



überbabe media, inc.

## sponsorship rate card: mogulwars

"The problem with digital analysis - that is, analysis about things digital - is that it too often states (or restates) the obvious, the expected, the known.digital mogul is a blast of freshness - pointed, critical,always smart. It's not for everyone, which is its strength.The more vertical,the better.And digital mogul is as good as it gets."  
-Marc Landsberg,EVP of Internet Strategies, Leo Burnett

## **profile: digital mogul**

Traditional entertainment and media development and distribution models are breaking down at an accelerating pace. Entertainment, media, finance and technology executives need to update their worldview on a regular basis if they plan to survive – and adapt to a consumer-driven entertainment and media environment in order to thrive.

digital mogul, launched in June 1998, is a BS- and buzzword-free analysis, research and consulting forum that counsels executives on how to adapt, create and capitalize assets for the rapidly evolving digital world. digital mogul's services include:

### **digital mogul media strategy service**

The media strategy service consists of six major research reports per annum, two annual half-day strategy sessions between clients and analysts, analysts-on-demand and research desk and a client-branded mogulwars bulletin for employee and customer distribution.

The digital mogul industry reports, on which the media strategy service is based, deliver clear, cogent, in-depth analysis and findings of entertainment, media and technology development, distribution and consumption trends. We publish annual primary reports on the film, TV, music, gaming, publishing & media and advertising sectors.

### **digital mogul custom research programs**

Using the media strategy service as a base, we create research programs customized for each client. Customized research programs may consist of such components as co-branded digital mogul industry reports for employee and customer distribution, and customized reports, briefings and strategy sessions, as desired.

### **digital mogul consulting**

digital mogul consulting provides customized market and industry analysis, brand strategy, technology analysis and emerging media strategy services. We provide per-project strategic problem solving, customized for each client. Note: per-project services can be packaged into ongoing custom research programs.

### **mogulwars bulletins**

*mogulwars* is a frontline companion to digital mogul industry reports' long-range, in-depth analysis. It provides quick and dirty analysis of news events on the fly, exploring the themes of the industry reports as they manifest in the immediate market. *mogulwars* delivers essential, insightful and always irreverent frontline analysis of each of the entertainment industry's fiefdoms and the digital technologies assaulting them, including:

#### ***mogulwars* fiefdoms**

film  
TV  
music  
publishing & media  
digital entertainment (console and online)  
advertising  
emerging technology trends  
consumer trends

#### **editorial section**

filmfortress  
tvtrough  
audiocamp  
mediaswamp  
digitalcaravan  
adbrothel  
broadbandbackside  
hunting consumers

*mogulwars* analyzes relevant weekly skirmishes and breakthrough developments in each of these fiefdoms, and offers quantitative consumer research data from *digital mogul's* exclusive strategic research partner, CENTRIS<sup>SM</sup>.

For more information on digital mogul, please visit [www.digitalmogul.com](http://www.digitalmogul.com).

## reader profile

*mogulwars* reaches high-level executives and decision-makers in leading entertainment, media, advertising, technology and venture capital companies, including major and independent film and TV studios and record labels, talent management firms and agencies, production and effects houses, media companies, publishing houses, advertising agencies, digital media and entertainment companies, Internet service companies, technology product and service providers, telecoms and venture capital firms and investment banks. These leaders rely on *mogulwars* for insights into the rapidly converging entertainment, media and technology markets. Our readership breaks down as follows:

Readership Breakdown	Registered Base Circulation	Base Plus Pass Along
100% Executive/Investment Focus (Total Audience)	1,600	9,600
60% entertainment and media executives	960	5,760
20% technology executives	320	1,920
20% venture capitalists, investment bankers	320	1,920

*Note: mogulwars is also read by numerous journalists and editors at leading business, trade and industry publications and national and city newspapers, in the U.S and internationally, many of whom seek our expertise for analyst quotes in news articles, radio shows and television broadcasts.*

## circulation

Although free, *mogulwars* is a controlled circulation publication. The *mogulwars* registered subscriber base is currently 1600. We conservatively estimate our pass-along rate at six times our registered subscribers, based on registered subscriber feedback.

## design and distribution flavors

*mogulwars* is published in three complementary distribution formats:

- a PDF attachment in email (viewable with Adobe Acrobat Reader)
- web-based content on [digitalmogul.com](http://digitalmogul.com)
- plain ASCII text in email

Upon registration to receive *mogulwars*, subscribers select which distribution format they desire.

## specifications and requirements

### frequency:

Published every other Friday, 24 times per year

### ad formats:

*mogulwars* contains eight editorial sections that are sponsorable: FilmFortress, TVTrough, AudioCamp, MediaSwamp, DigitalCaravan, AdBrothel, BroadbandBackside and Hunting Consumers in their Natural Habitat. Sponsorships include all three distribution formats: PDF attachment in email, web-based and ASCII text in email.

### ad dimensions and requirements:

Per-section sponsorships include text or a targeted banner, prominently displayed after each editorial section's title, in each distribution format. Sponsorships also include a targeted advertising popup (interstitial), which readers can access from the editorial sections in each distribution format. Creative can be updated bi-weekly, as desired.

Please provide creative for each distribution format, as listed below:

	ASCII	PDF	WEB
After Section Title	100 characters of text	100 characters of text OR one 130x30 banner. Non-animated, 5k limit	100 characters of text OR one 130x30 banner. Non-animated, 5k limit
Targeted Popup:	160x50 banner or graphic with transparent background, non-animated, 5K limit, and 300 characters of text (without graphic) or 150 characters of text (with graphic with transparent background). * Note: vector-based graphics only. In addition to your targeted advertising text, please include your sales contact information and company URL.		

\*We recommend that you maximize the targeted popups by including direct sales contact information and displaying innovative audio, video or Flash creative. If you'd like to provide us with audio, video or Flash, please contact Creative Director Shannon Johnson at [johnson@uberbabe.com](mailto:johnson@uberbabe.com). Rudimentary video/audio/Flash specs are as follows:

- video/audio – 2 MB limit, Quicktime format only (.mov)
- Flash – 1.5 MB limit. Please contact Shannon to work out details, including dimensions

### ad close:

Thursday, one week prior to publication. Please send creative to Technical Director Jean-Etienne LaVallee at [lavallee@uberbabe.com](mailto:lavallee@uberbabe.com).

### contact:

Jeff Kotanchick, Business Development Director  
phone: 415-643-6184  
fax: 415-643-0313  
email: [kotanchick@uberbabe.com](mailto:kotanchick@uberbabe.com)

## mogulwars advertising sponsorship rates

Section	6x Rate	12x Rate	18x Rate	24x Rate
fiefdoms	\$2,525.00	\$2,399.00	\$2,231.00	\$2,030.00

To discuss sponsorship options outside of the above recommendations, including exclusive all-issue sponsorships, please contact Business Development Director Jeff Kotanchick.

### ad placement and schematics

Following are examples of ad sponsorship placements, per distribution format:

### pdf targeted text and popup:

**Frontline Analysis of Your Favorite Feuding Fiefdoms ...** We have long believed that the distinctions between discrete media are disappearing as "content" moves ever nimbly to digital front and ones. But we recognize that there will be plenty of market battles in each of the entertainment empire's fiefdoms to keep the most insight of generalists busy for years to come. That said, every week we bring you our *frontline analysis* of all the news that's fit to print from film, TV, music, publishing and the media, digital entertainment and advertising.

**VoldengBrief**  
It's official: The Apocalypse is imminent. The end of life as we know it is nearly scuffed out, cut down with the rusty scythe that is sheer backwoods lunacy. What evidence have I of our almost-destruction? The most foul of deeds has been committed, a deed so foul that only the anti-christ Nimrod, walking the earth in an *idioting* Armani suit could have perpetrated it: *Big Brother*, that piece of sheer poduncum product that CBS calls cutting edge, is getting renewed. Renewed? Not only that, but CBS is blaming *Evidence! Entertainment* for its shoddy ratings, saying that the Europeans just don't know how to make shows for American audiences, saying they will take over creative control instead. Say what? I don't know many of you ever saw the Dutch version, but it was a hell of a lot more entertaining than anything the old gray mares at CBS could concoct (and we all know that CBS had its hand in the

American version's racist content – "too many sweaty broadcaster development exec meetings" is written all over it). Uncensored sex, swearing, decadence, potty language, all delivered with urbanity, irony and savoir. And what did we get with the American version? Karen, the self-absorbed, near-psychotic (and psychologically boring) Mom. George, the embarrassing (and embarrassingly boring) out Jordan... well actually, Jordan was an inspired bit of casting, but then she got voted off the show after only two weeks, and it all went to hell in a Fendi cigarette from there. Then, worse, CBS tried to save it with pugs. Forty of them in one episode. Now, I have nothing against pugs. In fact, I even own one (Hugo, Captain Hugo to you). But what is the state of broadcast TV when a network has to ply audiences with pugs to get ratings? Nothing can save us from the stunning boredom that is this show. Now, if CBS had the guts to let the Europeans run with it, they might have had something. As it is, it isn't anything, and that great big job of something that isn't anything, is getting renewed. That's it. The seventh sign of the Apocalypse. I'm scanning the skies for winged satanic goats.

