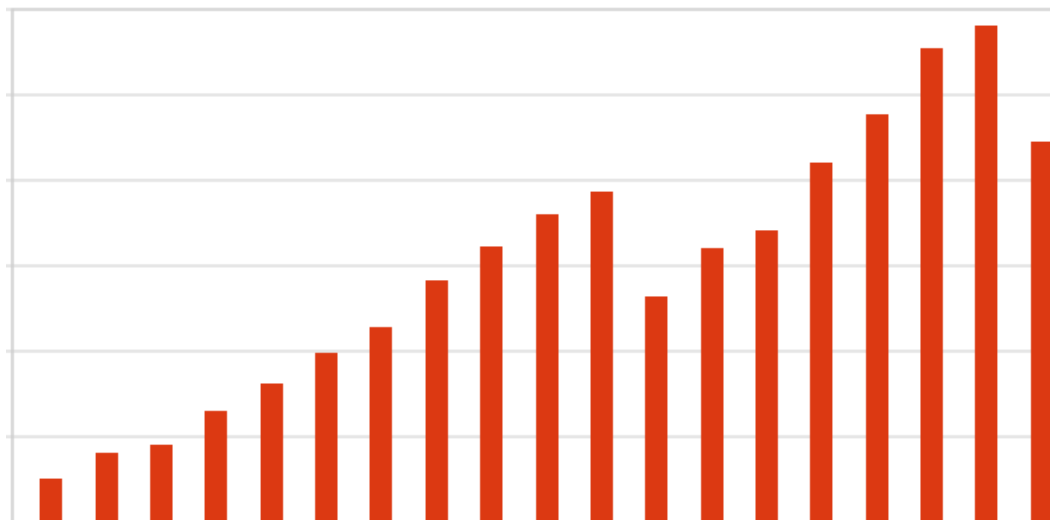


# Hypergrid Business

THE MAGAZINE FOR ENTERPRISE USERS OF VIRTUAL WORLDS

## MEDIA KIT



## INTRODUCTION

Hypergrid Business is an online publication focused on the enterprise uses of virtual worlds. Our readers are managers interested in the use of virtual environments for training, simulations, collaboration, architecture, and other business uses, as well as the consultants, experts and designers who provide products and services to them.


In addition, some of our readers are early adopters of virtual platforms learning how to create their own grids, or setting up new sim-based businesses.

Hypergrid Business was launched in late spring of 2009, and total monthly visitors have been steadily climbing. As of **March 1, 2011**, Google Analytics reports that Hypergrid Business has **had over 96,000** unique visitors, who've visited the site more than **177,000** times and viewed more than **307,000** pages. We're currently seeing around 20,000 visits a month from over 11,000 unique visitors interested in enterprises uses of virtual worlds.

Ad rates are based on unique visitor counts from two months before, and are recalculated every one or two months, depending on traffic growth. Right now, we're basing our rates on November's 9,300 unique visitors. We do not adjust our ad rates after one-time spikes in traffic – we check to see that the readers stick with us the following month before raising rates. We plan to adjust rates again in late spring 2011 to reflect ongoing growth in traffic.

Each Hypergrid Business ad runs on the home page and on every editorial page. Some non-editorial pages, such as “About Us” and “FAQ” pages, do not carry advertising. The vendor directory pages have their own advertising, as does the Hyperica directory.

Ad rates are current as of March 1, 2011. Ad rotation refers to the percentage of visitors that see a particular ad — an ad in full rotation will be seen by each visitor that visits a page. An ad in half rotation will appear 50 percent of the time. An ad in quarter rotation will appear 25 percent of the time.



All rotations are scheduled by a third-party advertising service, AdSpeed. All advertisers get accounts on this service, are able to track, in minute detail, how many people have viewed on their ad and how many have clicked on it. In addition, advertisers can easily swap advertising images in and out in order to test different advertising formats. Advertisers interested in running two simultaneous ads to see which performs better should buy two half-rotation ad slots. They will be able to track each ad's performance separately.

Advertisers can reserve ad slots by purchasing several months at once. In addition, multi-month contracts are available in which advertisers can reserve a given spot for any length of time at 115 of standard rates, billed monthly.

In all other cases, add will be sold on a first-come, first-serve basis.

