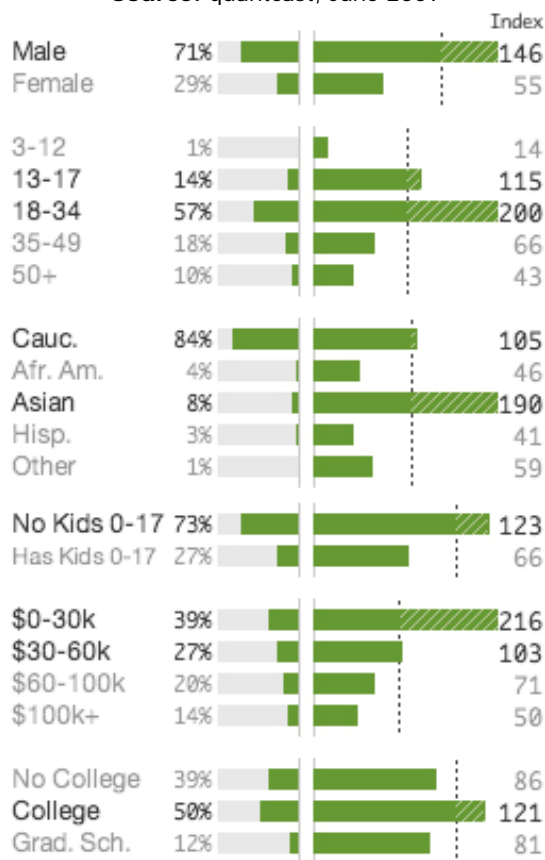


Critical Hits [<http://www.critical-hits.com/>] is a Journal of Gamer Culture, covering everything of importance to gamers. It nominated for the ENnie award for best RPG fan site at Gen Con 2009.

Key Demographics

Source: quantcast, June 2009



Key Statistics

Source: Google Analytics, June 2009

Monthly Ad Impressions: 40,000

Monthly Unique Visitors: 17,000

Google Page Rank: 2

Advertising Units

Critical Hits supports static JPG, animated GIF and Rich Media (RM) creatives of the following sizes:

- Leaderboards (728 x 90)
- Rectangles (300 x 250)

CPM (impression-based) and CPC (click-based) campaigns are both available. Prices are determined by campaign type, media type, length of contract and slot availability.

Critical Hits is perfect for companies looking for consumers of entertainment products. We have run successful advertising campaigns for computer games (Funcom) and roleplaying games (Wizards of the Coast).

For more information or to create an insertion order, please contact Ed Healy at ephealy@ephealy.com or (206) 792-9910.

Advertising Contact:

Ed Healy

1871 Ridge View Drive
DuPont, WA 98327 USA

t. 206-792-9910

f. 206-577-3984

ephealy@ephealy.com