



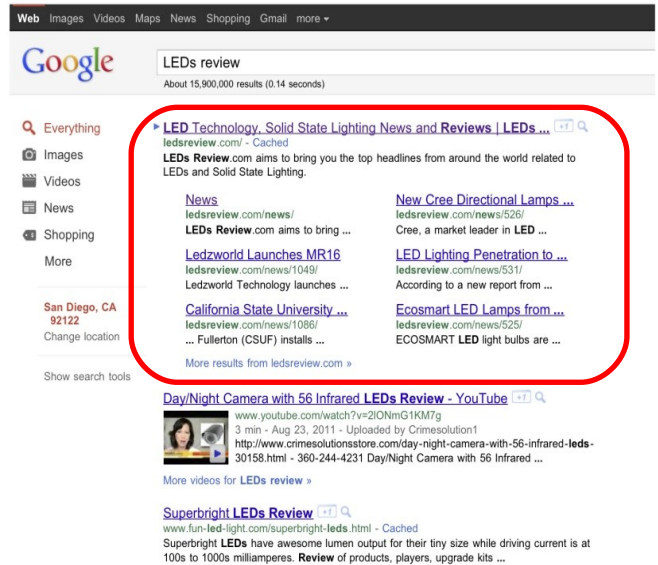
Media Kit 2011

LEDs Review.com

LEDs Review Facts and Numbers

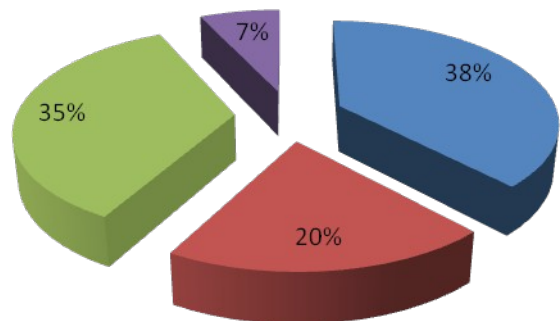
LEDs Review.com is an online daily publication dedicated to all aspects of Solid State Lighting technology, LED and OLED lighting products, industry news, research developments and market trends. LEDs Review is focused on practical aspects of LED integration, product guides, comparisons, reviews and tests.

- ❑ Ranked number 1 by Google and other popular search engines
- ❑ >20,000 visitors/month from 118 countries*
- ❑ Rapidly growing at a rate of >15% increase of visitors/month**
- ❑ CTR of 1% for the main page announcements/advertisement***
- ❑ Has a dedicated LED professional audience
- ❑ Offers unique focus on video reviews of LED lighting solutions and podcasts
- ❑ Promotes community education through publication of LED product reviews and white papers at no cost for contributors
- ❑ Efficiently integrated into Social Networks (LinkedIn, Twitter, Facebook) to provide its readers with timely information updates
- ❑ LEDs Review includes LEDs Directory as a part of its portfolio (>500 handpicked and verified listings)
- ❑ LEDs Review has a Russian version (www.ledsreview.ru) dedicated to the audiences from such rapidly developing LED lighting solutions markets as Russia, Ukraine, Estonia, Latvia, Lithuania and other Eastern European countries.
- ❑ LEDsReview.com, LEDsDirectory.com and LEDsReview.ru are registered by Northern Lights SSL, Inc.



LEDs Review.com Visitors by Region*

■ North America ■ Europe ■ Asia ■ Other Countries



- * Publishers own data and Google Analytics Statistics
- ** Average data obtained by Google Analytics
- *** Average data obtained from Google AdSense

Online Promotional Opportunities at LEDsReview.com and LEDsDirectory.com

The screenshot shows the LEDsReview.com website layout. At the top left is the 'LEDs Review' logo. Below it is a navigation menu with links for Home, LED Directory, News, Catalog, Articles, Forums, Blogs, Resources, Events, and About. The main content area features several news articles with headlines and images. On the right side, there is a sidebar with a 'Connect with LEDs Review' section, a 'Collaboration' section, and a 'LED Jobs' section. Five blue boxes with white numbers are overlaid on the page: Box 1 is at the top right; Box 2 is on the left side, overlapping the main content; Box 3 is on the left side, overlapping the main content; Box 4 is on the right side, overlapping the sidebar; and Box 5 is at the bottom left.

Zone	Description	Price/month	Size
1	Headline Banner	\$2,000	728x90
2	Main Body	\$1,500	336x280
3	Featured Links	\$200	n/a
4	Featured Companies Logos	\$300	125x60 or 125x125
5	Anchor Banner	\$1,200	728x270 or 728x360

Listing at LED Directory \$50/year includes Company Logo , full contact information and description and 3 products with picture, description and links to technical data sheets.

Submission of reviews, event commentaries or white papers is free of charge

Advertising contact:
Ray Anderson
Phone: 1-888-218-9878
E-mail: advertising@ledsreview.com

Submission of product review/event commentary/white papers:
editor@ledsreview.com