



Online Advertising Media Kit

mbcx.com (formerly mountainbikeRACER.com) was started in 1999 by Bill Deputy (a passionate amateur mtn bike racer) in Wilmington, Delaware (USA East Coast). It has grown into a highly niche website featuring the largest mountainbike and cyclocross race database in the world. The site features over 800 racer profiles, thousands of pictures and hundreds of race reports, results, videos, and virtual tours. There is a training section for serious racers, plus a wealth of information such as the history of mtn biking, a “how to start racing” article by National Women’s Cyclocross Champion Katie Compton plus hundreds of interviews from pros to grassroots racers. Perhaps this is why we are consistently top 3 out of over a million results on all of the major search engines if you search “mountain bike racer, races or racing”.

mbcx.com delivers a highly targeted audience like no other site can, a dedicated audience of active mountain bike and cyclocross racers, who spend thousands of dollars per year on cycling related equipment and goods. Cycling is increasing in popularity and cycling enthusiasts are an educated, affluent group. In addition to professional and amateur mountain bike and cyclocross racers, our audience includes their friends and family, race promoters and other cycling enthusiasts.

Besides branding opportunities for advertising your cycling related products, we offer special incentives for event promoters:

When you place an ad on mbcx.com your event will be highlighted and placed at the very top of the first page of the Upcoming Race database as a “sponsored” event for as long as your ad is active.

Monthly Statistics from July 1 thru 31st 2008 (Data Source = Google Analytics)

29,508 Pageviews

7,615 Visits

6,075 Absolute Unique Visitors

Ad Sizes (email or call for pricing)

ROS (Run of Site) display advertising

1. Leaderboard

The Leaderboard has premium visibility at the top of the page and rotates with only one other ad. **We will also link to your website and add alt text (30 characters max)- alt text is the text you see when an image is moused over.



Size: 728x90 pixels.

Maximum file size: 40k

2. Rectangle

The Rectangle is displayed along with 5 other Rectangle ads with recurring visibility inside of the navigation menu on the RIGHT SIDE of the page and rotates with only one other ad. **We will also link to your website and add alt text (30 characters max)-alt text is the text you see when an image is moused over.



Size: 160x125 pixels.

Maximum file size: 25k

How To Place An Ad

Questions and non-email inquiries? Call Bill Deputy (302) 598-5371

1. Choose what size you want

- *Leaderboard* (728x90 pixels 40K) – Top of Page
- *Rectangle* (160x125 pixels 25K) – Right Navigation Bar

2. Choose a start date and an end date

- Start date no sooner than 24hrs
- End date no sooner than 7 days from campaign start date
- We will distribute impressions evenly over the campaign flight dates.

3. Create your ad

- Have a professional graphics person create a properly sized ad that meets our specifications for maximum file size. 40K max for Leaderboard, and 25K max for Rectangle.

4. Read our “Ad Terms and Conditions”

- Please read our Ad Terms and Conditions.
*** (See pages 4 and 5 for Ad Terms and Conditions)*
- In your email to request ad placement, we require you to insert:
“I have read and understand the [mbcx.com](#) Ad Terms and Conditions and agree to them” – Your Name.

5. Send us your Ad via email to ads@mbcx.com with the following information: **Please cut and paste 1. – 6. below into an email and fill in the details before sending.***

1. Leaderboard and/or Rectangle?
2. Start date:
3. End date:
4. Alt. text (optional) – the text that is seen when your ad is moused over.
(max. 30 characters)
5. The link (optional) you want your viewers to go to if they left click on your ad - *(http://yourwebsite.com/raceflyer.htm)*
6. “I have read and understand the [mbcx.com](#) Ad Terms and Conditions and agree to them” – Your Name.
7. **REMEMBER TO ATTACH YOUR AD TO THE EMAIL!**

As soon as we work out all of your ad’s details, we will send you a paypal invoice via email. Your ad will go online as quickly as possible after payment is received.

Ad Terms & Conditions

mbcx.com
Deputy Enterprises, Inc.

The following are general terms and conditions governing advertising placed on www.mbcx.com (the Deputy Enterprises, Inc. Website), the site on the World Wide Web of the Internet (the "Web") operated by Deputy Enterprises, Inc. ("mbcx.com"). By submitting advertising for inclusion on the mbcx.com Website, advertiser and agency agree to be bound by these general terms and conditions.

1. Rates. Rates published herein are effective as of June 1, 2008. Announcement of any changes in rates will be made upon at least 4 weeks notice to the advertiser prior to the date by which such changed rates will be applicable.

2. World Wide Web. Advertiser and its agency acknowledge that they are generally familiar with the nature of the Web and proposed uses thereof.

