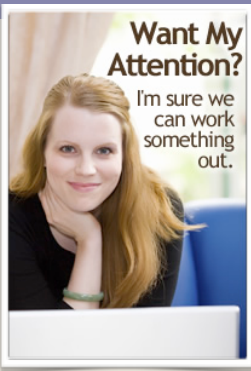




The Press-Enterprise brings you something new that's everything you ever wanted in a local advertising solution.



Reach customers that *want* to receive your ad!



PE.com readers are filling out MeFile™ accounts, answering surveys, and telling us about themselves, so that you may send them ads and offers that interest them. They are letting you know if they are right (or wrong) for your product or service and giving you permission to reach them if a good match. Your ad is relevant, invited and appreciated.

Solution highlights:

1

Paid only upon delivery.

You pay nothing unless your defined target actually interacts with your ad.

2

Risk-free, waste-free.

Hit your target or it costs you nothing. Any unused funds are yours to repurpose or reclaim.

3

Perfect-match targeting.

Define your perfect target customer. Be picky. We make the match and deliver your ad only when it fits.

4

Geo-targeting by zip code.

Target specific neighborhoods, communities, or cities using zip codes.

5

Real attention paid.

Your ad gets displayed front-and-center, receiving quality attention and engagement.

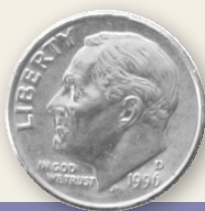


Targeted. Controlled. Validated.

- Ads are 100% matched and relevant at an individual-consumer level.
- Each impression (banner, text, audio, or video) is targeted and validated with required engagement.
- Set the maximum number of times each individual receives your ad. No duplication - unless by design.
- Ads achieve a 90+% click-through-rate (CTR), compared to an industry standard of less than 1%.



The best advertising dollar you will ever spend. Or *NOT* spend.



You pay **NOTHING** if the target you define does not receive and consume your message. We even make change. Any unused funds remaining in your campaign are yours to reclaim and put to work somewhere else.

Your message front-and-center.

PE.com is giving your ad some prime real estate! When your consumers click to view your ad, it pops up onto a level all it's own in the middle of the screen, where you can be sure that you have their full attention.



Get started today!

1. Contact your PE.com advertising sales representative.
2. Design your campaign(s) - including target(s), schedule, and budget.
3. Upload your ad creative material - banner, text, video, etc.
4. Fund your campaign with an amount that fits your budget and objectives.
5. Closely monitor your campaign with online tools.
6. Reload, adjust, or cash out and try something else.

www.youdata.com