



Find.  
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### Innovation with scale

- 35mm PV's/Mo. including Web & Apps
- Top 10 Free Reference iPhone App since 2008
- Location based local business Android App connecting you to "What's Good in your Hood" – 80,000 neighborhoods covered

### Demographic composition<sup>1</sup>

- Reach: 6mm uniques/month\*
- 76% Age 25-54
- 44%/56% Female/Male
- 57% HHI: \$75K+

1 comScore Mobile Aug 2011, \*comScore Plan Metrix Mobile Aug 2011 & internal data combined

### Advertising opportunities

#### AD UNITS

- App & Mobile Web Banners (MMA standard ad sizes)
- High Impact Roadblocks
- Rich media
- Sponsorships
- iPad Skinny

#### TARGETING

- Service provider
- Device type
- Daypart
- Page
- Category
- Location (DMA, City, State)

Unique ability to serve ads based on "where" the person is located, "what" they are searching for (biz category) and "when" they are searching – it doesn't get more targeted than that.

### Service and support

- Landing page design & development
- Banner ad resizing
- Detailed reporting
- Conversion tracking
- 3rd party ad serving

# Cell Phones are Smarter— Advertising Should be Too

Our mobile site and top-rated applications provide practical contact information (phone numbers, addresses) for people and businesses on the go, as well as other popular features (reverse phone lookup for unknown callers, location based neighborhood guides, and maps & directions). Reach our national audience with the latest and greatest in mobile including: robust geo-targeting, real time category targeting, and rich media.

## Real Time Caterory Targeting

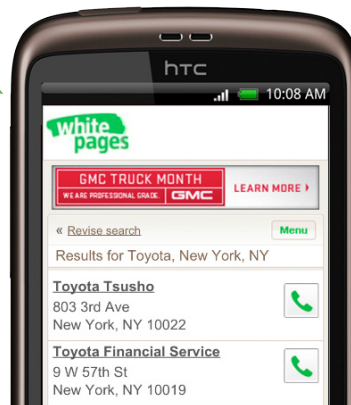
Step 1: A visitor searches for a Toyota Dealership

**Find a Business**

Toyota Dealership

New York, NY Find

Step 2: The visitor is served relevant ads around the "auto" category in real time



## Rich Media Expandables



## Our Apps: 15mm + App downloads



Windows phone



BlackBerry