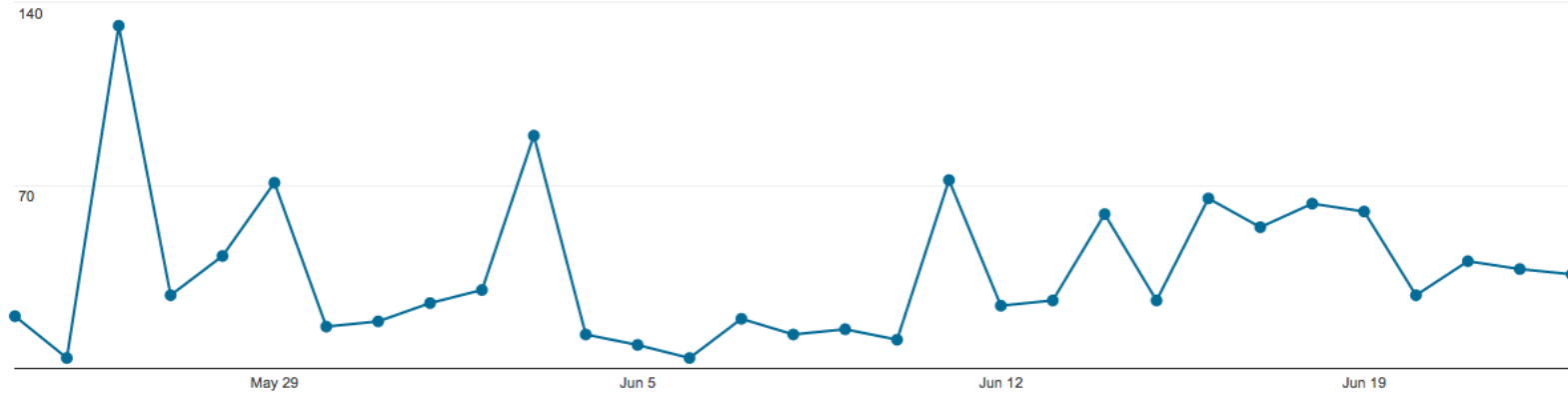


# Region 3 Website – Google Analytics

## Active Users

- 1 Day Active Users
- 7 Day Active Users
- 14 Day Active Users
- 30 Day Active Users



1 Day Active Users  
**36**  
% of Total: 100.00% (36)

7 Day Active Users  
**312**  
% of Total: 100.00% (312)

14 Day Active Users  
**577**  
% of Total: 100.00% (577)

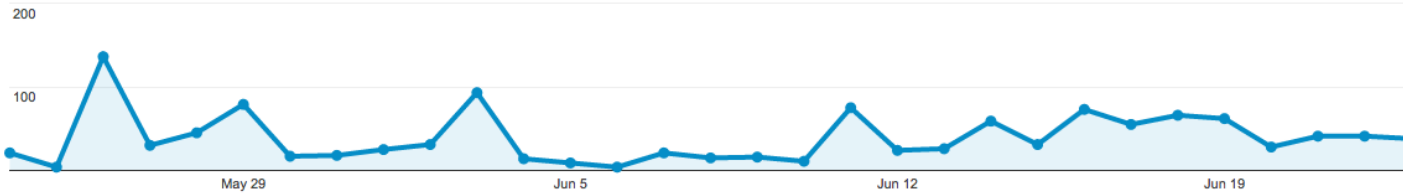
30 Day Active Users  
**1,059**  
% of Total: 100.00% (1,059)

## Overview

Sessions vs. Select a metric

Hourly Day Week Month

● Sessions



Sessions  
**1,208**

Users  
**1,079**

Pageviews  
**3,397**

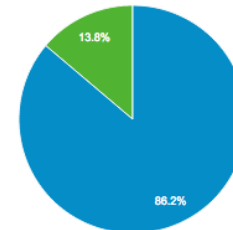
Pages / Session  
**2.81**

Avg. Session Duration  
**00:01:22**

Bounce Rate  
**57.95%**

% New Sessions  
**86.18%**

■ New Visitor ■ Returning Visitor



## Online Advertising Pricing

| <b>Pricing is for an advertisement on one page for six-months</b> | <b>Top/Bottom Banner Ad</b> | <b>Side Box Ad</b> |
|---|-----------------------------|--------------------|
| 10% discount given for a one-year contract                        |                             |                    |
| Dimensions in pixels  | 728w X 90h                  | 300w X 250h        |
| Percent of page visitors for which ad is displayed                | 40%*                        | 100%               |
| Time period included in price                                     | six-months                  | six-months         |
| <b>Home Page</b>  | \$4,350*                    | \$6,000±           |
| <b>Any Single Directory Page</b>                                  | \$2,000*                    | \$1,900±           |
| <b>Any Single Niche Topic Page</b>                                | \$450**                     | \$450±             |
| <b>City, state, Country Directory Result Page</b>                 | \$250 to \$450*             | \$250 to \$450±    |
| <b>All Other Single Pages</b>                                     | \$1,000*                    | \$1,000±           |

10% discount given for a one-year contract on all Web ad placements.

\* The top/bottom banner space on select pages is shared by up to five advertisers unless otherwise contracted. The price quoted for the top/ bottom banner is for 20% of the rotation (1 of 5). You can purchase additional rotations if available.

\*\* The top/bottom banner space on niche topic pages are shared by just two advertisers unless otherwise contracted. The price quoted for the top/ bottom banner is for 50% of the rotation in the top position and 50% in the bottom position.

± Side box ads jumble positions (from top to bottom) with the other side ads on the same page but the ads appear to 100% of all page views.

[http://www.quirks.com/advertise/online/web\\_ads.aspx](http://www.quirks.com/advertise/online/web_ads.aspx)