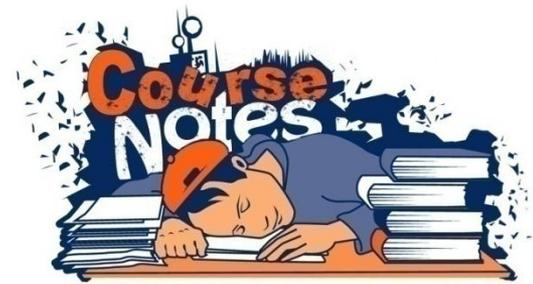


# Course-Notes.Org 2012 Media Kit

*The Leading Online Education Resource for High School Students*

Advertising Contact: Chris Keenan  
Email: [chris.keenan@course-notes.org](mailto:chris.keenan@course-notes.org)  
Phone: 312.622.7551

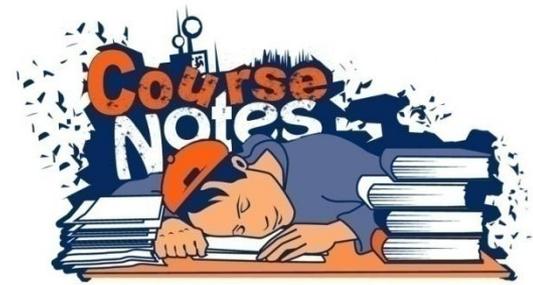
# Introduction



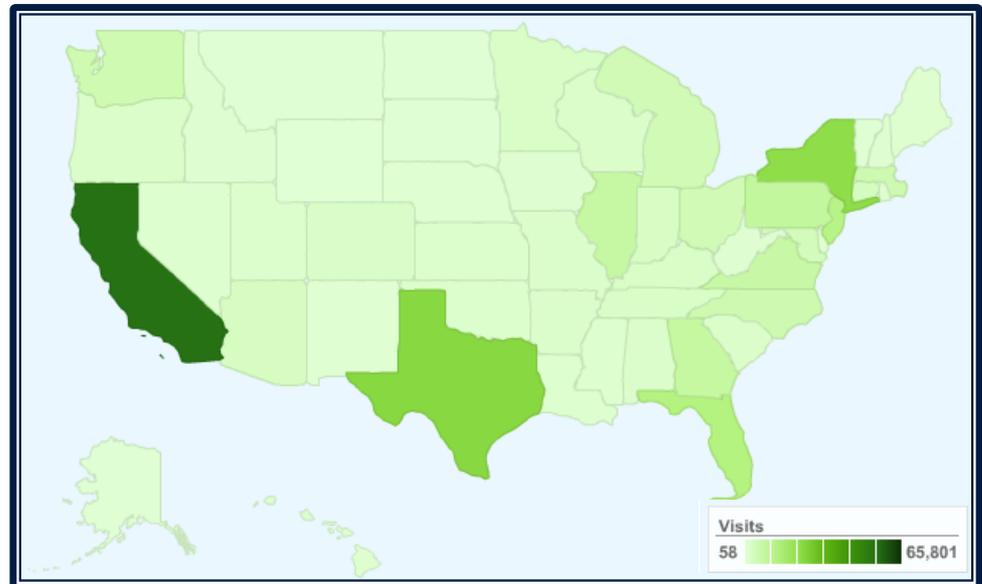
Course-Notes.Org reaches over 600,000 unique visitors each month due to its popularity among high school students and teachers. Since its creation in 2002, Course-Notes.Org has been providing invaluable free educational content to students of all backgrounds and influential classroom instructors.