We accept any ad format, from a simple image accompanied by a link, to animated GIFs, to embedded video files.

For more information, a price quote on an multi-ad package, or to place an advertising order please contact [sales@hypergridbusiness.com](mailto:sales@hypergridbusiness.com).

## **IS HYPERGRID BUSINESS RIGHT FOR YOU?**

In general, advertisers report higher success rates with their Hypergrid Business ads when those ads are focused on the hosting and services market, serving schools, companies, and non-profits.

Hypergrid Business is read by general consumers, but is primarily oriented towards the enterprise market. As a result, advertisers offering consumer-focused products and services would do best with Hyperica or to place or supplement their advertising with that on more retail-oriented sites.

Some advertisers on Hypergrid Business do run ads intended to develop brand name awareness, to keep their company name and logo in front of potential customers, so that when they do need the service, their names are most familiar to them. This is a long-term strategy – expect to run advertising for six months to a year for this to pay off.

Most advertisers run action-oriented ads, where visitors are encouraged to click on the ad to get a discount, a special offer, a free white paper, or other benefits.

Our advertising vendor, AdSpeed, allows our advertisers to track these click-through rates, switch out ads to see which calls to action works the best, and to quickly and easily change landing pages or promotional images.

We only run ads on a commission basis to fill unsold advertising inventory. We find that virtual world hosting and services are not impulse purchases. A client may click through on an ad, then return to the vendor site a few more times on their own before making a buying decision. In the education, non-profit and enterprise space, a buying decision can even take several months – during which time, repeated viewings of the ad may make the customer more comfortable with that vendor.

If you would like to run a commission-based ad on our site, please contact us with your service provider's serving code and we will add it to the rotation.

## AD RATES

# Hypergrid Business

This is the main [Hypergrid Business](#) Website. Ads run on the front page and all interior editorial pages. Ads on the vendor directory are sold separately. Some service pages such as “About Us” do not carry advertising.

	Above Masthead	S1	S2	S3	S3	Above Footer
<b>Full</b>	\$650	\$253	\$233	\$214	\$ 214	\$295
<b>Half</b>	\$355	\$138	\$127	\$117	\$ 117	\$161
<b>Quarter</b>	\$236	\$92	\$85	\$78	\$ 78	\$107

The “Above Masthead” ad runs at the very top of each page, and is 728 pixels wide and 90 pixels high.

The “Above Footer” ad runs at the bottom of each page, just above the footer, and is 728 pixels wide and 90 pixels high.

Ads “Sidebar 1” through “Sidebar 4” (S1 through S4) run in the right-hand sidebar of each page, and are 300 pixels wide and 250 pixels tall.

**Note:** “Sidebar 1” is currently reserved through the end of October, 2012. “Sidebar 2” is reserved until the end of 2011. “Sidebar 3” is reserved until the end of March 2011. “Above Header” and “Above Footer” are reserved until March 20, 2011.

**Ask us about special discounts for bulk purchases, and short-term rates for special promotions and events.**

## Vendor Directory

	S1	S2	S3	S4	S5	S6
<b>Full</b>	\$65	\$59	\$53	\$48	\$43	\$39
<b>Half</b>	\$41	\$38	\$34	\$30	\$27	\$25
<b>Quarter</b>	\$30	\$27	\$24	\$22	\$20	\$18

Each ad is 300 pixels wide and 250 pixels high.

The list of OpenSim hosting providers has been the single most visited page at Hypergrid Business after the home page.

**Note:** “Sidebar 1” is currently reserved through the end of 2011. “Sidebar 2” is reserved until the end of April, 2011. “Sidebar 4” is reserved until the end of March 2011.

The **Vendor Directory** ads run on the main page of the directory, on the individual vendor listing pages, and on vendor category pages.

Purchase of an ad does not affect a vendor's position in the directory, nor whether the vendor is selected as a featured or recommended provider.

# HYPERICA

This is the [Hyperica](#) directory of OpenSim destinations that are accessible via the hypergrid. Ads run on the front page and all interior directory pages. Visitors include casual users looking for places to go in the OpenSim metaverse.

