



NOW PLAYING ON YOUR COMPUTER

RooftopComedy is not just revolutionizing the world of comedy. We're changing the way advertisers can create powerful connections with their desired audience. From sponsored viral video to branded channels and virtual signage, RooftopComedy will enable you to capture your targets' attention and exceed your marketing goals.

- 40% of users take some action based on online video ads ⁱ
- U.S. consumers viewing 3.7 billion online video streams per month ⁱⁱ
- 18-34 year-olds watch the most online video ⁱⁱⁱ
- Users say they'd watch more video online if it was available. ⁱⁱⁱ Now it is.

ROOFTOPCOMEDY THE INTERACTIVE COMEDY CHANNEL



Why Advertise with RooftopComedy?

- * Proprietary advertising and sponsorship opportunities that combine the attraction of online video with the viral nature of comedic content
- * Professionally-produced, editorially-guided video content - not "user-generated"
- * Multi-channel sponsorship packages, combining web, mobile, podcast and offline events
- * A wide range of entertainment channels tailored exactly to your target audience
- * Highly cost-effective, completely customized web experiences and other client-branded interactive properties

Compelling, Viral Content.

RooftopComedy is the most comprehensive online publisher specializing in live and digitally recorded comedy performances. Rooftop's proprietary comedic content tops the list of sought-after Internet-based subject matter and out-performs other content types in terms of viral pass-along rates. Moreover, our staff of editors hand selects and manages all RooftopComedy content, linking advertisers only to that content appropriate for their brand.

Your Target Audience's Demographics

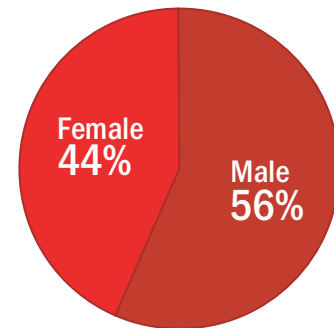
RooftopComedy appeals to the highly desirable 18-35 yr old market with a proven openness to watch and interact with video online and a demonstrated demand for entertainment content. Our typical viewers are gender-balanced, skewing slightly male, and represent a tech-savvy, affluent, broadband-enabled audience.

The flexible nature of our programming, though, can be tailored to meet your specific target profile. Want to connect your brand to a particular age group, gender, or geographic market? Consider, for example, sponsorship of Rooftop's Boomer Comedy, Women in Comedy, or Chicago Stand-up Channel (to name just a very few of the dozens of channels we're rolling out).

*** Let Rooftop design a Custom Brand Channel to meet your exact demographic**

* Age of Average Rooftop Viewer

13-18	5%
19-25	24%
26-34	32%
35-40	18%
41-50	12%
50+	9%



* Age-Appropriate Channel Options

- Youth Comedy (13-18)
- College Comedy Night (18-27)
- 30-Somethings (28-45)
- Boomer Comedy (45-65)

A Preferred Medium

Central to RooftopComedy is online video publishing, Online video is emerging as the medium of choice around which to connect an advertiser's brand.

Sponsoring online video enables thought-leading advertisers to:

Create a more powerful direct response impact than other media ⁱ

- 40% of viewers visit a website mentioned in an online video
 - 33% of viewers use a search engine to get more info on content mentioned in online video
 - 17% of users click on a pop-up or text link mentioned in an online video
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Reach a huge, growing market ⁱⁱ

- 42% of all U.S. Internet users streamed video through an entertainment site such as RooftopComedy in March '06 alone
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Meet an unmet demand ⁱⁱⁱ

- Online video users say they would watch more online video if available. Now it is.
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Highly Experienced Creative & Marketing Teams

RooftopComedy's Interactive Services go far and above customized banner and in-stream video design for our advertisers. The Rooftop in-house creative team combines years of interactive design and digital marketing expertise and has worked with clients ranging in size from Fortune 50 corporations to nimble start-up concerns.

We can support your marketing efforts with a range of services, including digital branding, graphic design, custom site development, marketing strategy, interactive video production, and technology integration.

Multi-Channel Opportunities

RooftopComedy is much more than a website. Rooftop can deliver sponsorship opportunities across a number of channels and media devices including audio podcasts, video podcasts, mobile phones, and PDAs. Additionally, we offer advertising for and sponsorship tie-ins to live comedy events, shows and festivals.



Leading-edge promotional opportunities

Sponsored Viral Video

Light a fire underneath your next marketing campaign with Rooftop Viral Video. Sponsor an individual performance or comedic short-film. Host it via Rooftop or your own web property and enable users to pass it along to their personal networks of friends and family. Or engage Rooftop and our cadre of sketch comics and comedic filmmakers to custom develop a brand-specific Viral Video - enabling you to create the next big buzz in viral marketing.

