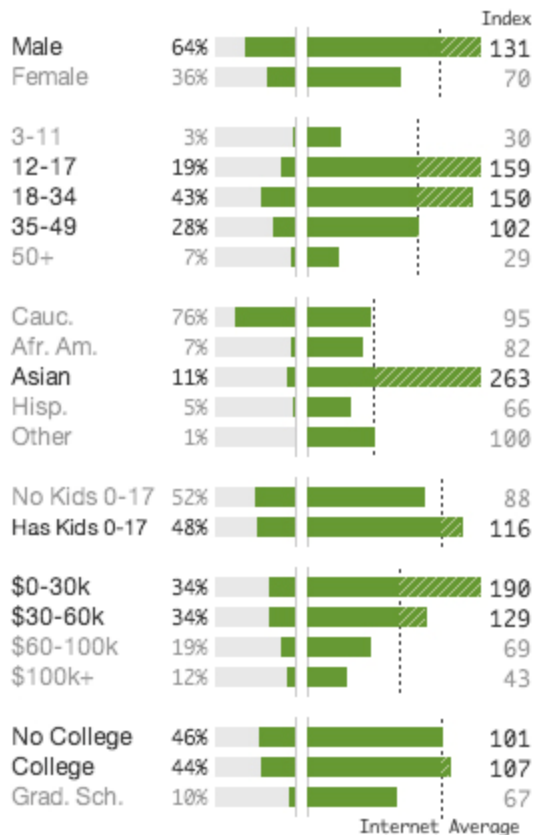


## Media Kit

RPGnet is the oldest independent roleplaying site on the Internet. Active since 1996, it is a top 25,000 Alexa-ranked site, second only to industry leader, Wizards of the Coast.

### Key Demographics

Source: quantcast, June 2009



### Key Statistics

Source: Google Analytics

**Monthly Impressions:** 25 million  
**Monthly Unique Visitors:** 200,000  
**Alexa Rank:** # 21,118

### Advertising Units

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

- Leaderboards (728 x 90)
- Rectangles (300 x 250)
- Full Banners (468 x 60)

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.

RPGnet is perfect for companies looking for consumers of entertainment products. We have run successful advertising campaigns for board and card game products (Atlas Games), computer games (The Bard's Tale, Guild Wars, Rubies of Eventide), computer software (Hero Labs, ProFantasy Software), roleplaying games (Wizards of the Coast), television programming (Animal Planet), comic books (Devil's Due Publishing, Heroic Publishing), and book publishing (Random House).

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

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