

findRex.com™ Hits 1 Million Pages Viewed Per Month

@findRex.com

Remember the last time someone told you to play in traffic? Maybe you should have listened to them.

findRex.com™ is a fast and comprehensive search engine that serves over 30,000 page views per day and is growing fast. Advertising on findRex.com™ is a great way to put your product in front of savvy Web users.

- Seventy-nine (79) percent of online users rely on search to get information. Only email is more popular. (Jupiter MediaMetrix, May 2002)
- More online purchases start from search listings than any other source. (NPD Group, January 2001)

On findRex.com™, you can choose the categories and keywords you want your ad to be seen beside. That means that when people come to the site to look for information on a specific topic, your ad appears to them at a time when they're committed to finding out more about your product.



Talk to us about:

- Reporting options that show you how your campaign is progressing
- Pricing and placement options to let you control your ad down to the frequency of its display, day of the week, time of day, and keyword search result.
- Graphic design services to design a quality banner ad based on your artwork, based on your needs and budget.
- Any special online campaign ideas you want to try. We can make it happen.

Current advertisers include:

- Apple Computer
- Radisson Hotels
- Dell Computer
- QuoteSoftware.com
- Fujitsu
- Maserati-Ferrari.com
- Office Max
- ChemicalEngineering.ca
- Sony Music Direct

Banners and Overlays

We display the following types of banners:

Banners (468 x 60)

Buttons (120 x 60)

Tiles (120 x 90)

Towers (120 x 240)

Skyscrapers (120 x 600)

Overlays (max. 240 x 480) are like pop up ads, but appear overtop the text on a page, rather than in their own browser window.

Ad prices range from \$15 to \$35 CPM.

Other Services

Our commitment to helping you succeed goes beyond simply running a banner. Smaller businesses who are looking for help making their Web site really effective can engage our Web programmers and graphic artists at reasonable rates.

We are committed to helping you use the Web to increase the profitability of your business.

Protect your investment in your Web site by advertising it.

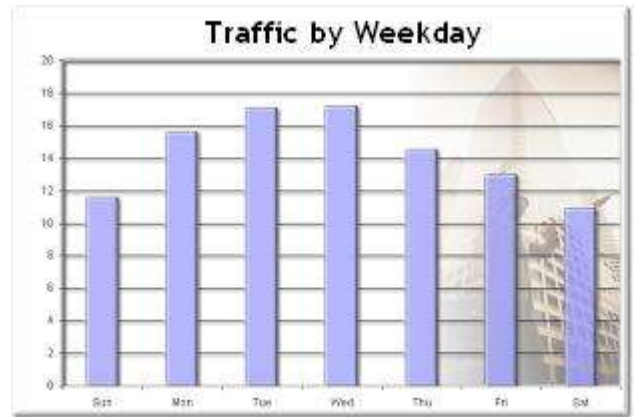
About the findRex.com™

Search Engine

Our goal is to provide our users with good links that are relevant to the search categories they have chosen, in such a way that they do not have to scroll through many pages of results to find them.

Through extensive and ongoing analysis and research, we know which categories are hot, and how categories inter-relate. On the right hand side of search results pages, we provide a list of related topics. We have found that site visitors use this list for two purposes: first, to narrow in on a more specific search category, and second, while becoming drawn into the site experience, to see what other information is available.

Because users are being provided with great links about their topic, they trust us when we tell them that they might also be interested in these other topics.



On findRex.com™ there is no need for "next" and "previous" buttons. All search results are served at once – fast. Most people will give up after the first or second page of search results, so findRex.com™ is constructed so that all relevant Web sites are listed in one place. Users can find and sort what they're looking for easily and effectively.

findRex.com™ has a very user-friendly interface on top of some hard-hitting technology. The site uses a Java applet as its unique tool for finding and sorting information, and returning it quickly to you.

Responsible and Effective Advertising

We take our relationship with our advertisers very seriously. In addition to providing a high quality search engine, we work with our clients to develop online advertising solutions that make the most sense for them.

We are constantly working on improving the search engine by adding search categories and improving the user interface based on input from our users, to ensure that the people who come to the site continue to find more relevant and useful Web sites here than anywhere else.

We constantly scan our database and remove links to sites that no longer exist, as well as adult sites. This means our advertisers get the most out of their investment.

For More Information

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