In-stream Virtual Signage

Our in-stream video overlays allow advertisers to sponsor individual comic performances or entire shows throughout the video experience in a non-intrusive yet valuable brand-building manner.

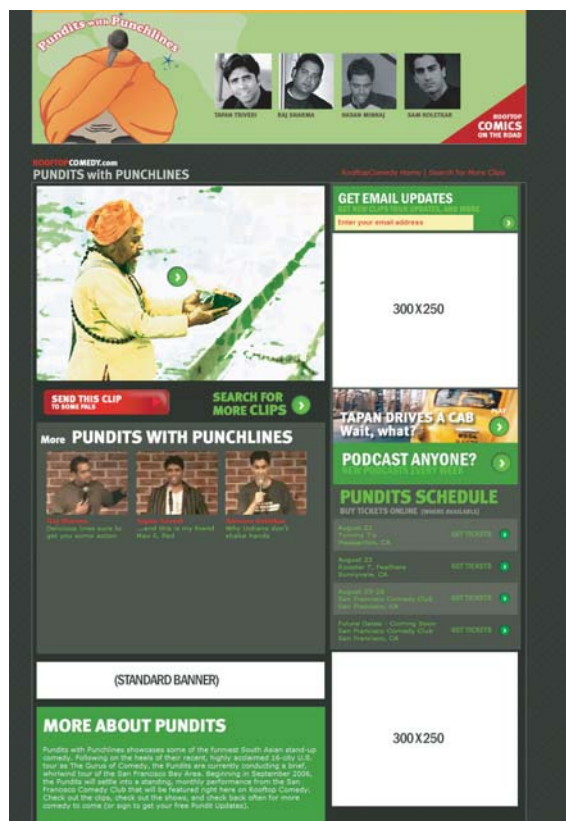
Brand Channels and Custom Brand Channels

Advertisers have the opportunity to sponsor specific comedy Channels that are particularly brand appropriate. Channel options run the gamut from Competitions and Films to Entertainment, Sports, and Political-humor channels. Alternatively, let Rooftop design a Brand Channel just for you, including customized web design, hand-picked content, and tailor-made functionality.

Audience-Appropriate Brand Channel Options*

- o Headliners and Legends
- o Women in Comedy
- o Political Comedy
- o Entertainment Comedy
- o Youth Comedy
- o Clean Comedy
- o Musical Comedy
- o Comedic Films
- o Interviews and Reviews
- o Geo-Market-specific Comedy

*Just a few of the soon-to-be launched Rooftop channels. Alternatively, let Rooftop design a Custom Brand Channel to meet your exact target profile.



South Asian Comedy Channel

Pre-roll, post-roll and ad pods

Rooftop's :05-:07 second in-stream ad units are designed to maximize positive brand exposure and connection with the content. Options include pre-roll, post-roll and mid-clip ad pods.

Banners

Rooftop also offers a wide array of more traditional online banner advertising opportunities. We can accommodate nearly any size or format of display ad on RooftopComedy.com, including our 728x90 leaderboards, standard 468x60 banners, and high-impact 300x250 and 160x600 sizes.

DISPLAY AD SPECS

Dimensions	Leaderboard: 728X90 Medium rectangle: 300X250 Wide skyscraper: 160X600 Skyscraper: 120X600 Square button: 125X125 Rectangle: 180X150 Banner: 468X60 Custom sizes upon request
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Placements	In-page Over-the-page
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Formats	GIF- static or animated JPG Flash HTML and DHTML HTML with Javascript Java
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Max size	40kb
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Looping	3X animation loop maximum
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VIDEO AD SPECS

Placements	Pre-roll Post-roll
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Aspect ratio	16:9 4:3
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Acceptable dimensions	448x252 (preferred) 320x240, 320x180
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Commercial length	Pre-roll: 5-7 sec. max Post-roll: 5-7 sec. max Ad pod: 5-7 sec. max Blink spot: 2-3 sec max
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Encoded bit rate	300kbps max
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Formats	Windows Media Stream 7, 8, 9, 10
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For more information about RooftopComedy, advertising opportunities, customized promotions, ad specs, and ways we can make your brand stand apart, please contact us at **1-800-860-0293** or via email at sales@rooftopcomedy.com

ⁱ Online Publishers Association, March 2006

ⁱⁱ ComScore, May 2006

ⁱⁱⁱ Online Publishers Association, February 2005