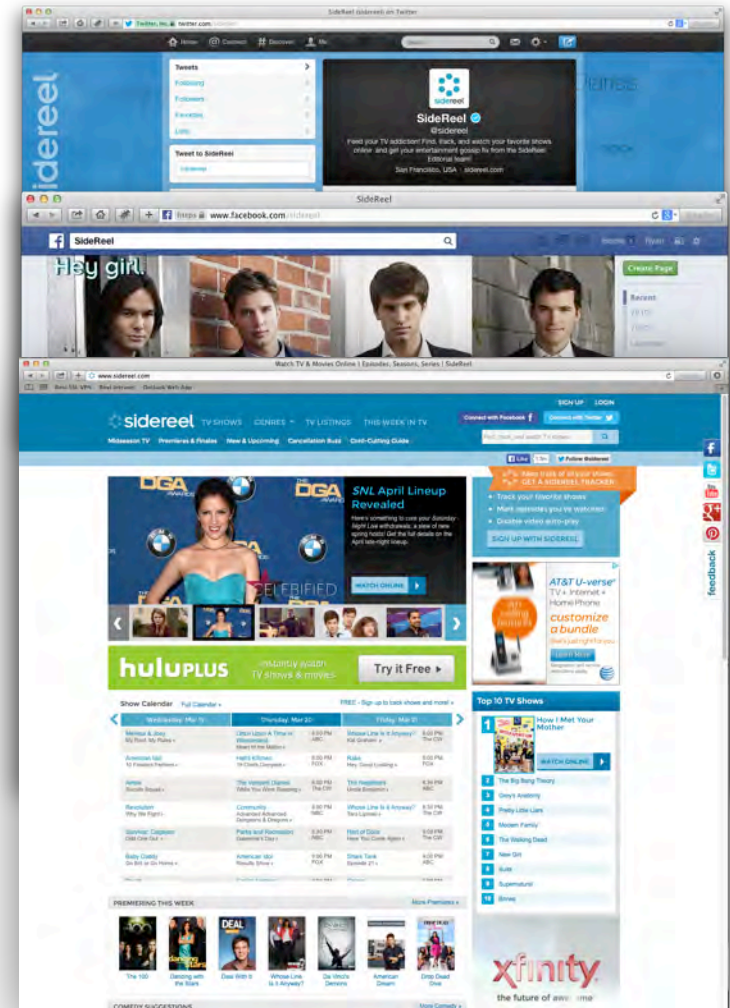
- 21.7MM Monthly Visits
- 9.9MM Monthly Uniques
- 78.4MM Monthly Page Views

Advertising Reach

- 166.4MM Monthly Standard Display Impressions
- 42.4MM Monthly Video Pre Roll Impressions
- Custom Content/Units Available

Social Reach

- 1.3MM+ FaceBook Likes
- 32.2K Twitter followers
- 7.1MM SideReel accounts created



Standard Display & Video Inventory

Ad Name	Ad Size (pixels)	Monthly Avg. Inventory
Leaderboard	728x90	93.0 MM
Medium Rectangle	300x250	41.1MM
Skyscraper	160x600	28.2MM
Video	300x250, 400x300, 430x241, 640x360	42.4MM

Custom, Non-Standard Display, & High Impact Units

- Page Grabbers, Road Blocks, Take Overs, Interstitials
- Rising Stars, Billboard, Portrait (In lieu of Leaderboard and/or Medium Rectangle)
- Custom & Sponsored Editorial Content

SideReel – Video Units

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Video units available for interstitials and in pre-roll for originally created content that covers TV show news to celebrity interviews to celebrity gossip.

The screenshot displays the SideReel website interface. At the top, there's a navigation bar with links for TV Shows, Genres, TV Listings, and This Week in TV. Below this, a search bar and social media links (Facebook, Twitter) are visible. The main content area features a Hulu Plus advertisement, a video player for a 'CELEBRIFIED' segment with Cathy @catherinekelley, and a 'Comedy Buzz' section with links to 2014-2015 NBC Renewals, SNL April Lineup Revealed, and Baby Daddy and Melissa & Joey Renewed. Below this, 'Featured Comedy Shows' are highlighted, including 'The Mindy Project' and 'Looking'. The right sidebar contains a 'Keep track of all your shows' section with a 'Siderel Tracker' button, a 'Sign Up with Siderel' button, and a 'Do You Know the Mother?' quiz. At the bottom, there's a 'Shows By Network' section listing various networks like ABC, CBS, The CW, FOX, NBC, PBS, etc.

