



DOCTOROW PUBLISHING LLC • 180 Phillips Hill Rd #1B • New City, NY 10956

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Banner Advertising Info

Production

The top or bottom banner ad is 468 X 60 pixels in size.

The side banner is 180 X 150 pixels in size.

The files should be saved as JPG files done in RGB color, at 72 DPI.

Please provide us with either a URL or an email address so that when someone clicks on your banner ad, it will take them to your web site or open their email software addressed to your email.

Pricing

Top Banner - \$500 per month

Bottom Banner - \$300 per month

Top & Bottom - \$800 per month

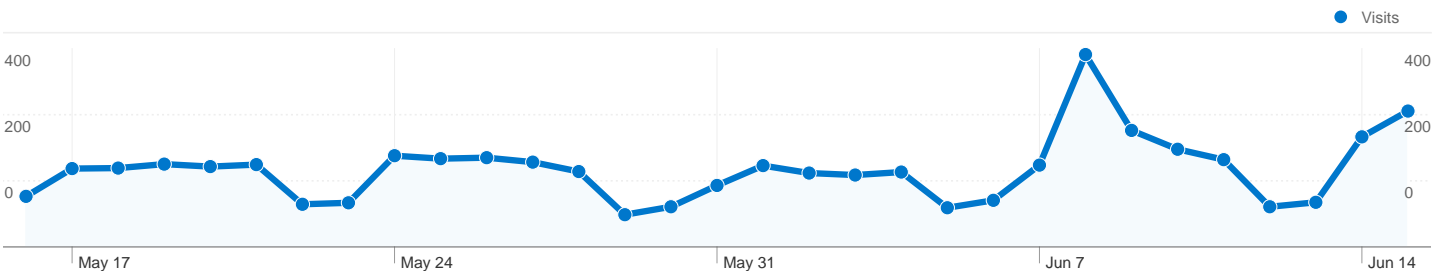
Side Banner - \$300 per month

Contact

Jon Doctorow

banner@homelighitng.com

(973) 779-1600 Ext 202



Site Usage

4,834 Visits

55.81% Bounce Rate

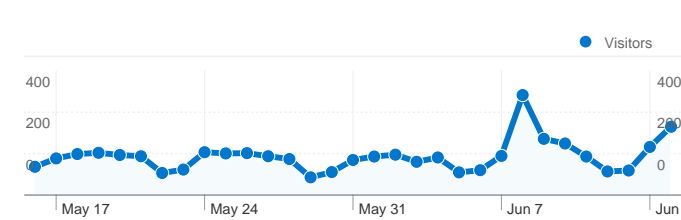
13,318 Pageviews

00:02:47 Avg. Time on Site

2.76 Pages/Visit

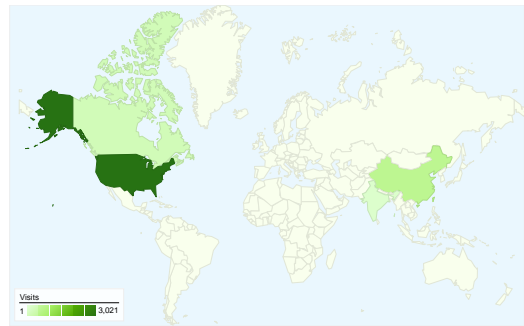
63.14% % New Visits

Visitors Overview

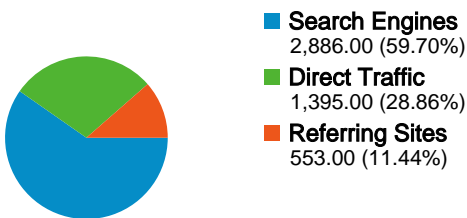


Visitors
3,391

Map Overlay

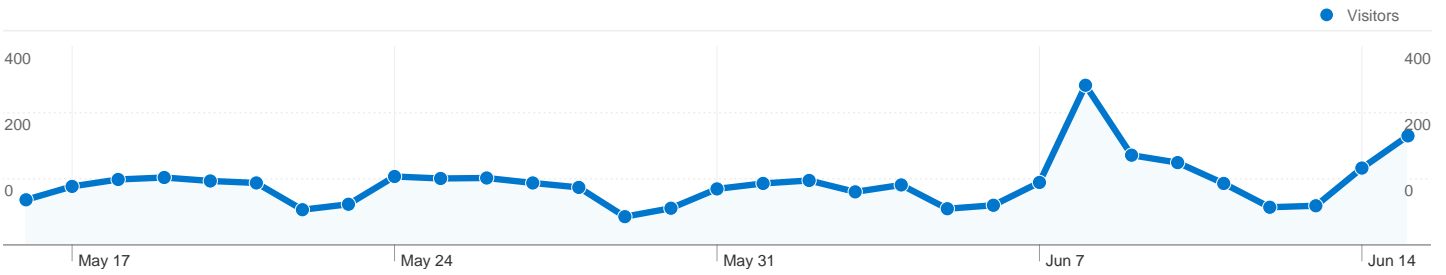


Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/index.cfm	3,245	24.37%
/links.cfm	1,358	10.20%
/profile.cfm	1,316	9.88%
/events.cfm	1,160	8.71%
/links.cfm?pgLinks=manufactur	773	5.80%



