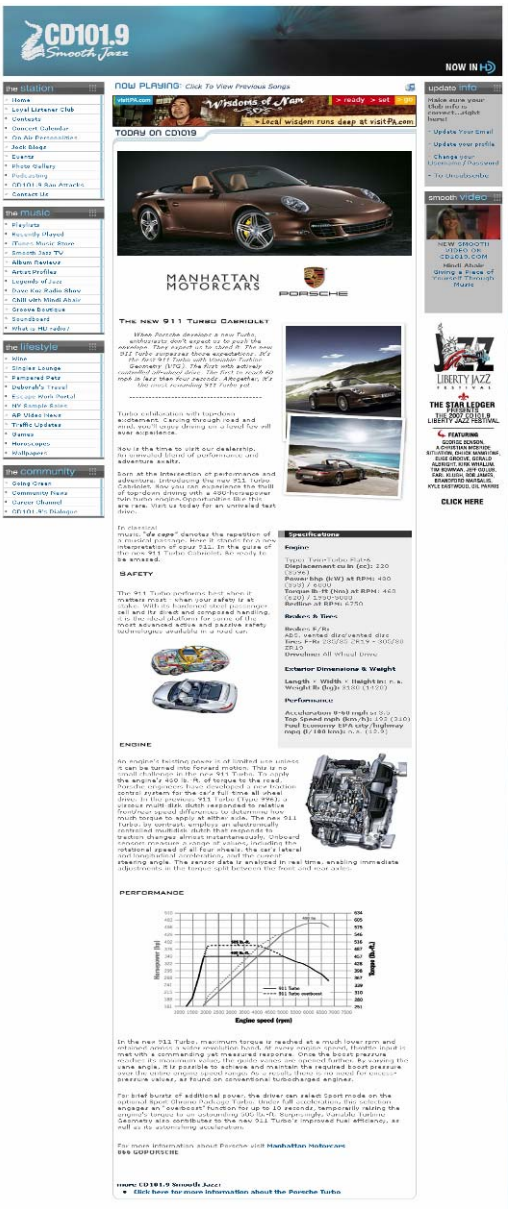
Feature Channel:

A feature channel is the creation of unique and compelling brand integration. We immerse your brand into the fabric of our site.

A customized feature channel is developed with editorial and images that highlight a specific advertiser's message. The Feature Channel will appear on the navigation bar and a click-through will produce an **exclusive** page that will be developed with content and branding for the advertiser.



Includes:

- *Customized Channel featuring exclusive content related to your company -- with logos, links, pictures, text, etc. Creation of a customized index page with up to 5 content receptacles*
- *Link to customized feature pages that we create with your content to correspond with the sections on the index page*
- *Inclusion in one email newsletter*
- *Navigation bar or Homepage teaser*
- *Inclusion in 12 :15 sec shared on-air promotional mentions*

Best Use of this Application:

- *H&R Block Tax Tips Feature Channel during tax time*
- *Holiday Travel Destinations brought to you by Expedia*
- *The Grey Goose Vodka cocktail lounge*
- *Relationship building*
- *Launching a product or service*

Campaign: $1100 per month

Signature:_____ **Date:**_____