

LOGOONLINE: Innovative Media Products get your message in front of millions of consumers

Page 1

CROSS NETWORK PROMOTION

- Road Blocks
- Re-skin
- Home Page Intercepts



Are you with us?

LOGOonline contact information

Justin Garrett
VP of Advertising Sales
415.503.2513
justin.garrett@mtvstaff.com

Matthew Habib
Account Manager
310.752.8019
matthew.habib@mtvstaff.com

Eli Zang
Account Executive
212.846.6675
eli.zang@mtvstaff.com

David Sombatpanit
Sales Assistant
415.503.2467
david.sombatpanit@mtvstaff.com

LOGOONLINE: Innovative Media Products get your message in front of millions of consumers

Page 2

TARGETING

- Geography
- Demo: Gender, Age, Ethnicity
- Contextual: Travel, Entertainment, News, Music, Fashion
- Total display ad impressions/month: 110 Million



VIDEO

- Pre/post roll
- Dynamic lower-thirds
- Player re-skin
- Playlist Sponsorships
- Total video impressions/month: 725K

MOBILE

- IAB units served through DART
- Impression based and Sponsorships available
- Available ad sizes: 168x28, 120x20, 216x36, 300x50
- Total mobile impressions/month: 5.5 Million



Are you with us?

LOGOonline contact information

Justin Garrett
VP of Advertising Sales
415.503.2513
justin.garrett@mtvstaff.com

Matthew Habib
Account Manager
310.752.8019
matthew.habib@mtvstaff.com

Eli Zang
Account Executive
212.846.6675
eli.zang@mtvstaff.com

David Sombatpanit
Sales Assistant
415.503.2467
david.sombatpanit@mtvstaff.com

LOGOONLINE: Innovative Media Products get your message in front of millions of consumers

NEWSLETTERS

- Exclusive Sponsorships
- Integrated placement



365 GAY

- Frequency: Daily
- Monthly Distribution: 220K (11K daily)
- Ad Size: Rectangle (300x250)
- Integration: 25 words (optional)

TRIPOUT GAY TRAVEL

- Frequency: Monthly
- Monthly Distribution: 69K
- Ad Size: Rectangle (300x250)
- Integration: 25 words (optional)



DOWNLINK

- Frequency: Monthly
- Monthly Distribution: 758K
- Ad Size: Skyscraper (160x600)

XOXO LOGO

- Frequency: Monthly
- Monthly Distribution: 83.8K
- Ad Size: Rectangle (300x250)
- Integration: 25 words (optional)



Are you with us?

LOGOonline contact information

Justin Garrett
VP of Advertising Sales
415.503.2513
justin.garrett@mtvstaff.com

Matthew Habib
Account Manager
310.752.8019
matthew.habib@mtvstaff.com

Eli Zang
Account Executive
212.846.6675
eli.zang@mtvstaff.com

David Sombatpanit
Sales Assistant
415.503.2467
david.sombatpanit@mtvstaff.com

LOGOONLINE: Integrated Marketing campaigns weave your brand into our user experience

NewNowNext Awards 2009
(LVCVA, Powerade, Tylenol)

Gay Pride Guide



Ask the Expert
(Wells Fargo and Seroquel)



Are you with us?

LOGOonline contact information

Justin Garrett
VP of Advertising Sales
415.503.2513
justin.garrett@mtvstaff.com

Matthew Habib
Account Manager
310.752.8019
matthew.habib@mtvstaff.com

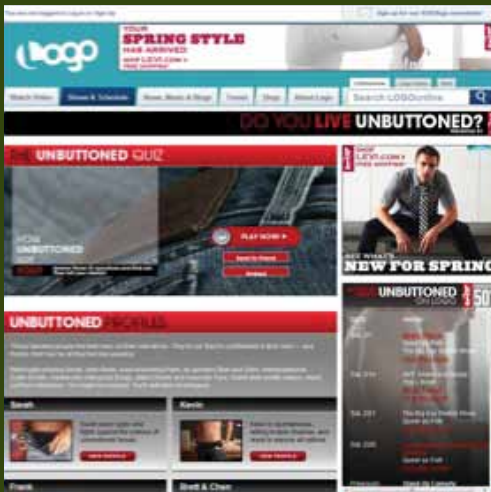
Eli Zang
Account Executive
212.846.6675
eli.zang@mtvstaff.com

David Sombatpanit
Sales Assistant
415.503.2467
david.sombatpanit@mtvstaff.com

LOGOONLINE: Integrated Marketing campaigns
weave your brand into our user experience

Page 5

Levi's Unbuttoned campaign



Scion/Create Your Own Comic



Absolut/RuPaul



Paramount/Best Supporting Vlog



Are you with us?

LOGOonline contact information

Justin Garrett
VP of Advertising Sales
415.503.2513
justin.garrett@mtvstaff.com

Matthew Habib
Account Manager
310.752.8019
matthew.habib@mtvstaff.com

Eli Zang
Account Executive
212.846.6675
eli.zang@mtvstaff.com

David Sombatpanit
Sales Assistant
415.503.2467
david.sombatpanit@mtvstaff.com

LOGOONLINE: Integrated Marketing campaigns weave your brand into our user experience

LOGOonline homepage



365gay homepage



AfterEllen homepage



AfterElton homepage



TripOut Gay Travel homepage



Are you with us?

LOGOonline contact information

Justin Garrett
VP of Advertising Sales
415.503.2513
justin.garrett@mtvstaff.com

Matthew Habib
Account Manager
310.752.8019
matthew.habib@mtvstaff.com

Eli Zang
Account Executive
212.846.6675
eli.zang@mtvstaff.com

David Sombatpanit
Sales Assistant
415.503.2467
david.sombatpanit@mtvstaff.com