3,391 people visited this site

4,834 Visits

3,391 Absolute Unique Visitors

13,318 Pageviews

2.76 Average Pageviews

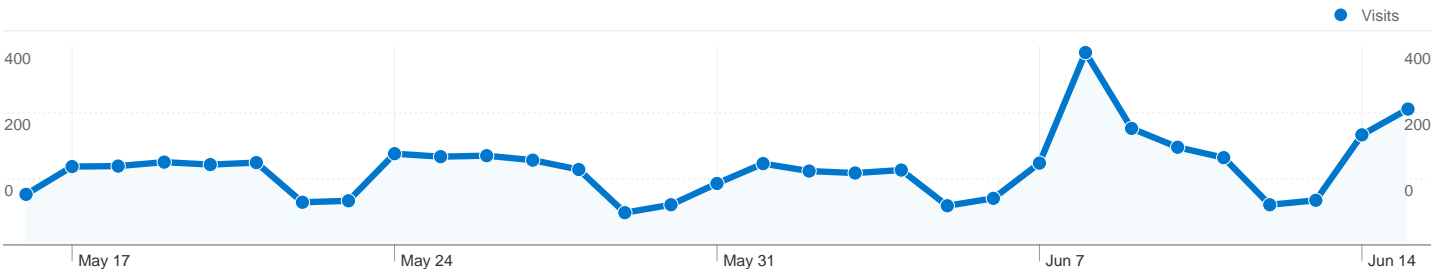
00:02:47 Time on Site

55.81% Bounce Rate




63.14% New Visits

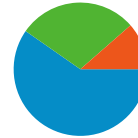
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	3,405	70.44%	Cable	1,819	37.63%
Firefox	834	17.25%	Unknown	1,401	28.98%
Safari	354	7.32%	DSL	1,140	23.58%
Chrome	167	3.45%	T1	370	7.65%
Mozilla	36	0.74%	Dialup	72	1.49%



All traffic sources sent a total of 4,834 visits

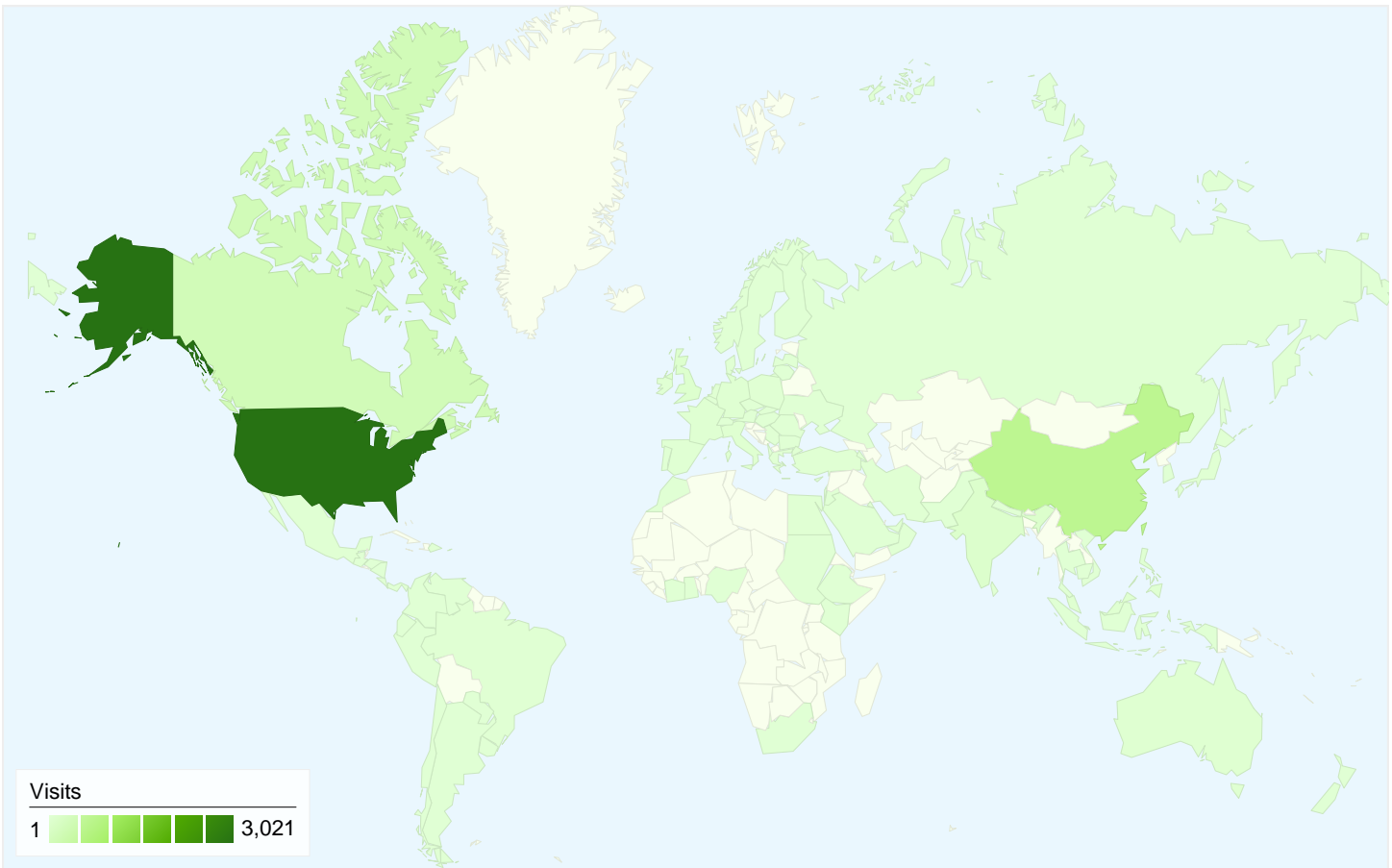
-  28.86% Direct Traffic
-  11.44% Referring Sites
-  59.70% Search Engines