SideReel – Custom Units

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Increase engagement and reach with campaigns that span multiple touch points from web to e-mail to social channels.

The collage consists of three overlapping screenshots:

- Top Left (Website):** A screenshot of the SideReel website. The header includes navigation links like 'TV SHOWS', 'GENRES', 'TV LISTINGS', and 'THIS WEEK IN TV'. A large banner features a woman in a blue dress with the text 'DGA AWARDS' and 'SNL April Live Revealed'. Below this is a 'Show Calendar' section with a table of TV listings for Wednesday, Thursday, and Friday.
- Top Right (Social Media):** A screenshot of a Twitter post from SideReel (@sidereel) dated Sep 30. The tweet reads: 'Want to take a nostalgia trip back to the 80s? Why not watch Weird Science for free on SnagFilms? ow.ly/pmsXA'. It shows engagement metrics like 'RETWEET 1' and '2:41 PM - 30 Sep 2013'.
- Bottom (Mobile App):** A screenshot of the SideReel mobile app interface. It features a 'Your Daily Calendar' section for 'Today, Mar 25' with show thumbnails for 'Pretty Little Liars', 'New Girl', 'The Goldbergs', and 'Person of Interest'. Below this is a 'Premiering This Week' section with show thumbnails like 'The 100', 'Dancing with the Stars', and 'Deal With It'.

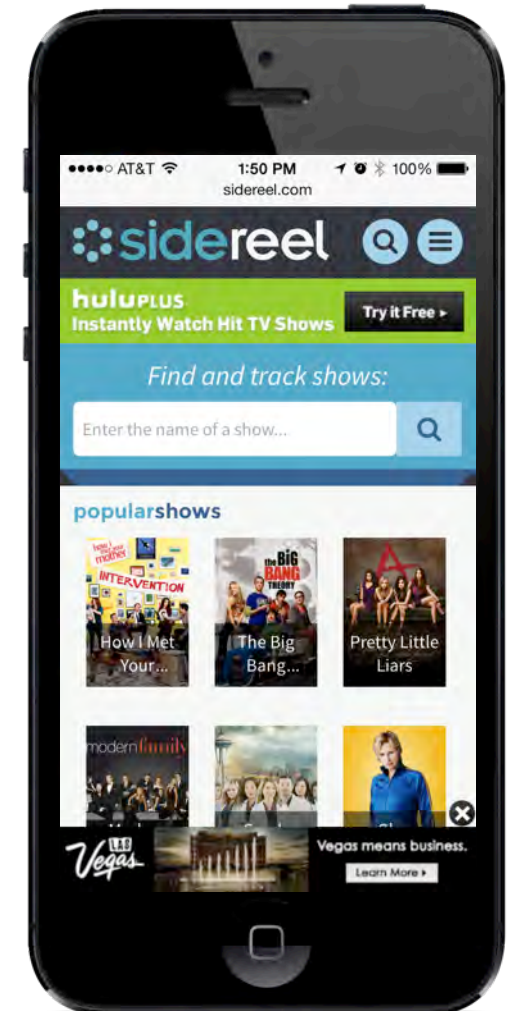
SideReel – Mobile

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SideReel's Mobile Site

- 876.0K Monthly Average Visits
- 757.0K Monthly Average Uniques
- 2.9MM Monthly Average Page Views

Ad Name	Ad Size (pixels)	Monthly Avg. Inventory
Mobile Banner	320x50	2.6 MM+
Medium Rectangle	300x250	2.6 MM+



SideReel iOS App

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SideReel's Mobile iOS App

- iPhone & iPad
- 955.0 K+ Monthly Average Sessions
- 54.8% 18-35
- 78.1% Female

High App Engagement vs. Sessions
Per Frequency Benchmark*

Daily: +12%
Weekly: +37%
Monthly: +17%

Ad Name	Ad Size (pixels)	Monthly Avg. Inventory
Mobile Banner (iPhone)	728x90	4.5MM
Medium Rectangle (iPad)	300x250	1.0MM

Ad Meditation through AdMob



AllMusic is a comprehensive and in-depth resource for finding out more about the albums, bands, musicians and songs you love.

