WINSTAR INTERACTIVE MEDIA

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http://www.airguideonline.com

SITE INFORMATION:

Created for a truly global marketplace, AirGuideOnline will give you the tools to target the right people at the right times, reaching a selected audience comprised of frequent fliers, business and leisure travelers, and the corporate travel market. As a supplement to the print version, Airguide Magazine, the sites provides indispensable information on all the world's airlines and airports from check-in to check-out. Weekly features include: up-to-the-minute travel arrangements and destinations, in-depth coverage of airplanes, aircrafts, and airports, a focus on air safety, air trends and events, and advice and reviews. The Airguide team surveys the world's airlines and airports and rates passenger feedback, to bring readers the most complete air travel information available. Recently, International Herald Tribune named AirGuideOnline the number one source for travelers seeking basic facts on the world's major airlines and airports.

UNIQUE SELLING PROPOSITION:

AirGuideOnline offers advertisers the opportunity to deliver messages to high-earners and spenders through destination targeting, travel information and reports, and a rich array of lifestyle content. Most users have an average net worth of over $1,000,000 or more, with an annual household income of over $130,000 and control their own travel arrangements (choose the flight, car, hotel reservation themselves). The typical user is educated and worldly, spending a great deal of their time in transit, which makes reaching this demographic difficult utilizing traditional media.

MONTHLY PAGEVIEWS/UNIQUE USERS:
Source-Ad Server January 2006

Monthly Page Views: 600,000
Monthly Unique Users: 61,166

DEMOGRAPHICS:

Source- AirguideOnline Reader Survey December 2005

Gender:
Male 85% Female 15%

Age:
Average age of the user is 43

Average Household Income:
$130,000

Average Net Worth:
$1,000,000

Education & Work:
47% of users are college graduates
56% of users are in senior management roles
18% of users are corporate travel planners
16% of users are in management

Travel Habits of the Average User:
Domestic trips per year: 30
International trips per year: 6
Hotel stays per year: 55
Car rentals per year: 13

Lifestyle:
86% of households own a computer (55% purchased one in the past year)
57% of users shop online
69% book their travel reservations online
97% are part of a long distance telephone program
65% of users have consumed alcohol in the last year

AUDIENCE PROFILE:

- Reaching leisure and business travelers flying major airlines worldwide
- Executives, managers and principals, hi-earners and spenders
- Most travel First or Business class on long haul trips
- Most belong to several frequent flyer, hotel guest, credit card or telephone programs
- 20% take 1 to 3 vacations trips every year
- Most consider scheduling, safety, punctuality, route network, cost, comfort and frequent flyer program the most important aspects of an airline
- They stay in luxury or first class hotels, rent a car, and hold all major credit cards
- They own personal computers at home, laptop computers, mobile phones, and fax

ADVERTISING OPPORTUNITIES:

- **Web Site Sponsorship or Section Sponsorship**: News, Deals, What's Hot, Airlines, Airports or Destinations sections. Stand out as a leader by sponsoring key travel reference information.

- **Web Site Banners, Skyscrapers and Buttons**: With logo & message on the Web, with messages across the top of the page or in the newsletter email, target your message directly to travelers in key markets.

- **Sponsored Newsletters**: Deliver your message to email newsletter subscribers each week. Sponsorship is an excellent, cost-effective way to reach the targeted audience. Advertisers receive a banner and 230 character text ad with a hyperlink to your company's website.

- **Newsletters with Banners and Buttons**: Deliver your message to our email newsletter subscribers each week and target your message directly to travelers in key markets.

- **Newsletter and Website Links**: with company slogan, button, or small banner.

EMAIL NEWSLETTERS:

- **Travel & Frequent Flyer Newsletter**
  Airline & Travel News
  Newsletter: Comprehensive weekly news on the world's airlines, airports, and related events.
  Published Weekly: 50 weekly issues via email
- **Frequent Flyer Program News**
  Newsletter: Comprehensive weekly news on the world's airlines, hotel, car rental fidelity programs, and related events.
  Published Weekly: 50 weekly newsletters via email
- **Travel Safety & Security**
  Newsletter: Comprehensive weekly news on the world's travel safety and security issues, and related events.
  Published Monthly: 12 weekly news via email

TOP TEN MOST VISITED PAGES SEPTEMBER TO NOVEMBER 2005

1. AirGuideOnline homepage
2. Airline & Travel News
3. Aircraft Home
4. Airline Home
5. Frequent Flyer Program News
6. Airline Best Seats
7. Frequent Flyer Program Home
8. Airline Reviews
9. Airline Alliances
10. Features: Inside Air travel

PRODUCTION SPECS:

Accepted Sizes & Max File Sizes: ALL 20K MAX FILE SIZE
468x60
120x600
160x600
728x90
120x90
120x120
120x600

Formats:

Unicast Superstitials and Eyeblaster Window Ads can be 500 x 500 pixels, 75K max file size. Sound must be user-initiated. Ads must be approved by the site before they go live.
Gif, Gif98, Java, Flash, HTML, Bluestreak, Eyewonder, and Pointroll. Fees may be added to CPM. All Rich Media subject to testing and creative approval.