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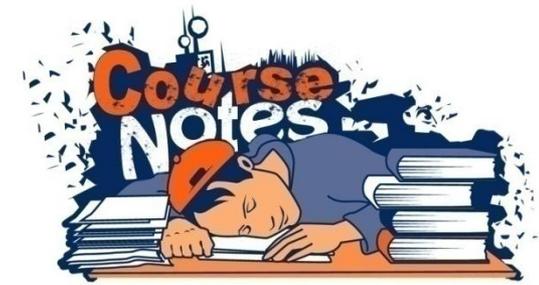
# Traffic Details



- ▶ 600,000 Unique Visitors/month
- ▶ 2,000,000 Page Views/month
- ▶ Average Time on Site: ~11 minutes
- ▶ 85%+ have a high speed internet connection
- ▶ 97%+ US Traffic
  - California – 23%
  - Texas – 10%
  - New York – 10%
  - Florida – 6%
  - New Jersey – 5%

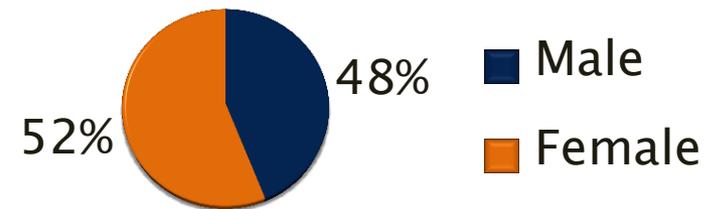


# Site Demographics

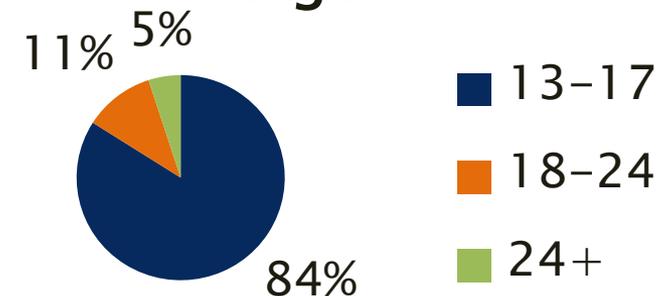


- ▶ 31% have **part time jobs**;
- ▶ 33% their own **credit card**;
- ▶ 52% come from families with household **incomes over \$75,000**
- ▶ 91% usually receive **As or Bs** on their report cards
- ▶ 64% are in the **top 5%** of their high school class;
- ▶ 95% plan on attending a **4 year university or college**