Web Reach

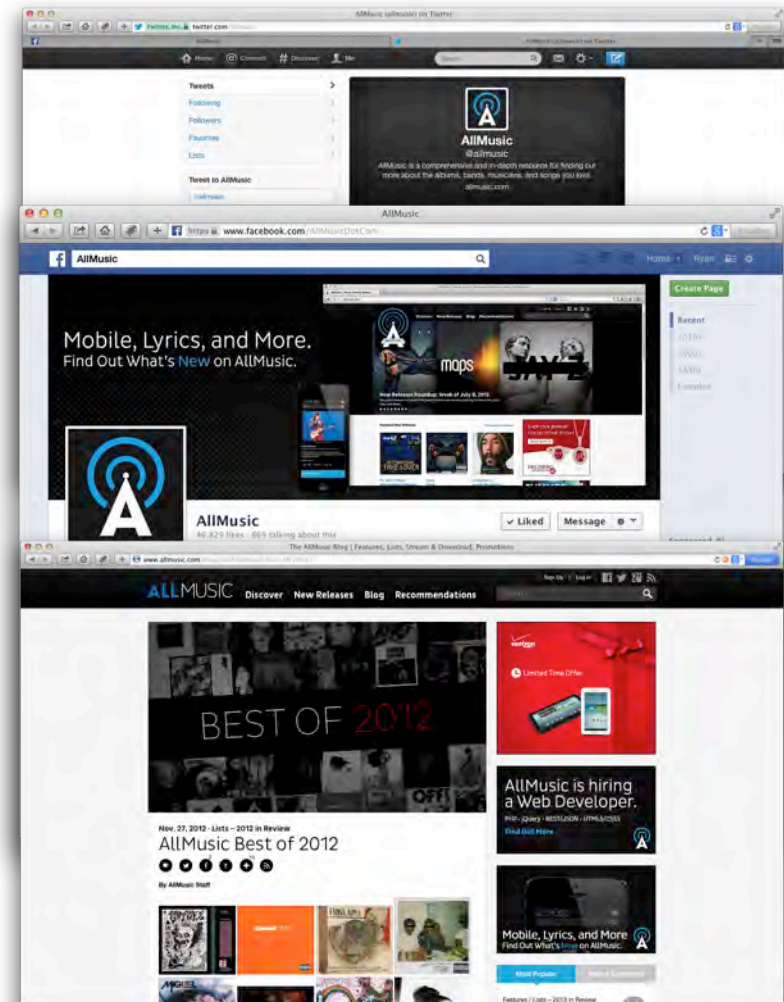
- 11.8MM Monthly Visits
- 3.3MM Mobile Monthly Visits
- 7.5MM Monthly Uniques
- 50.6MM Monthly Page Views
- Top 30 Comscore US: Entertainment Music

Advertising Reach

- 146.0 MM Monthly Standard Display Impressions
- Custom Content/Units Available

Demographic Reach

- 59% of Unique Visitors are Male
- 55% are A18-49
- 34% are M18-49
- 27% 75k HHI (A 18-49)
- 20% 75k HHI (M 18-49)
- 25% 100k HHI (M 18-49)



