

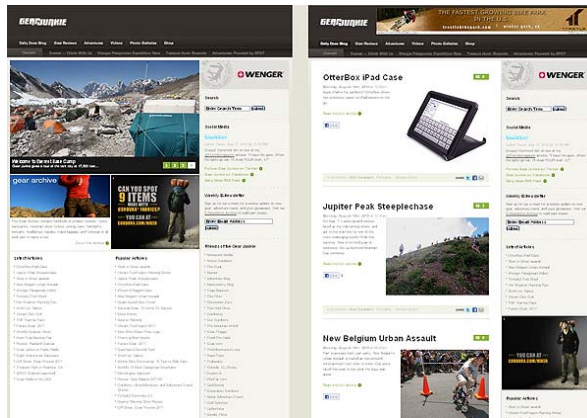
# GEARJUNKIE

## ENGAGE WITH GEARJUNKIE IN 2012!

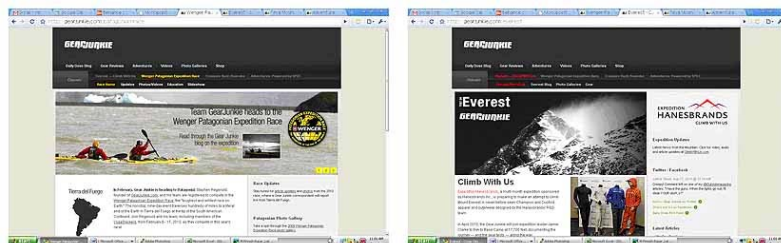
A top source for gear reviews and outdoors-adventure coverage, GearJunkie.com serves hundreds of thousands of readers each month. Three ways your company can engage:

### 1. ADVERTISING

- > **Banner Advertising** (GearJunkie.com)
- > **Network Advertising** (Monopoint Network; includes GJ + TrailSpace.com and other top outdoors publications)
- > **Site Sponsorship** (Fixed "icon" Ads on home page; permanent, multi-month or year-long display; high-visibility)



GearJunkie.com home page



Custom Micro-Site Channels

### 2. SOCIAL MEDIA

- > **Social Media Marketing** (Get your Tweet on! Gear Junkie social-media projects include authentic programs to build buzz)
- > **Adventure Sweepstakes** (GJ's 'Choose-Your-Adventure' sweepstakes has sent readers to Sequoia Nat. Park, the Alleghenies mountains, and more. Currently seeking 2012 sponsor for third-annual sweeps)



Live 'Treasure Hunt' event, Oct. 2011

### 3. CUSTOM CONTENT & EVENTS

- > **Micro-site Channels** (Custom content with a home on GearJunkie.com — from Mount Everest expeditions to festivals like the Teva Games, we have built and hosted custom channels since 2008)
- > **Video Production** (Industry-leading talent, capture, edit, and production in-house)
- > **GearJunkie Events** (From adventure races to unique outdoors treasure hunts, we plan, coordinate and market multiple live events each year)

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