

DESCRIPTION

LOCAL NETWORK is the ultimate tool to locally target consumers seeking where to go and what to do. City Guide is a leading product in key markets, covering the top 37 cities nationwide. Content includes sports, dining, nightlife and events, with over 1 million votes cast in City's Best 2005!

SAMPLE EDITORIAL FEATURES IN THIS NETWORK

Holiday Events Guide (AOL Tickets)	Q1
St. Patrick's Day (AOL City Guide)	Q1
Top 11 Mardi Gras Celebrations (AOL City Guide)	Q1
Valentine's Day (AOL CityGuide)	Q1
Westminster Dog Show (AOL City Guide)	Q1
Fourth of July/ Top 11 Booms With a View (AOL City Guide)	Q2
Spring Has Sprung (AOL CityGuide)	Q2
15 Things to Do This Summer (AOL City Guide)	Q3
Focus on Fall / Top 11 Foliage Spots (AOL City Guide)	Q3
State Fairs (AOL City Guide)	Q3
Summer Music Concert Guide (AOL Tickets)	Q3
City's Best Voting Period (AOL CityGuide)	Q4
Halloween (AOL CityGuide)	Q4
Holiday / Top 11 Lighting Displays (AOL CityGuide)	Q4
New Year's Eve (AOL CityGuide)	Q4
Thanksgiving /Macy's Parade Photo Tour (AOL City Guide)	Q4



SAMPLE BRANDS & CHANNELS IN THIS NETWORK

- AOL: CityGuide - Airport Guide
- AOL: CityGuide/Tickets - Alerts
- AOL: CityGuide - Annual Festivals & Events
- AOL: CityGuide - Autos
- AOL: CityGuide - Beaches
- AOL: CityGuide - City Attractions
- AOL: CityGuide - City Talk
- AOL: CityGuide - Dating Guide
- AOL: CityGuide - Do It Before You Die
- AOL: CityGuide - Family Activity Planner
- AOL: CityGuide - Freebies & deals
- AOL: CityGuide - Great Day Trips
- AOL: CityGuide - Jobs
- AOL: CityGuide - Las Vegas Super City
- AOL: CityGuide - Local Personals
- AOL: CityGuide - Lottery
- AOL: CityGuide - Movies
- AOL: CityGuide - Music & Nightlife
- AOL: CityGuide - News
- AOL: CityGuide - Quirky Landmarks
- AOL: CityGuide - Real Estate
- AOL: CityGuide - Regional Hubs-W/S/ MW/NE
- AOL: CityGuide - Restaurants
- AOL: CityGuide - Search
- AOL: CityGuide - Shop & Find
- AOL: CityGuide - Theme Parks
- AOL: CityGuide - Ticket Marketplace
- AOL: CityGuide - Tickets
- AOL: CityGuide - Top 11 Bachelor Parties
- AOL: CityGuide - Top 11 Bachelorette Parties
- AOL: CityGuide - Top 11 Celebrity Restaurants
- AOL: CityGuide - Top 11 Daredevil Dishes
- AOL: CityGuide - Top 11 Healthiest Hotels
- AOL: CityGuide - Top 11 Landmark Ballparks
- AOL: CityGuide - Top 11 Legendary Music Clubs
- AOL: CityGuide - Top 11 Naked Experiences
- AOL: CityGuide - Top 11 Offbeat Beauty Pageants
- AOL: CityGuide - Top 11 Places to Ski
- AOL: CityGuide - Top 11 Wacky Events of the Month
- AOL: CityGuide - Travel
- AOL: CityGuide - Visitor's Guide
- AOL: CityGuide - Weather
- AOL: News - Weather
- AOL: CityGuide - Weekender Newsletter
- AOL: CityGuide - Where the Stars Party
- AOL: CityGuide - Winery Guide
- AOL: CityGuide - Your Top Clicks
- AOL: CityGuide - Zoo Babies
- AOL: CityGuide - Zoos, Animal Parks, Aquariums



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RESEARCH FOR THIS NETWORK

Overall	Unique Visitors (000)	% Reach	% Composition	Total Usage Minutes (000)	Total Page Views (000)
Total Aud.	55,580	33.0%	100.0%	718,000	879,000
Males	27,470	32.7%	49.4%	357,000	437,000
Females	28,110	33.3%	50.6%	362,000	442,000

Demographic Break-Out	Unique Visitors (000)	% Reach	% Composition
Persons: 2-11	2,065	15.3%	3.7%
Persons: 12-17	3,789	22.8%	6.8%
Persons: 18-24	6,265	29.4%	11.3%
Persons: 18-34	15,856	33.5%	28.5%
Persons: 25-54	35,022	38.5%	63.0%
Persons: 35-64	31,679	38.2%	57.0%
Persons: 65+	2,191	27.1%	3.9%
Males: 2-11	1,139	17.1%	2.0%
Males: 12-17	1,885	22.1%	3.4%
Males: 18-24	3,170	27.4%	5.7%
Males: 18-34	7,556	31.3%	13.6%
Males: 25-54	16,421	38.1%	29.5%
Males: 35-64	15,595	38.8%	28.1%
Males: 65+	1,294	29.4%	2.3%
Females: 2-11	926	13.5%	1.7%
Females: 12-17	1,904	23.6%	3.4%
Females: 18-24	3,095	31.9%	5.6%
Females: 18-34	8,300	35.8%	14.9%
Females: 25-54	18,602	38.8%	33.5%
Females: 35-64	16,084	37.7%	28.9%
Females: 65+	896	24.3%	1.6%

Source: Based on AOL projections using comScore Media Metrix: Media Builder Custom Report, August 2005. Actual numbers may vary. Research to be updated to exclude the following Brands: CNN, CNNMoney, Fortune, Business 2.0 and FSB

METHODOLOGY

<http://www.AOLMediaNetworks.com/methodology>

GLOSSARY

<http://www.AOLMediaNetworks.com/glossary>

AD SPECS

<http://www.AOLMediaNetworks.com/adspecs>

TERMS AND CONDITIONS

<http://www.AOLMediaNetworks.com/tandc>