Standard Display & Video Inventory

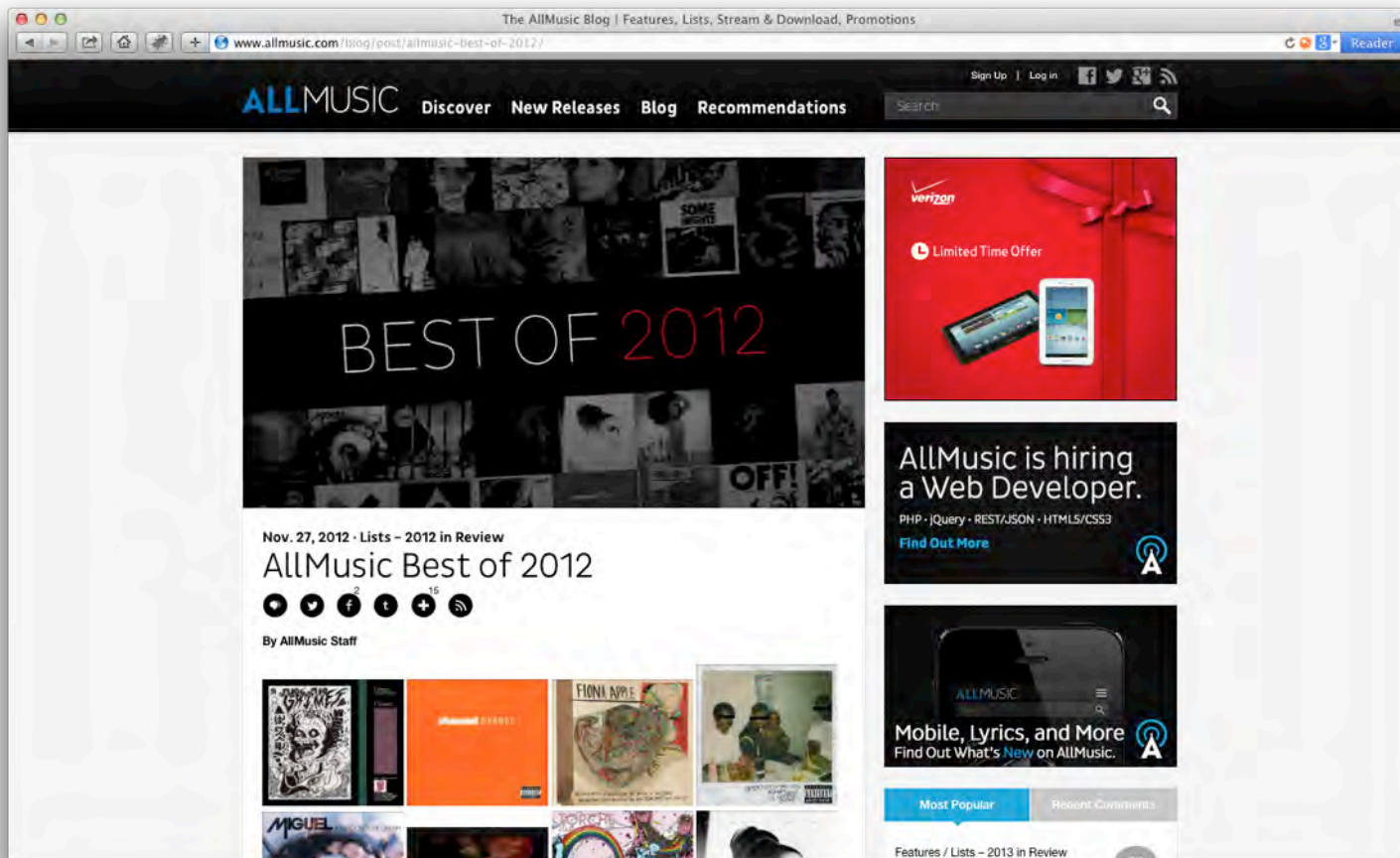
Ad Name	Ad Size (pixels)	Monthly Avg. Inventory
Leaderboard	728x90	72.0 MM
Medium Rectangle	300x250	77.0 MM
Skyscraper	160x600	2.0 MM
Video	300x250	6.0 MM

Custom, Non-Standard Display, & High Impact Units

- Page Grabbers, Road Blocks, Take Overs, Interstitials
- Rising Stars, Billboard, Portrait (In lieu of Leaderboard and/or Medium Rectangle)
- Custom & Sponsored Editorial Content

AllMusic– Custom Units/Sponsorships **ALL MEDIA** network

Rhapsody sponsored the AllMusic “Best of 2012” editorial feature.
The campaign generated an average 5% CTR on the units.



AllMusic– Custom Units/Sponsorships

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Engage with a music savvy audience from web to social channels.



AllMovie is a comprehensive and in-depth resource for finding out more about the movies, actors and filmmakers you love.

