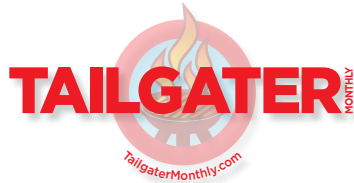


GRASS ROOTS PROGRAMS



TAILGATER MONTHLY® "PARKING LOT PROS®" GRASS ROOTS PROGRAMS

Games/Events	Net Cost	Average Net Cost Per Game/Event
6	\$9,000	\$1,500
12	\$15,600	\$1,300
18	\$19,800	\$1,100
24	\$21,600	\$900

We've got the names and contact info for these Parking Lot Pros® — people who arrive at 5:30 am for a 12 noon (or 7pm) game — who've parked in the same spot for years and spend loads of money on snacks, drinks & meals, etc, to tailgate before the big game.

"We absolutely can't thank you enough for these amazing Kingsford grills. They will go to very good use not only while we are tailgating, but throughout the year."

— Brew Crew 6, University of Kentucky, NCAA Football

PRODUCT REVIEWS AND MORE!

By being part of the Parking Lot Pros® network, they have agreed to sample/test products, offer reviews, conduct give-aways, distribute brochures/applications, perform data capture, photographs, etc... Our clients can have their very own test market network, complete with compliance.

We are adding tailgating clubs daily and will be adding more clubs for NFL, NCAA, AFL, NASCAR, IRL and NHRA.

In addition to the above, we now include participation in the Parking Lot Pros® network as "no charge" added-value for advertisers in TAILGATER MONTHLY® Magazine!

Here are the ad size and frequency levels:

ADDED-VALUE GUIDELINES

AD SIZE	FREQUENCY	GAMES/EVENTS
Full Page	3x	8
	6x	18
2/3 Page	3x	6
	6x	13
1/2 Page	3x	4
	6x	9
1/3 Page	3x	3
	6x	7
1/6 Page	3x	2
	6x	5



"It looks like I won't be going to the Minn. or Det. games at Soldier Field. We decided to go to the away game at Philly instead . . . Yesterday I received TWO Kingsford grills. The barrel grill AND the hitch grill. Is the second grill the one to give away?"

— Fork You Tailgating Club, Chicago Bears Tailgaters, NFL Football