	Above Masthead	HS1L	HS1R	HS2L	HS2R	Above Footer
<b>Full</b>	\$250	\$70	\$ 70	\$ 70	\$ 70	\$150
<b>Half</b>	\$150	\$50	\$ 50	\$ 50	\$ 50	\$80
<b>Quarter</b>	\$80	\$30	\$ 30	\$ 30	\$ 30	\$50

The “Above Masthead” ad runs at the very top of each page, and is 728 pixels wide and 90 pixels high.

The “Above Footer” ad runs at the bottom of each page, just above the footer, and is 728 pixels wide and 90 pixels high.

Ads “Hypergrid Sidebar 1 Left” through “Hypergrid Sidebar 2 Right” (HS1L through HS2R) run in the right-hand sidebar of each page, and are 125 pixels wide and 125 pixels tall.

If there is demand, we can offer ads 300x250, same as the sidebars on the other pages.

**Note:** The ads “Hypergrid Sidebar 1 Left” and “Hypergrid Sidebar 1 Right” are sold out until the end of 2010.

Ads sales are month to month, beginning on the first day of each month, and expiring on the last day of each month.

Ad slots are sold on a first come, first serve basis. Please check to see if your preferred ad slot is available.



## **EDITORIAL POLICIES**

We do not base any editorial decisions on ad purchases. We rank grids, hosting companies and service providers based on customer reviews, reputations, and features.

We will readily run negative stories about any or all of our advertisers. If we do run a negative story, we will contact the vendor for their side – but we will do this whether or not the vendor is an advertiser.

We would rather lose an advertiser than have our readers think that we're not on their side.

We do allow vendors to submit opinion and editorial columns, as long as they are of service to our readers, and to submit news releases.

We run both of these at no charge, but reserve the right to edit or adapt the material to fit with our house style and audience requirements.

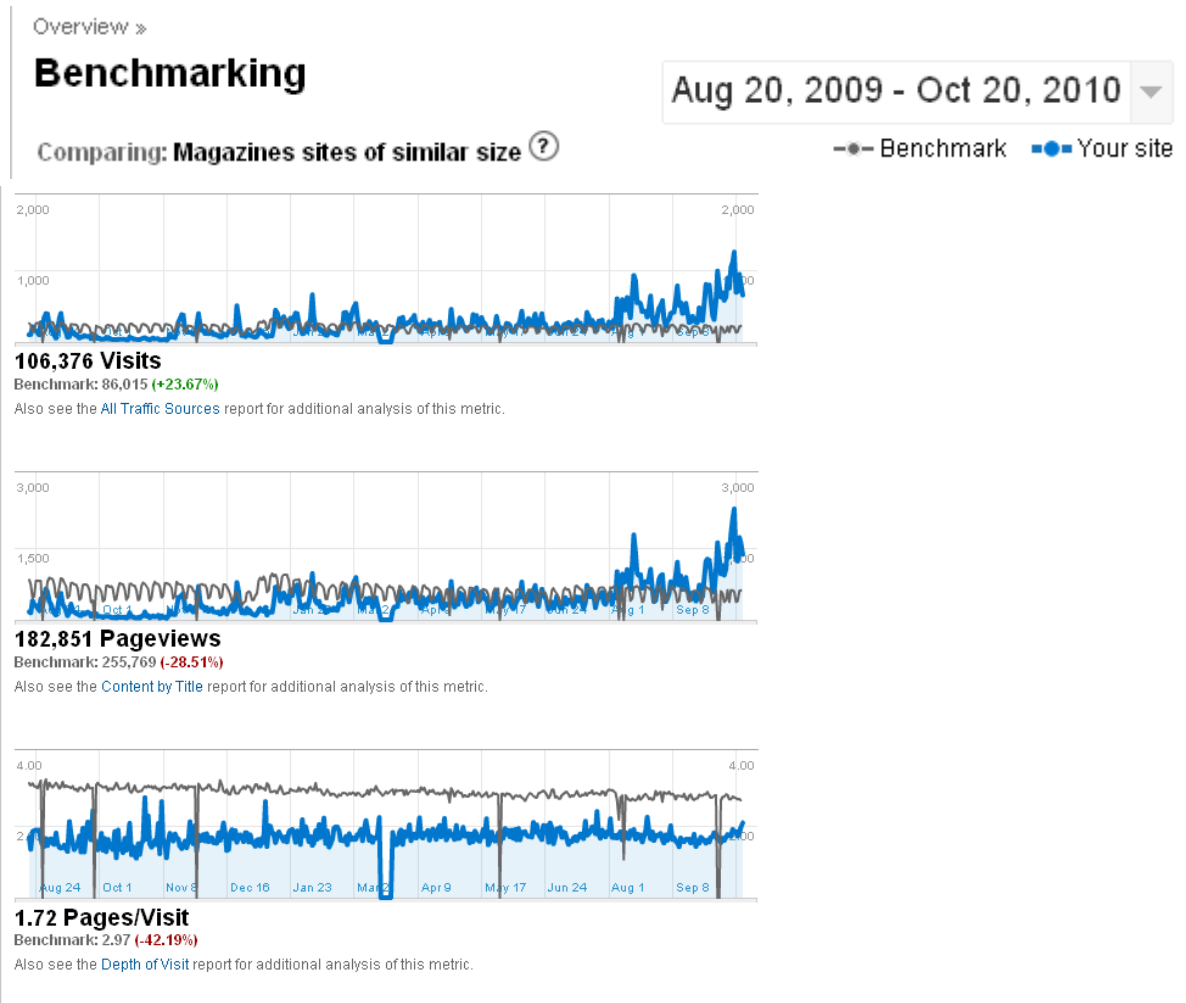
We welcome comments to articles and do not censor relevant commentary. We welcome comments from vendors who are active in the virtual worlds space since they add value to the discussions.