Web Reach

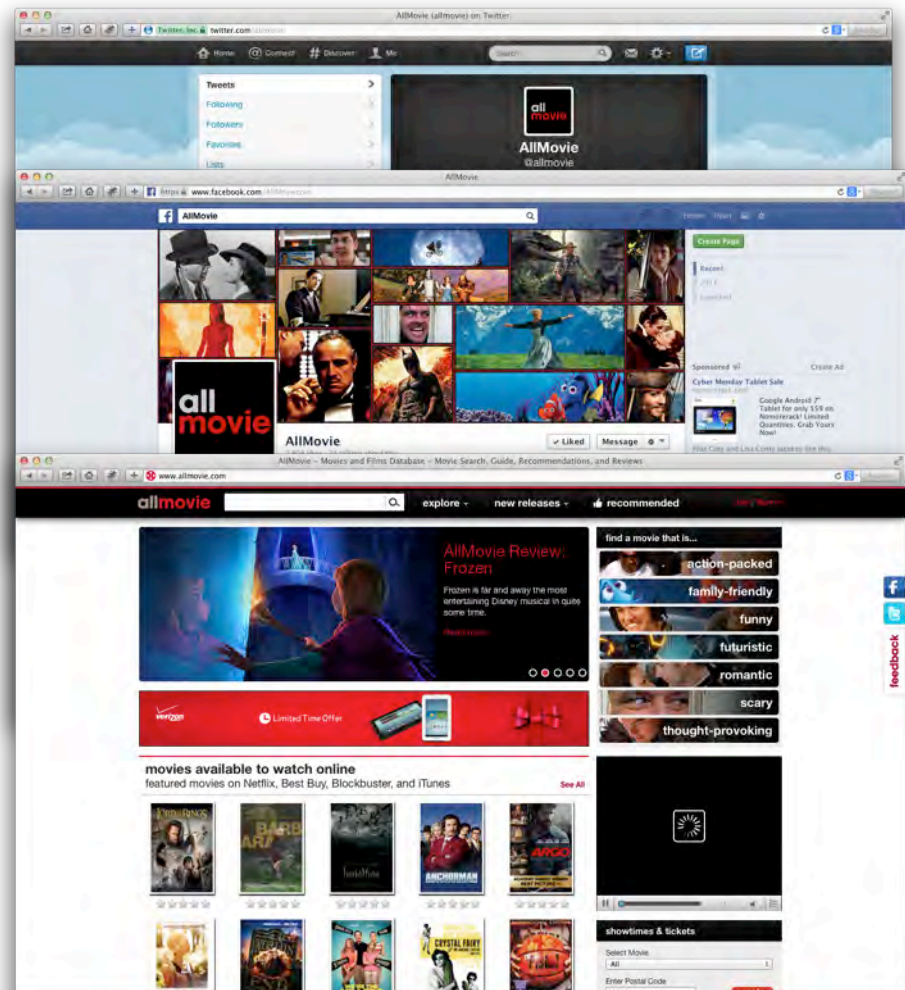
- 909.8K Monthly Visits
- 698.5K Monthly Uniques
- 3.1MM Monthly Page Views

Advertising Reach

- 7.0MM Monthly Standard Display Impressions

Demographic Reach

- 67% of Unique Visitors are Male
- 43% of Unique Visitors are M18-49
- 29% 75k HHI (A 18-49)
- 20% 100k HHI (A 18-49)
- 23% 100k HHI (M 18-49)



Standard Display & Video Inventory

Ad Name	Ad Size (pixels)	Monthly Avg. Inventory
Leaderboard	728x90	3.3 MM
Medium Rectangle	300x250	3.1 MM
Skyscraper	160x600	600.0 K
Video	300x250	12.0 K