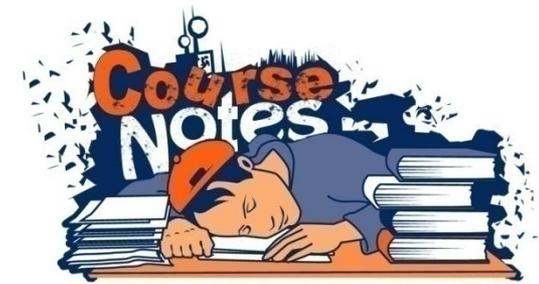
## Gender



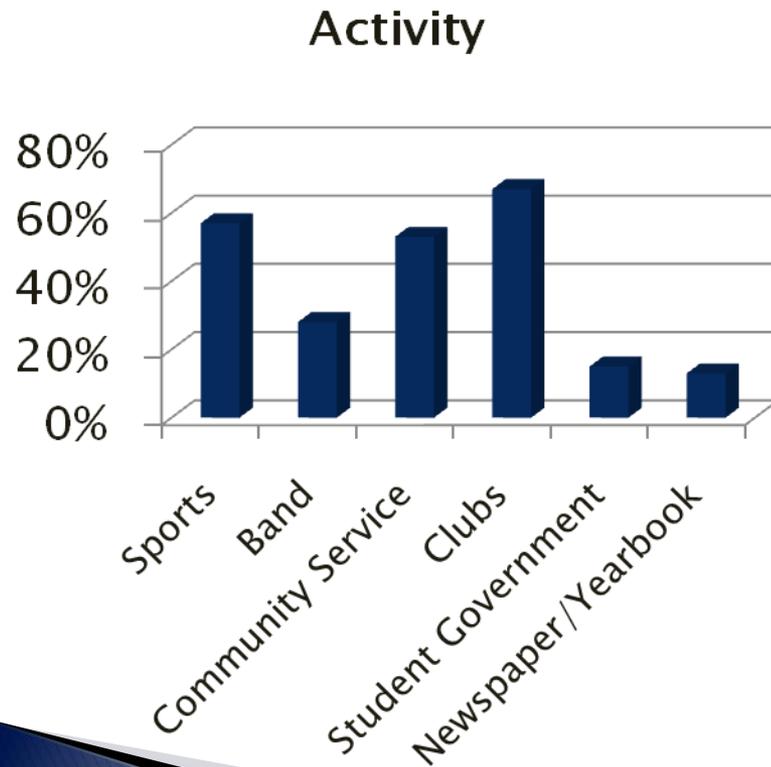
## Age



# Site Demographics



Our users are also very active outside of the classroom. 94% of our users participate in one or more extra-curricular activities:



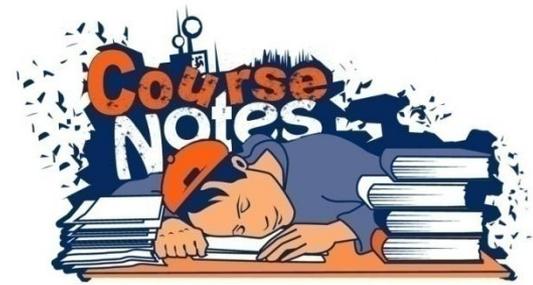
What kind of music do you listen to?	
Alternative	52%
Rock	63%
Country	15%
Hip-Hop / Rap	44%
Latin	9%
Pop	44%
Electronic / Dance	27%

How many movies do you see each month in the theater?	
0	25%
1	41%
2	22%
3	5%
4	2%
5+	5%

Girls: How often do you wear makeup?	
Everyday	40%
Only when I'm going out	20%
Special Occasions	17%
Never	22%

If you would like any specific demographic information collected ahead of time, that can easily be arranged.

# Teen Statistics

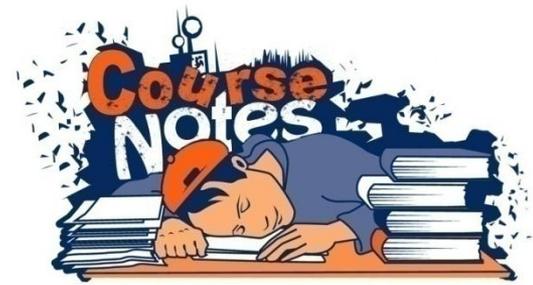


- ▶ **Teens have money to spend.** As Teens age, their yearly discretionary income increases from nearly \$1,500 at age 12 to 13 to nearly \$4,500 by age 16 to 17. As a group, Teens of all ages spent a projected \$112.5 billion dollars in 2003.
- ▶ **Teens influence household spending.** Parents consult the computer and market-savvy teens in their households for large and small purchases.
- ▶ **Teens are a growing market.** The Teen population will expand from 32.4 million in 2000 to 33.5 million in 2010.

Source: Teen Market Profile © Copyright 2004 Magazine Publishers of America

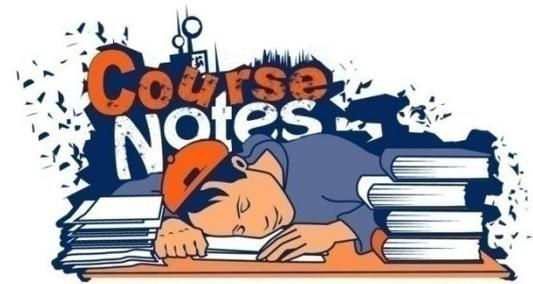


# Opportunities



- ▶ Custom editorial integration including page takeovers, articles, sponsored polls, quizzes, surveys, micro sites.
- ▶ Sweepstakes and giveaway management.
- ▶ Display advertising (all standard IAB sizes)
- ▶ Interstitials/superstitials.
- ▶ All rich media (floating ads, expanders, streaming videos, etc).
- ▶ Email marketing (120,000+ member opt-in list) and co-registration

# Site Takeover Example



Swiffer SWEEPER VAC

Home Contact Us Careers Advertise Welcome! Sign in or register.

