

LIVE DESIGN online advertising



Transform Ordinary into Exceptional Online Advertising Results

Since over 73% of Americans and half of Europeans access the internet every day, the importance of online advertising for any business in 2009 is a given. With practically everyone advertising online your competitive advantage will come from moving beyond boilerplated online solutions and adopting online advertising methods that have been tested and proven most effective.

This year, Live Design has established itself as the clear leader in online content for the industry, with over 2600 unique visitors daily (that's over 78,000 per month!). As an online advertiser with Live Design you'll be partnered with the industry's top online publication and be able to access the lineup of proven online advertising vehicles.

Want to Reach a Rapidly Growing Audience of 78,000 Unique Professionals Every Month?

Live Design Online Page Views and Unique Visitors Growth Statistics

	August 2008	August 2009	Increase
Page Views	130,752	169,658	30% Increase
Unique Visitors	62,720	78,429	25% Increase

Branded Content: A Magnet for Web Page Visitors

Why it Works: Branded content allows you to associate your company's gear with content that's especially appealing-and therefore more effective with prospective buyers

The Stats: According to a recent report by the Online Publishers Association, across a wide range of advertising metrics, branded content sites outscored Internet industry norms for the Internet 41 out of 43 times.

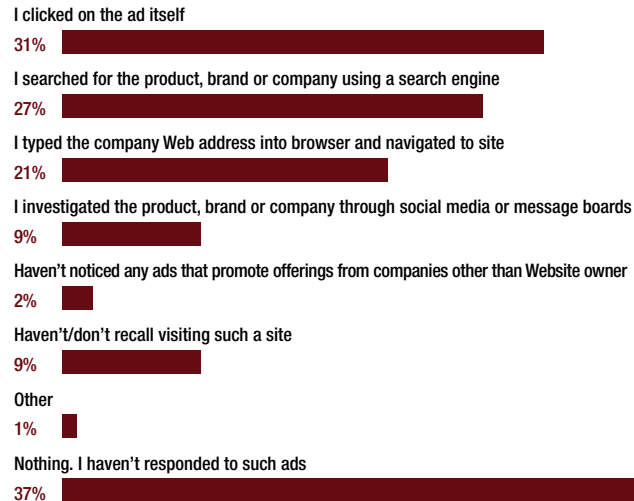
Branded Content at Live Design Online: Live Design Online offers multiple Branded Content products:

- Live Gear Gallery
- LD TV
- Affinity Content Areas: Targeted Content Areas on the Live Design Online Web Page that allow you to align your company with the targeted content areas on the Live Design Online Web Page that most closely match your company's product line (Gear, Theater, Concerts, Staging and Rental, Venues and more)

Banner Advertising: The Hidden Advertising Gem

Why It Really Does Work: When you dig deeper into the statistics of Web banner advertising, you'll see that a large percentage of internet visitors interact in a meaningful way with banner advertising on the site. It's not just about click-throughs anymore!

Behavior of US Internet Users Who Visited an Ad-Supported Website and Viewed Promotional* Ads, January 2009 (% of respondents)



*Note: n=1,575 ages 18+; in the past six months; *products, content and services from companies other than the Website owner
Source: iProspect, "Search Engine Marketing and Online Display Advertising Integration Study" conducted by Forrester Consulting, May 11, 2009*

Original Content: The Appeal of Our Own Words

What is Original Content? Original content is copy written by end-users on a Web site.

Why it works: People are naturally drawn to Web content written by colleagues and fellow professionals. Reading and writing original content links you into your community of colleagues and rapidly broadens professional networking possibilities.

The Stats: A recent report from the Online Publishing Association, revealed that advertising effectiveness scores on quality, original content sites, were significantly higher than on the overall web, on web portals or on ad networks. The strong showing for these sites swept across nearly all measurements outscored industry norms for the Internet in 47 out of 47 advertising metrics.

Original Content on Live Design Online: Live Design is the Web site where live design professionals connect through a variety of original content vehicles:

- Twitter
- Facebook
- Blogs
- Forums

Contact Your Salesperson for More Information on *Live Design* Online Advertising Opportunities:

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