

## HOW YOUR LEADS WORK FOR YOU

ADVERTISERS DEMAND PROOF OF SALES LEAD PERFORMANCE AND WANT MORE QUALITY LEADS WITH QUICKER TURNAROUND TIME.

*Old-House Journal* has retained the services of MediaBrains (www.mediabrain.com), a sales lead fulfillment service, which can increase lead volume and help you convert more leads to sales.

MediaBrains' traditional and online reader response options make generating reader leads easy and efficient, collecting valuable buying-intention data for advertisers. Real-time fulfillment improves sales conversions, as sales leads are quickly routed to responsive advertisers. Advertisers determine the format in which they want to

receive their leads and they are delivered up to 2 times per month, depending on the transmission method chosen. Updated daily, MediaBrains breaks out sales leads by issue and by print vs. internet.

Online lead volume is increased by offering readers category searches and trackable links that seamlessly take them to advertiser web sites, connecting decision-makers with sellers.

**Advertiser Performance Report**

Site Name: OldHouseJournal  
 Date Range: 8/17/2004 To 8/17/2005  
 Source: All Sources  
 Issue: All Issues  
 Today's Date: 8/17/2005 3:21:18 PM

TOTAL NUMBER OF							AVERAGE NUMBER OF		
Issues	Ad Listings	Ad Leads	Ed Listings	Ed Leads	Listings	Leads	Leads per Ad Listing	Leads per Ed Listing	Leads per Listing
10	10	1205	1	4	11	1209	120.5	4	126.3

RSN	Type	Pg	Ad	Color	Description	Anony-mous Links	Direct Bonus Leads	Total Links & Leads
<b>Issue: OHJ August 2005</b> End Date: 3/31/2006 Days Active: 49								
228	Ad	66	1.0	4c	Manufacturer of adhesives, wood consolidants, and	120	7	113 20 7 140
SubTotal						120	7	113 20 7 140
<b>Issue: Online Restoration Directory</b> End Date: 12/31/2010 Days Active: 63								
228	Ad				Manufacturer of adhesives, wood consolidants, and	21	0	1 27 0 28
SubTotal						21	0	1 27 0 28
<b>Issue: OHJ June 2005</b> End Date: 2/28/2006 Days Active: 117								
228	Ad	39	1.0	4c	Manufacturer of adhesives, wood consolidants, and	226	1	225 1 1 227
SubTotal						226	1	225 1 1 227
<b>Issue: OHJ April 2005</b> End Date: 8/31/2005 Days Active: 186								
228	Ad	47	1.0	4c	Manufacturer of adhesives, wood consolidants, and	274	7	367 18 8 393
SubTotal						274	7	367 18 8 393
<b>Issue: OHJ February 2005</b> End Date: 7/15/2005 Days Active: 204								
228	Ad	40	1.0	4c	Manufacturer of adhesives, wood consolidants, and	248	6	344 7 6 357
SubTotal						248	6	344 7 6 357

Individual reports designed specifically for your company

Bonus leads—generated by a user who has requested information on a category of products and services offered by your company.

Categorized by issue

Link leads—generated when a user clicks on a hyperlink to your company's website from the Free Product Information website. Old-House Journal was able to match the user's e-mail address to a name already in the database.

Direct leads—generated by a user who has specifically requested information on your company's products or services

NOTE: Advertising in *Clem Labine's Traditional Building* and *Period Homes*, the *Restoration Directory*, *Traditional Products*, *New Old House*, *Preservation Sourcebook*, and *tradweb* contributes to frequency in *Old-House Journal* and vice versa.