Course Notes

AND HAS DRY CLOTHS TO ATTRACT SMALL DIRT.

HOME SOCIAL SCIENCE MATH SCIENCE FINE ARTS BLOGS FORUM MEMBERS ONLY Search

Study Less — Retain More — Score Higher — Enjoy Life! :)

Course-Notes.Org provides free notes, outlines, vocabulary terms, study guides, practice exams, and much more to help high school students with their homework. We have compiled materials for almost every high school class, including US History, World History, European History, Biology, Chemistry and Art History to name a few. There's also an active forum with over **100,000+** members where you can get help with your homework, debate current events, or just talk about your daily lives.

Free AP Notes, Outlines, Study Guides, Vocabulary, Practice Exams and more!

**Social Science Homework Help**

- AP US History
- AP US Government and Politics
- AP World History
- AP European History
- AP Psychology
- AP Economics
- AP Human Geography

**Fine Arts Homework Help**

- English
- AP Art History
- AP Music Theory

**Math Homework Help**

- Algebra
- Geometry
- Trigonometry
- AP Calculus
- AP Statistics

**Science Homework Help**

- AP Chemistry
- AP Biology
- AP Environmental Science
- AP Physics

Help Promote Course-Notes.Org!

Course-Notes.Org Like 19,576

Swiffer SWEEPER VAC

AND HAS DRY CLOTHS TO ATTRACT SMALL DIRT.

Register / Login

Register or log in now to unlock all content!

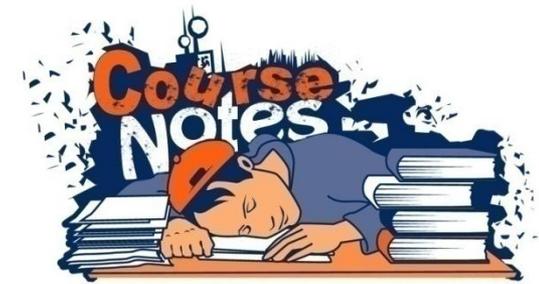
Username: \*

BROOMS & DUSTPANS DON'T PICK UP ALL THE DIRT.

SWIFFER SWEEPER VAC SUCKS UP BIG DIRT.

BY COURSE-NOTES.ORG | AUG 19, 2010

# Ad Units



**Course Notes**

SWITCH TO THE ALLSTATE **VALUE PLAN**

SOCIAL SCIENCE ▾ MATH ▾ SCIENCE ▾ FINE ARTS ▾ TEST PREP ▾ FLASHCARDS ▾ BLOGS ▾ FORUM ▾ MEMBERS ONLY

Study Less — Retain More — Score Higher — Enjoy Life! :)

Course-Notes.Org provides free notes, outlines, vocabulary terms, study guides, practice exams, and much more to help high school students with their homework. We have compiled materials for almost every high school class, including US History, World History, European History, Biology, Chemistry and Art History to name a few. There's also an active forum with over 100,000+ members where you can get help with your homework, debate current events, or just talk about your daily lives.

Free AP Notes, Outlines, Study Guides, Vocabulary, Practice Exams and more!

**Test Preparation**

- SAT Exam
- Flashcards

**Math Homework Help**

- Algebra
- Geometry
- Trigonometry
- AP Calculus
- AP Statistics

**Science Homework Help**

- AP Chemistry
- AP Biology
- AP Environmental Science
- AP Physics

**Social Science Homework Help**

- AP US History
- AP US Government and Politics
- AP World History
- AP European History
- AP Psychology
- AP Economics
- AP Human Geography

**Fine Arts Homework Help**

- English
- AP Art History
- AP Music Theory

Smartphones - The Swiss Army Knife of the Tech Era

BY COURSE-NOTES.ORG | DEC 08, 2011

Isn't it a wonder how technology can make our life easier by providing us with things that we didn't imagine possible? From the 1970s, the birth of the first mobile phones, to the 1990s, where the miniaturization of mobile phones finally happened, we always thought that these mobile phones are only restricted to just calling and receiving calls. Then, the technological geniuses of Silicon Valley fused cameras, alarm clocks, flashlights, portable gaming consoles, organizers and the mobile phone into the modern Swiss army knife: the smartphone.