- Search Engines
2,886.00 (59.70%)
- Direct Traffic
1,395.00 (28.86%)
- Referring Sites
553.00 (11.44%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	2,371	49.05%	jim simunaci-maxim lighting	369	12.79%
(direct) ((none))	1,395	28.86%	home lighting	289	10.01%
yahoo (organic)	214	4.43%	dallas lighting show 2009	139	4.82%
bing (organic)	169	3.50%	lighting magazine	90	3.12%
contractlighting.net (referral)	107	2.21%	home lighting magazine	71	2.46%

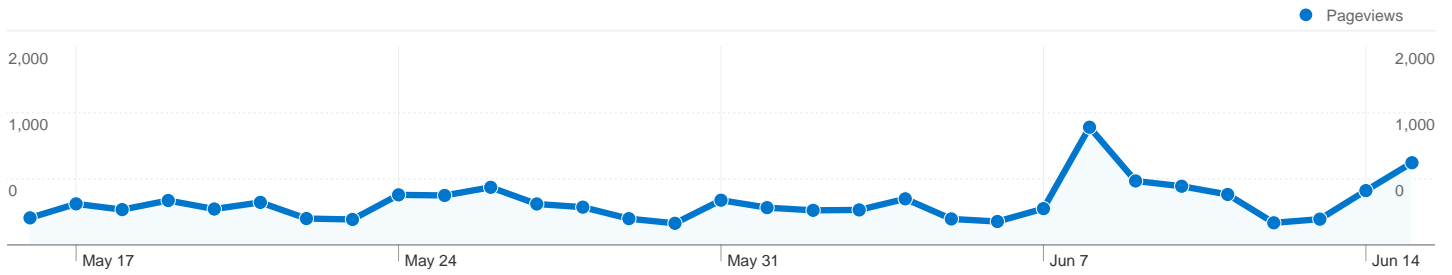


4,834 visits came from 93 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 4,834 % of Site Total: 100.00%	Pages/Visit 2.76 Site Avg: 2.76 (0.00%)	Avg. Time on Site 00:02:47 Site Avg: 00:02:47 (0.00%)	% New Visits 63.20% Site Avg: 63.14% (0.10%)	Bounce Rate 55.81% Site Avg: 55.81% (0.00%)	
United States	3,021	2.47	00:02:18	63.62%	58.59%
China	599	5.19	00:07:32	42.40%	29.55%
Canada	259	2.55	00:01:45	72.97%	60.62%
Taiwan	217	2.05	00:02:28	19.35%	69.59%
India	75	2.91	00:03:04	96.00%	49.33%
United Kingdom	60	1.92	00:00:37	93.33%	56.67%
Hong Kong	44	2.41	00:00:54	61.36%	70.45%
Italy	35	2.49	00:02:50	68.57%	57.14%
Malaysia	32	1.84	00:00:33	96.88%	68.75%

Australia	30	3.13	00:02:00	83.33%	50.00%
					1 - 10 of 93



Pages on this site were viewed a total of 13,318 times

13,318 Pageviews

8,562 Unique Views

55.81% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/index.cfm	3,245	24.37%
/links.cfm	1,358	10.20%
/profile.cfm	1,316	9.88%
/events.cfm	1,160	8.71%
/links.cfm?pgLinks=manufacturers	773	5.80%