3. Delivery of Materials; Advertising Specifications; Change Orders. All creative materials must be received by mbcx.com at least 24 hours in advance of the start date for the advertisement in the relevant insertion order. Changes to creative materials must be received by mbcx.com at least 24 hours in advance of requested change date. mbcx.com's advertising specifications are accessible through the URL http://www.mbcx.com/ads/ads_main.php. mbcx.com reserves the right to change any of its advertising specifications at any time. Any change orders must be made in writing and acknowledged by mbcx.com. In connection with contests, surveys and similar items (all of which are "advertisements" for purposes of these terms and conditions), advertiser/agency shall be responsible to provide to mbcx.com rules and regulations complying with all applicable laws to appear together with the contest, survey or similar item.

4. Delivery, Frequency and Make Good. All figures relating to the number of advertisements served as determined by mbcx.com shall govern, regardless of whether advertiser/agency is using the services of a third party ad server. If mbcx.com fails to provide the number of advertising impressions specified in the relevant insertion order (if any), mbcx.com will make good on its agreement as described below. mbcx.com will not make good for under delivery due to delays caused by advertiser/agency.

5. Advertising Content; Indemnification. All advertisements are accepted and made available by mbcx.com on the mbcx.com Website upon the warranty of the agency and advertiser that they are authorized to make available on the mbcx.com Website the entire contents and subject matter thereof and that such advertisement will not violate any law or infringe upon any right of any party. In consideration of the placement of advertisements on the mbcx.com Website and any linkage to the advertiser's site on the Web (if advertisers elect), the advertiser and the agency agree to, jointly and severally, indemnify and save mbcx.com, its officers, directors, agents and employees and affiliates harmless from and against any and all claims, suits, losses, and /or expenses arising out of any aspect: of the content and /or the appearance of such advertisement(s) on the mbcx.com Website and/or the advertiser's site on the Web as linked through the mbcx.com Website, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity or from any and all similar claims now known or hereafter devised. It is further agreed that the advertiser and agency are jointly and severally liable for payment of invoices for advertising made available on the mbcx.com Website hereunder.

6. Limitation of Liability. mbcx.com shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising due to systems failures or other technological failures of the mbcx.com Website or the Web or other circumstances beyond mbcx.com's control. In the event (i) mbcx.com fails to publish an advertisement in accordance with the schedule provided in the insertion order, (ii) mbcx.com fails to deliver the number of total impressions specified in the insertion order (if any) by the end of the specified period, or (iii) of any other failure, technical or otherwise, of such advertisement to appear as provided in the insertion order, the sole liability of mbcx.com to advertiser/agency shall be limited to, at mbcx.com's discretion, a pro rata refund of the advertising fee representing undelivered impressions, placement of the advertisement at a later time in a comparable position, or extension of the term of the insertion order until total impressions are delivered UNDER NO CIRCUMSTANCES WILL mbcx.com BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING, WITHOUT LIMITATION, FOR LOST INCOME OR PROFITS, IN ANY WAY ARISING OUT OF OR RELATED TO ORDERS FOR ADVERTISING, EVEN IF mbcx.com HAS BEEN ADVISED AS TO THE POSSIBILITY OF SUCH DAMAGES.

7. Conflicts; No Placement Guaranty. No conditions, printed or otherwise, appearing on contracts, insertion orders or instructions which conflict with the provisions of this rate card will be binding on mbcx.com. Except as otherwise specifically agreed by mbcx.com and the advertiser/agency, all advertising positioning/placement clauses or conditions will be treated as requests only and cannot be guaranteed.

8. Cancellation. Orders for advertising may be canceled by advertiser/agency only as follows: rotation, run-of-site advertisements, on 15 days prior written notice to mbcx.com.

9. Positioning. Unless otherwise agreed by mbcx.com and agency and /or advertiser, mbcx.com shall have
the right to insert the advertising in various areas of the mbcx.com Website in its discretion.

10. Errors and Omissions. mbcx.com is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency.

11. Approval. All advertisement copy is subject to approval of mbcx.com. mbcx.com reserves the right to
reject or cancel any advertising and /or linkage to an advertiser's site on the Web for any reason at any time.

12. Payment Terms. In lieu of an established relationship with mbcx.com we request payment by one day prior to first date
on which the advertising is scheduled to appear on the mbcx.com Website. At the discretion of mbcx.com
thereafter invoices will be rendered on or about the first date on which the advertising is scheduled to appear on the mbcx.com
Website. Payment will be due within 30 days from the date of invoice.

13. Discounts. Unless otherwise specifically agreed by mbcx.com and the advertiser/agency, no cash discounts, volume
discounts or other discounted rates will be available.

14. Collection. In the event mbcx.com does not receive payment or advertiser/agency otherwise breaches the terms of this
contract, advertiser and /or its agency shall pay all of mbcx.com's costs and expenses in connection with enforcement and/or
collection proceedings.

15. Assignment; Choice of Law. Advertiser/agency may not resell, assign or transfer any of its rights hereunder. This contract shall be
governed by the laws of the State of Delaware, without regard to its conflicts of law provisions. Any dispute arising under this contract shall
be brought solely in the courts of the State of Delaware.

16. mbcx.com Advertising Information. All other terms and conditions of the mbcx.com Website advertising
information are incorporated herein by reference.

Signed:

Date:
