



www.Letstherneck.com
All Marine! All the Time!



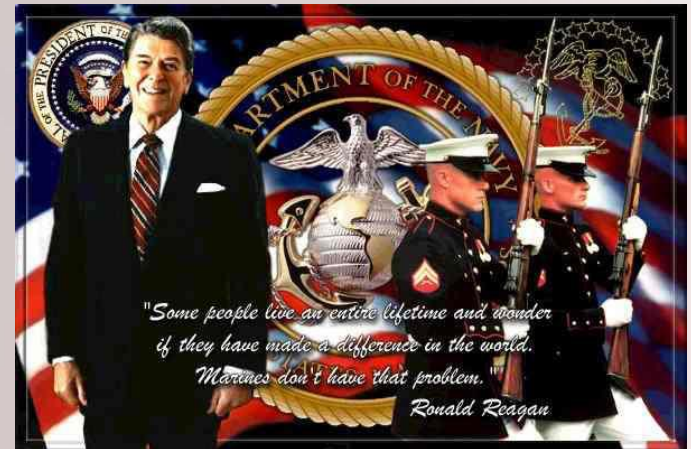
United States Marines

Connect with our most loyal & dedicated Affinity Group

- Gateway to America's Marine Corps community
- 2.3 Million Marine Corps Veterans
- 225K Marine Active Duty & Reserves
- There are no "Ex-Marines"
- There are no "Former-Marines"
- Once a Marine. Always a Marine

"Some people live an entire lifetime and wonder if they have ever made a difference to the world, but the Marines don't have that problem."

President Ronald Reagan



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Our Reach

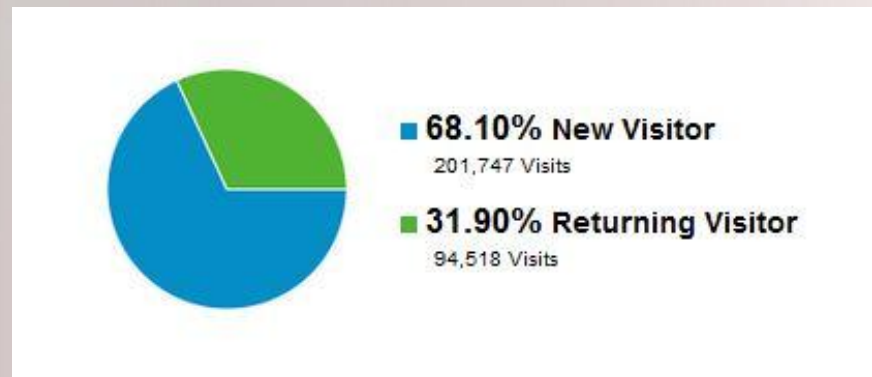
Marines, Families and Friends

- 93K Registered members
- 250K Unique visitors (per month)
- 7.2 Million page views (per year)
- 68.10% New Visitors (per month)

Traffic Sources August 2012



New vs Returning August 2012



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Demographics

Marine Veterans

- 2.9 Million Marine Corps veterans
- Male and female veterans have higher median & personal incomes than non-veterans
- 34.1% of male veterans & 47.1% of female veterans work (or have worked) in management, professional or sales related occupations.



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Demographics

Active Duty

- 200K Active duty Marines
- 62% of all Marines are 25 or younger
- 85% are Enlisted
- 90% have graduated from High School or equivalent
- 48.9% Married
- 207K Family members
- Average Marine family has 1.13 children
- 52% of children are 5 years of age or younger

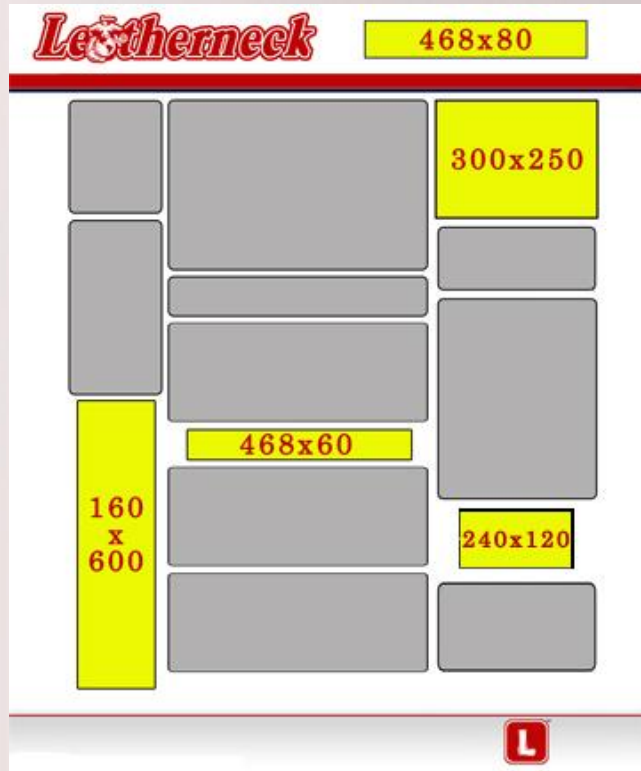


*Additional military, veteran and USMC demographic information available upon request

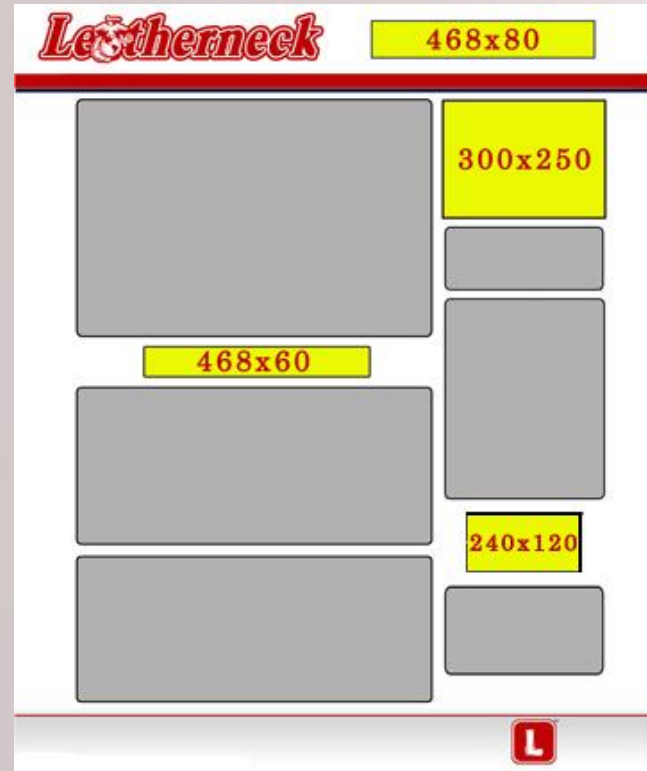
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Introductory Online Advertising Rates

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Size	Rates	Size	Rates
Posterboard (300x250)	\$7/ CPM	Banner (468x60)	\$5/ CPM
Leaderboard (468x80)	\$9/ CPM	Button (240x120)	\$5/ CPM
Skyscraper (160x600)	\$5/ CPM	CPM =1000 Impressions	

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