



PLUG IN. DRINK UP.

www.milkrocks.com
ONLINE MEDIA KIT 2007

plug in. drink up.

MILKROCKS.COM: Connected to your tween target audience

A destination website delivering millions of page views to teens and tweens.

AWARDS

2007: Achieving Excellence Award for "Best Overall School Marketing Campaign"
- *International Dairy Food Association*

2006: Achieving Excellence Award for "Best Overall School Marketing Campaign"
- *International Dairy Food Association*

KEY ADVANTAGES

Reaches all students K-12 with a core target demographic of tweens and teens (ages 10-18)

Interactive media supported by a unique in-school distribution channel:

- Over 4 billion milk carton side panel messages reach 24 million students every day
- Full color lunchroom posters, locker posters and book covers in over 50,000 schools
- The only in-school program endorsed by teachers and school administrators
- Combined with a School Rewards Program where students earn redemption points that schools cash in for textbooks, software, computers and school supplies
- The only in-school promotional channel that meets CARU guidelines because sponsors encourage health and nutrition with pro-milk consumption messages

Milk Rocks Live! offers additional advertising opportunities at concert appearances*

SPECIAL OPPORTUNITIES*

Monthly display ads available

Sponsorships and multimedia campaigns

* ask your sales rep for details



featured sections

The screenshot shows the MilkRocks! website interface. At the top, there's a navigation bar with links for 'MILK ROCKERS!', 'U ROCK', 'STARS!', 'FREEBIES!', 'FUN-GAMES!', 'WIN STUFF!', and 'EVENTS!'. Below this is an advertisement for NetSmartz.org with the text 'Learn how to keep children and teens safer on the Internet.' and a 'Click here!' button. The main content area features a 'Milk Rocker! MAP TOUR' section with a search form for 'Find a Milk Rockers! Event...' and a 'Find 'em' button. Below the search form is a table of upcoming events.

Date	Title	Venue	City
09/15/06	I Am The Avalanche	Webster Underground	Hartford
06/13/07	Swati	The Khyber	Philadelphia
06/14/07	Elliott Yamin	The Roxy	Los Angeles
06/14/07	Alternate Routes	Stone Church	New Market
06/14/07	Smooah	Chop Swee	Seattle
06/14/07	Blacktop Mourning	The Garage	Bornsville
06/15/07	Elliott Yamin	The House of Blues-San Diego	San Diego
06/15/07	Porter Block	The Bitter End	New York
06/15/07	Goat	Borders-Fairlawn	Fairlawn
06/15/07	Mayday Parade	Bonda 007 Rock Bar	San Antonio
06/17/07	I Am The Avalanche	ICC Performance Hall	Arliston

Milk Rockers!

Features established and emerging recording artists, celebrity entertainers and pro athletes. Free song downloads, posters, streaming videos, ring tones and other giveaways are featured along with exclusive interviews and articles.

U Rock!

This is where kids can upload their own songs, videos, drawings, and other creations and participate in contests. Much of the content is user generated.

Freebies!

All the free downloads from the Milk Rockers are archived here along with other promotional giveaways from our sponsors.

Fun & Games!

Includes a wide variety of games, comics, puzzles, quizzes, polls and other engaging interactive content.

Win Stuff!

Contests and sweepstakes are featured here along with recurring promotions like 'Be a Milk Rock Star' (an American Idol-style competition).

Events!

Concert tour schedules, premieres and special events are updated weekly.

Upload!

Dedicated to the actual uploading of user generated content for the U Rock section.



PLUG IN. DRINK UP.

www.milkrocks.com

interactive marketing units

IMPRESSION-BASED ADVERTISING

Impression-based advertising is sold with the guarantee of delivering a specific number of impressions for your campaign. It is priced on a CPM (cost per thousand) basis.*

Home Page

Unit Name	Unit Size	Placement	Net Price (CPM)
Leaderboard (Header)	728x90	home page	\$28
Leaderboard (Middle)	728x90	home page	\$26
Medium Rectangle	300x250	home page	\$25

Sub-section Page

Unit Name	Unit Size	Placement	Net Price (CPM)
Leaderboard (Header)	728x90	category	\$24
Leaderboard (Footer)	728x90	category	\$20
Wide Skyscraper	160x600	category	\$22

* Volume-based discounts and package deals available. Contact your sales representative for details.

Run of Site

Unit Name	Unit Size	Placement	Net Price (CPM)
Leaderboard	480x60	run of site	\$18
Medium Rectangle	300x250	run of site	\$14
Wide Skyscraper	480x60	run of site	\$16

AD SERVING TECHNOLOGY

Milk Rocks! employs Mambo Ad Serving technology coupled with Omniture tagging for validation and site metrics.

TARGETING

Our ad-serving capabilities also include a high level of channel targeting, which allows you to run your campaign exclusively in, or weighted toward, any of the channels of milkrocks.com.