**Film Fortress**  
**Sponsored by Ecot, Inc., the first totally integrated entertainment network.**  
**This year's Digital Hollywood** conference-showcase in Beverly Hills had an upbeat air, and why not? This is the land of opportunity for technology in the film industry. The biggest trick is to actually MAKE something, as always, and the companies with the biggest assets were

those, like Cyberworlds, whose innovative Web building gets them the big bucks from the major studios. Remember, kids, pop-com never seemed like a good idea in the first place, and there's still lots of green to be raked in, especially in IT As for writing obscure script treatments about flying ninjas and the dog that could, well, keep on banging your head against the wall as long as you like. Just go take an HTML course when you're not at your waiter job.

Meanwhile, CinemaNow grows and grows, like a magic golden phallus, having announced an alliance with Lion's Gate for online movie playing. They already have about 250 TriMark Films (speaking about the dog who could), and 400, count 'em, 400 Hong Kong action films ready to be beamed onto your desktop. It's the kind of thing Warner Sony and the rest of the musical *Fit Five* dream about hanging out in court all day wondering what year it is. Blockbuster, who pushes any violent film in the universe, but has str

rudely. God bless 'em, is the video-on-demand ju-beaming by the fourth of a dollar to me. Fourth of Lord. Anyway, it's nice to someone get an axe thru not if they're neglect. VV

One last note on the moustalking has gone wireless: *Celebrity Sightings*, which, famous, life just got that annoying. Just pop in the of your spotted star and central database... to why idea. Makes you feel sorry no matter how many ph

**Blasted Banality™ Award**  
Blasted banality™ = (b[la]st[ed] banalite), n. 1. Slang. A statement of self-important mediocrity. 2. Slang. Using a self-important statement to inflate the value of something hackneyed.  
**This Week's Award for Blasted Banality™ Goes To...**  
... Franklin Sersan-Schubert, new media director for the International Chamber of Commerce's Blackboard

**Sponsorships ... through sponsored by CPWC Digital Business Advertising Services ...**  
CPWC's Digital Business Advisory Services provides strategic and business development services to ventures in the consumer-focused and business-to-business digital media space, including pioneering Internet start-ups as well as enterprises of well-established companies onto the Web. CPWC professionals help clients evaluate their strategic direction, build productive alliances, and execute in strong trends of financing.  
<http://www.cpwc.com>  
Michael Sullish  
Director of Marketing  
302-375-4244  
[mjsullish@cpwc.com](mailto:mjsullish@cpwc.com)  
or  
New Brand  
Director of Communications  
302-375-4244  
[www.cpwc.com](http://www.cpwc.com)

the bs- and buzzword-free bulletin on entertainment and technology • page 1

**Fiefdom Sponsorshi**  
Targeted ad text, linked to web pop-up (see web popup adjacent)

**Fiefdom Sponsorshi**  
Web Popup  
User clicks on below (fiefdom sponsorship opens separate wind which opens a brow window to your logo/banner and targ text)

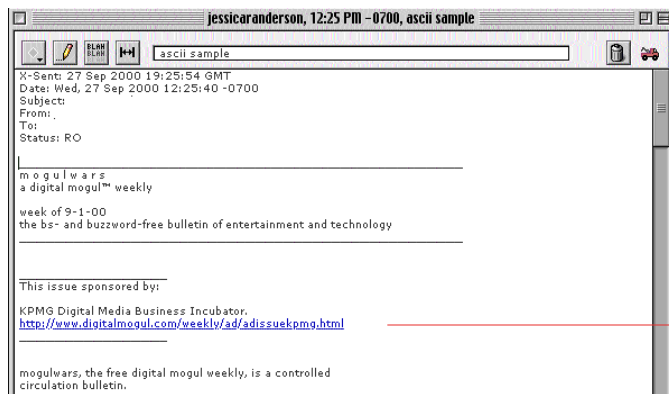
**web targeted text and popup:**



**Fiefdom Sponsorship**  
 Targeted ad text,linked to web pop-up (see web popup below) or 130x30 banner/logo

**Fiefdom Sponsorship Web Popu**  
 User clicks on above url,(fiefdom sponsorship opens separate win which opens a browser window your logo/banner and targeted t

**ascii targeted text and popup:**



**Fiefdom Sponsorship**  
 Targeted ad text,linked to web pop-up (see web popup above) or 130x30 banner/logo. User clicks on url,(fiefdom sponsorship opens separate window) which opens a browser window to your logo/banner and targeted text.