The Pros and Cons of SAT Preparation Methods

ard Reasoning Test", is a form of standardized testing used in the

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Allstate. ENTER ZIP QUOTE NOW

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- Hangman
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- dc
- dtgfd
- Huckleberry Finn

## Ad Unit

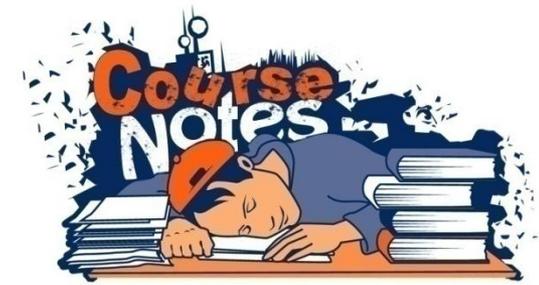
Leaderboard

Skyscraper

Rectangle

Our in-house technical and design team is able create completely customized advertising campaigns to ensure the highest ROI. Please contact us with what you have in mind and we will put together a unique proposal to meet your needs.

# Ad Specs



## General Guidelines

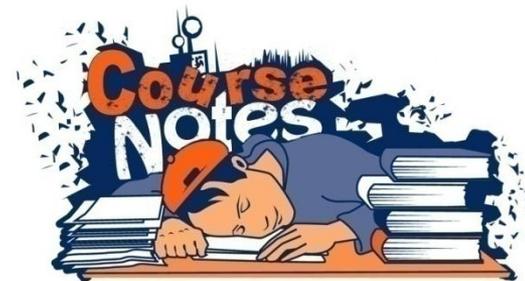
Placement	Dimensions	Max File Size	Acceptable File Types/Formats	Animation/Looping/Length Restrictions	Video Allowed?	Audio Allowed?	Rich Media Accepted?
Leaderboard	728x90 468x60	45kb	JPEG, GIF, Flash	Yes, 3x, :30	Yes, upon rollover or click	Yes, upon rollover or click	Yes
Rectangle	300x250 300x600	45kb	JPEG, GIF, Flash	Yes, 3x, :30	Yes, upon rollover or click	Yes, upon rollover or click	Yes
Skyscraper	160x600 120x600	45kb	JPEG, GIF, Flash	Yes, 3x, :30	Yes, upon rollover or click	Yes, upon rollover or click	Yes

### Ad Rollover Expansion Specifications

Expandable portion of ad should be user-initiated and activate upon mouse-over or click, and must minimize automatically upon mouse-off or have a clear close button

- 728x90 has a maximum expansion size of 728x400
- 300x250 has a maximum expansion size of 560x300
- 160x600 has a maximum expansion size of 460x600

# Past Advertisers

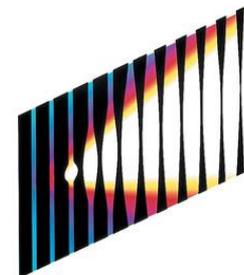


at&t



**Allstate**

You're in good hands.



**SONY**  
PICTURES



**CLINIQUE**

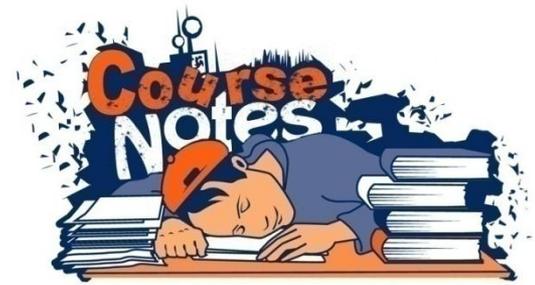


**Red Bull**



**WAL★MART**

# Questions?



If you have any questions or would like to speak to someone on our team, please contact:

Chris Keenan

email: [chris.keenan@course-notes.org](mailto:chris.keenan@course-notes.org)

phone: 312.622.7551