# BENCHMARKS

We use Google Analytics and Alexa to track the performance of Hypergrid Business and Hyperica. Advertisers can request access to our Google Analytics reports page at any time.

## GOOGLE ANALYTICS

On October 20, we ran the Google Analytics “Benchmarking” analysis, which compared Hypergrid Business to over 100 other publications of similar size.

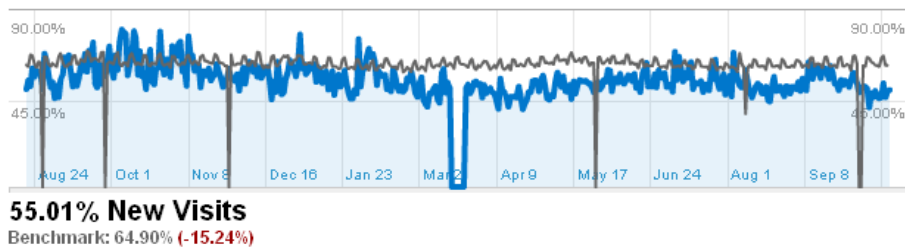
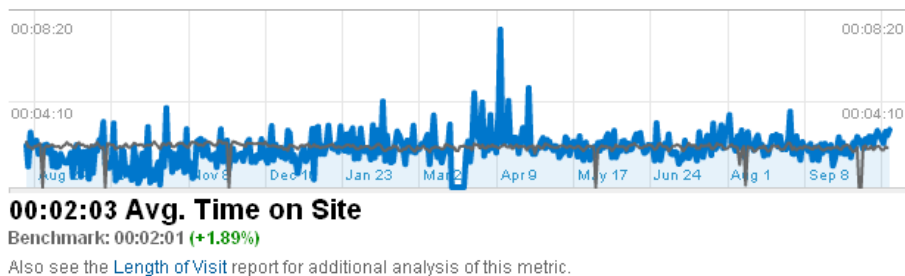


According to these benchmarks, the number of visits to our publication is growing much faster than the average.

This is likely due to the increased interest in OpenSim as a result of the closure of Second Life's Teen Grid and the increase in land costs for educators and non-profits.

The number of pageviews is also growing rapidly compared to our peer group for the days between August 20, 2009 and October 20, 2010.

The number of pages per visit is below that of our peer group, but trending steadily upward.



Hypergrid Business readers spend just over two minutes on the site during an average visit, just slightly more than the benchmark sites.

However, are visitors are significantly more loyal.

Only 55 percent of visits are by people completely new to the publication, compared to 65 percent in the benchmark group.

This is surprising, given how many new people have been discovering Hypergrid Business in recent weeks are a result of the growing interest in OpenSim. It is probably explained by the fact that these visitors come back repeatedly to find additional information about the technology and service providers.

The number of unique visitors has been growing sharply over the past few months.

In July, we saw around 4,800 visitors a month – in February, there were more than 10,400 unique visitors to Hypergrid Business.

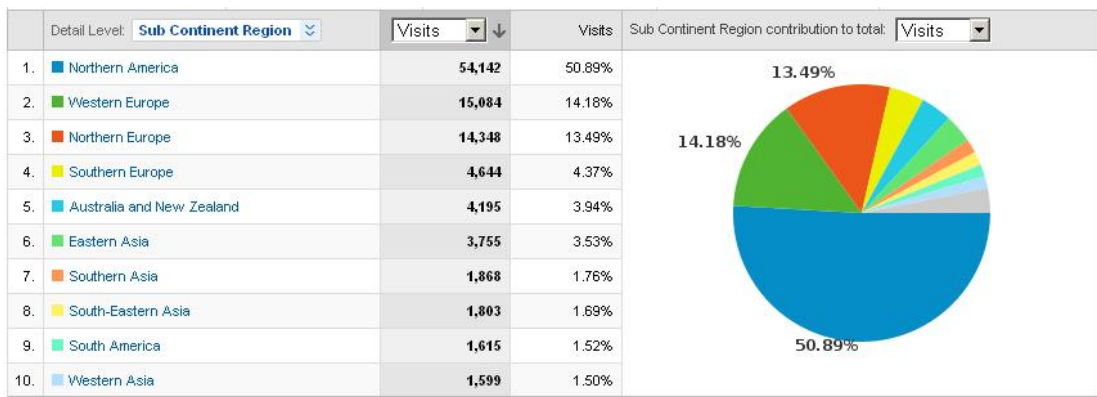
### Visitors Overview

Aug 20, 2009 - Oct 20, 2010



**59,171 people visited this site**

About half of our readers come from North America, more than a quarter from Europe, and the rest from other parts of the world.



As the number of people interested in OpenSim increases, and our existing readers refer their friends and colleagues to this site, we expect this trend to continue.

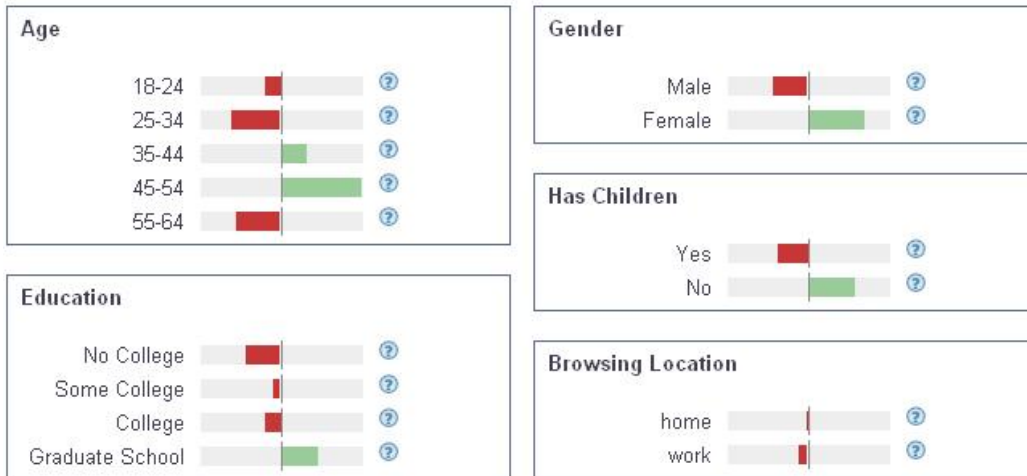
We are also active in social media, and in reaching out to the wider community to find columnists and guest writers.

As of March 1, more than 65 experts, journalists and consultants have contributed articles to Hypergrid Business.

## ALEXA RANKINGS

### Audience Demographics for Hypergridbusiness.com

Relative to **the general internet population** how popular is hypergridbusiness.com with each audience below?



According to Alexa, Hypergrid Business readers are likely to be older than the general population, which is appropriate given that our publication is focused on enterprise deployments of virtual worlds, and not social or gaming use. Our readers are also much more likely to have graduate degrees.



Our readers are significantly more likely than average to be earning over \$100,000 a year, which, again, is in line with a more professional audience.