Celebified

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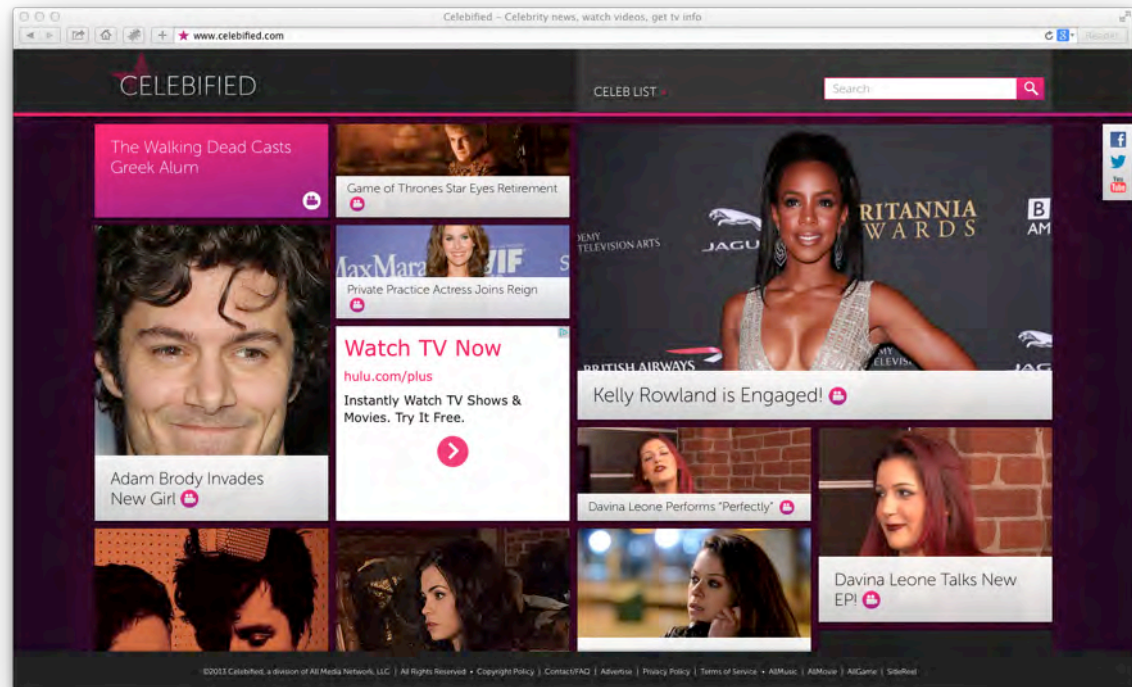
Celebified is a fun way for finding out more about the actors, musicians, bands and celebrities you love.

Web Reach

- 909.8K Monthly Visits
- 698.5K Monthly Uniques
- 3.1MM Monthly Page Views

Advertising Reach

- 7.0MM Monthly Standard Display Impressions



Celebified Video Content Syndication

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Celebified's video content reach:



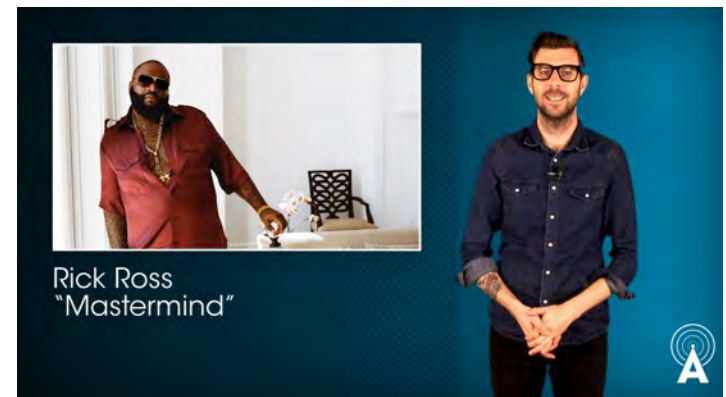
The Hottest red carpet events



Being on the scene at the latest premieres and junkets



Chatting Up Celebrities at the Celebified Studio



Keeping you Up-to-Date on the Latest Entertainment Buzz

Celebified Video Promotions/Sponsorships

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Partner with All Media Network's Celebified for promotions & sponsorships to get your access to...



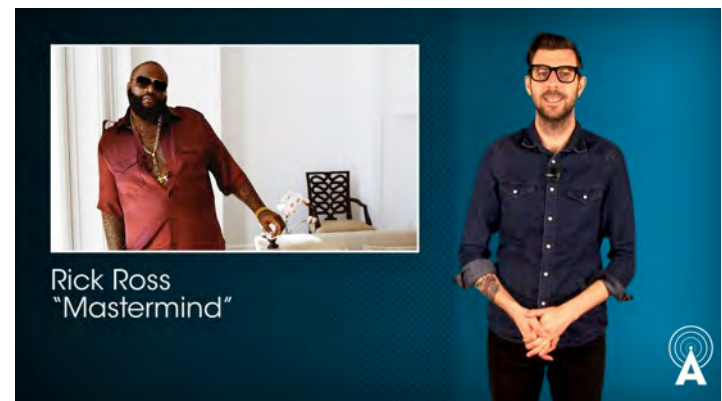
Red Carpet Events



Celebified Studio Exclusives & Interviews



Premieres & News Junkets



AllMusic Round Up

and get your brand & campaigns seen & heard on Celebified's Video Network.