Looping, Third Party and Creative Deadlines:

All creative units are located above the fold, Looping Limit: 3
Third Party Ad Serving accepted
Creative Deadline: 5-7 business days prior to going live for testing

SCREENSHOT:

AirGuideOnline.com
The Best Source for Global Air Travel
Search
AirGuideOnline
Web
Air Miles Credit Cards
Find Info on No Fee, No APR and Low Interest Cards. Apply Online!
American Express
Delta SkyMiles Business Credit Card 10,000 SkyMiles, 60 Second Decision
Ads by Goooooogle
Free Newsletter
Sign up and get the best airline and travel news, deals & features.
Subscribe
AIRGUIDE
AirGuideOnline
News Center
Travel
Airlines
Fidelity Programs
Aircraft
Airports
Destinations
Air Safety
Advice & Tips
Reviews
Features
Surveys
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Reservations
Travel Deals
Travel Links
PUBLICATIONS
Magazines
Newsletters
Business & Prof
Books & eBooks
SERVICES
Wednesday, September 21, 2005
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A380
Airline & Travel News
Frequent Flyer Program News
Features & Interviews
Inside Air Travel
Global Perspectives
Sky Talk
Join Our Travel Panel
Travel Panel
Aviation Blog
Reservations NEW!
Subscriptions
"AIRGUIDE is a new one stop source for travelers seeking basic facts on more than 100 of the world's major airlines and airports. There is a mine of information on airline fleets and services - seating, food, entertainment, shopping and frequent flyer programs. You can check how much legroom you can expect in all classes - even which seat rows offer most room." International Herald Tribune"
PersonalAssist Gold
PersonalAssist - Your Personal Concierge Service
Airline Reward Credit Cards - Select the credit card that gives you the most miles!
Ads by Goooooogle
Frequent Flyer Miles Card
Earn 5,000 Miles After Your First Purchase, No Annual Fee & More!
www.DiscoverCard.com
All Frequent Flyer Cards
All the Frequent Flyer Credit Cards Smart Flyers Start Here!
Frequent.Flyers.AllTheVa

NEWSLETTER SCREENSHOT:

here is a newsletter, with text link adverts (SPONSORS), those are sometimes banners.

www.AirguideOnline.com
AIRGUIDE
FOR THE FREQUENT FLYER

AIRLINE & TRAVEL NEWS
New York, September 21, 2005

Dear Frequent Flyer,
Inside Air Travel - Feature articles covering topics such as: business and leisure travel, luxury travel, mixing business and pleasure, epicurean travel, airlines, airports, jet charters, hotels, car rentals, Internet bookings, low-cot travel, practical tips, health and safety tips, the latest on travel tech, beating jet lag, and much more.
http://www.airguideonline.com/airguidemonthly.htm

Do Things Happen in Threes?
Should Government Blacklist Airlines?
Air Traveler's Tech Perspective

Global Perspectives - Feature articles on destinations, hotels and resorts, culture and etiquette, and epicurean insights.
http://www.airguideonline.com/airguidedestinations.htm
International news from Airguide Magazine's AirguideOnline.com:
Airline & Travel News
Comprehensive weekly news on the world's airlines, airports and related events.
http://www.airguideonline.com/airgtravel_news.htm
Frequent Flyer Program News
Comprehensive weekly news on the world's airlines, hotel, car rental fidelity programs and related events.
http://www.airguideonline.com/airgffp_news.htm

We are conducting travel surveys in order to find out about your likes and dislikes, and to provide you with better editorial coverage and better services on our web site.

To Participate Please go to: http://www.airguideonline.com/surveyhome.htm
To Join Our Travel Panel: http://www.iag-inc.com/int/interview.cfm?id=2

SPONSORS
Personal Assist - Your Personal Concierge Service
Is Available at Home or When You Travel
When You Need it, Where You Need it Anytime, Anywhere
http://www.airguideonline.com/links_persassist.htm

Airline Reward Credit Cards
Select the credit card that gives you the most miles!
http://www.airguideonline.com/links_creditcard.htm
http://www.cardoffers.com/partners/links/CPA/cardfinder/form.asp?tempid=127798

News Center & Archives
http://www.airguideonline.com/airgtravel_newsarchives.htm
We hope you find our news to be of interest and value to you.
Kindest regards,
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Feedback & Comments
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