PLUG IN. DRINK UP.

www.milkrocks.com

home page

The screenshot shows the top of the MilkRocks! website. At the top left is the logo with the tagline 'PLUG IN, DRINK UP.'. To the right are links for 'Register + Log In', a search bar, and a 'Go' button. Below this is a blue navigation bar with links: 'MILK ROCKERS!', 'U ROCK!', 'STARZ!', 'FREEBIES!', 'FUN+GAMES!', 'WIN STUFF!', and 'EVENTS!'. A large orange banner reads 'WELCOME TO THE MILK ROCKS! BETA WEBSITE!' with subtext about contests and prizes. Below the banner are several content boxes: 'EVENTS' with a link to 'sly Donkey, Farmingdale, 6/24/2007: MayDay Parade @ Harmony Grant'; 'MUSIC' with a link to 'Join with all the Milk Rockers!'; 'VIDEO' with a link to 'Find Out Who's U Rocker with Us Best!'; 'ALTERNATE ROUTES' with a link to 'Check Out Videos...'; 'WIN! CONCERT FOR YOUR SCHOOL COMING SOON!'; and a sidebar with 'LATEST NEWS' (Songs, Videos, Desktops) and 'FUN+GAMES' (Sudoku Mini, Fish Jumble, Treasure Hunt).

Leaderboard Header

This section of the website features several content blocks. At the top is an advertisement for 'BEEF CAB' with the text 'The octopus howled, nearly drooling at the mysterious blue fish. What's YOUR story?'. Below this are two rows of featured content: 'TOP THREE MILK ROCKERS' (featuring Alternate Routes, Slay, and Cary Brothers) and 'TOP THREE SPORTS STARZ VIDEOS' (featuring BMX, Skate 1, and Surf 4). Further down are sections for 'WHAT GAMES' (featuring JUMBLE and BLOX FOREVER) and 'TODAY'S COOL COMICS' (featuring a Garfield comic strip).

Leaderboard Middle

The bottom section of the website includes 'LATEST MOVIE PREVIEWS' with images of 'HIMMEL' and 'HIMMEL 2', an advertisement for 'ARE YOU PUTTING YOURSELF AT RISK?' from www.NiceSmart.org, and a 'TOON'S PULLS' poll titled 'Who's your favorite American kid winner?' with options: Betty Clarkson, Ruben Studdard, Fantasia Barrino, Carrie Underwood, and Taylor Hicks. A 'Vote' button is also present.

Medium Rectangle

sub-section page

Wide
Skycraper

The screenshot displays the MilkRocks! website layout. At the top left is the logo and tagline. To the right is a registration and login form. Below the header is a blue navigation bar with links like 'MILK ROCKERS!', 'U ROCK!', 'STARZ!', 'FREEBIES!', 'FUN+GAMES!', 'WIN STUFF!', and 'EVENTS!'. An advertisement for .mac is featured below the navigation. On the left, a sidebar menu lists 'Profiles', 'Songs', 'Videos', and 'Pictures'. The main content area features a 'NEW ARTISTS' section with a collage of artist photos and the text 'CHECK 'EM OUT' and 'EVERY WEEK'. Below this is a 'STUFF THAT ROCKS' section with a grid of items including 'Svoy', 'Houston Calls - Bob and Bonnie', 'The Early November - Decoration', 'Britney Christian', 'TMNT (MAC)', 'BMX 2', 'Houston Calls - Bob and Bonnie', and 'Ratatouille'. At the bottom, there is a 'Wide Skycraper' advertisement for NetSmartz Kids.org with the text 'Play fun games, see cool raps and more!' and 'Use Your NetSmartz'. A 'Leaderboard Header' and 'Leaderboard footer' are also indicated.



▲ Leaderboard

Width 728
Height 90
File Size: flash:30k max: jpg or gif 20k max
File Types: flash, jpg, gif
Loops (2)



▲ Medium Rectangle

Width 300
Height 250
File Size: lash:30k max: jpg or gif 20k max
File Types: flash, jpg, gif
Loops (2)

Wide Skyscraper ►

Width 160
Height 600
File Size: lash:30k max: jpg or gif 20k max
File Types: flash, jpg, gif
Loops (2)





PLUG IN. DRINK UP.

www.milkrocks.com

MILK ROCKS! SALES TEAM

Bobby Rogers
MilkMedia, Inc.
828.734.7008
bobby@milkmedia.net

Richard Long
MilkMedia, Inc.
917.568.8859
richard@milkmedia.net

John Brda
The Web Syndicate
314.920.0890
jbrda@thewebsyndactae.com

Bridget Murphy
Envision Promotions, Inc.
614.264.8908
bridget@envisionp.com

GENERAL INFORMATION

MilkMedia, Inc.
212.431.0854
<http://www.milkmedia.net/>
<http://www.milkrocks.com/>
info@milkmedia.net