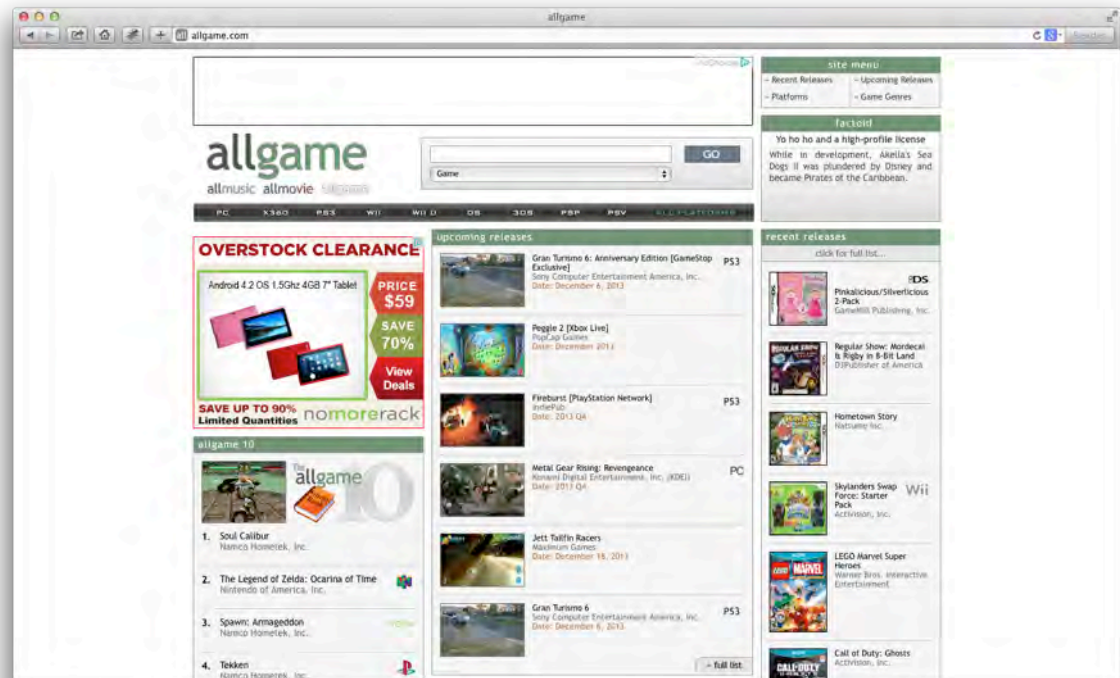
AllGame is a comprehensive and in-depth resource for finding out more about the video games you love.

Web Reach

- 520.0 K+ Monthly Visits
- 425.0 K+ Monthly Uniques
- 1.0MM+ Monthly Page Views

Advertising Reach

- 1.6MM Monthly Standard Display Impressions



Supported Display & Video Advertising Types

Unit	Format Accepted/Supported	Specifications
Display		Most 3rd party ad server tags accepted
	.flv, .wmv, .mp4, .ogg	Back up image required: gif or jpg; 30K max file size
		Must include clickTag tracking: On(release){getURL (_level0.clickTag, "_blank");}
Video		0:15 or 0:30 pre-roll; companion banner supported; all sound to be user initiated unless CTP (specified by site)
	VAST 2.0, VPAID	
	.flv, .wmv, .mp4, .ogg	Video file will be transcoded for best playback

Display & Video Ad Servers

Site	Display	Video
SideReel	OpenX	LiveRail
AllMusic	DFP SB	LiveRail
AllMovie	DFP SB	LiveRail
AllGame	DFP SB	
Celebified	DFP SB	LiveRail
Mobile Apps	DFP SB/Ad Mob	

Contact advertise@allmedianetwork.com for more information, rates, or custom packages.