

LucidMedia

LucidMedia Network at a Glance

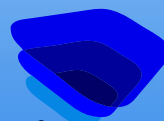
Top Level Channels	Channel Depth	Category Depth	Contextual Targeting	Behavioral Targeting	Potential Reach (unique/month)	Potential Volume (impressions/month)
31	14,000	12	Yes	Yes	178M	45B

do you know exactly
where your ads are running?

LucidMedia is the first hyper-targeting display ad meta-network with complete transparency to the page level. We are proving advertisers the ability to run highly relevant, contextually targeted campaigns across the largest pools of inventory available.

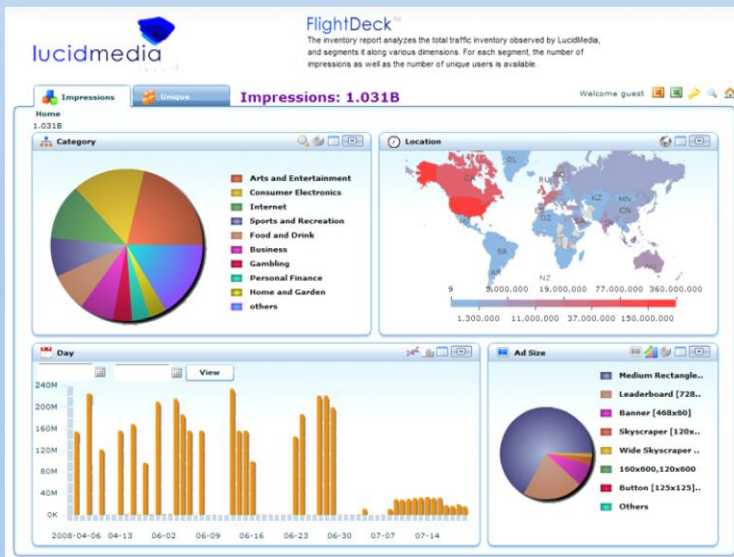
LucidMedia Network offers ...

- Page level contextual targeting
- Demographic & behavioral targeting
- Complete transparency & accountability
- Safe access to the elusive "long-tail"
- Un-matched reach & contextual depth
- Patented contextualization engine



lucidmedia™
see clearly

LucidMedia FlightDeck™ Console



Get more from your ad dollar with the LucidMedia FlightDeck™ campaign console. Instantly locate the top performing micro-segments and re-target for performance. Instantly see exactly what works and what doesn't to eliminate waste using our automated visualization widgets.

Top Level Channels

Channel	Categories
Airport Codes & Airports	339
Arts & Entertainment	344
Automotive	627
Business	203
Careers & Jobs	98
Clothing & Apparel	113
Consumer Electronics	489
Dating & Relationships	167
Family & Parenting	462
Firearms & Weapons	323
Food & Drink	163
Gambling	28
Geography	1,859
Government	667
Health	3367
Hobbies & Interests	273
Holidays	66
Home & Garden	394
Internet	25
Personal Finance	172
Pets	233
Property & Real Estate	396
Religion & Spirituality	444
Research & Education	197
Science & Engineering	351
Social Sciences	136
Sports & Recreation	697
Tobacco	113
Toys & Games	169
Travel & Tourism	258
Weather	45
TOTAL	14,000

Sales

Paul Rostkowski | 212.532.2650 | sales@lucidmedia.com