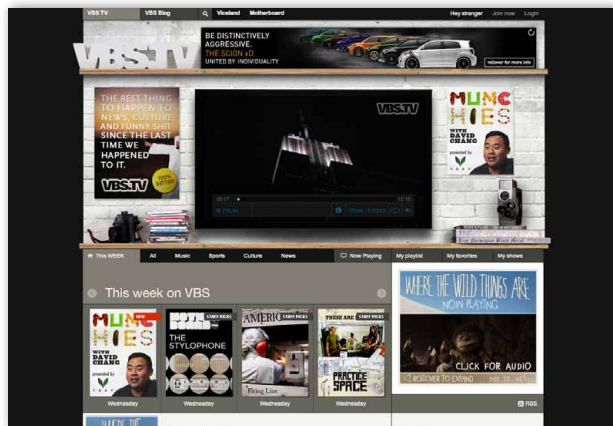


VICE



ONLINE MEDIA KIT 2010

VICE ONLINE AT A GLANCE



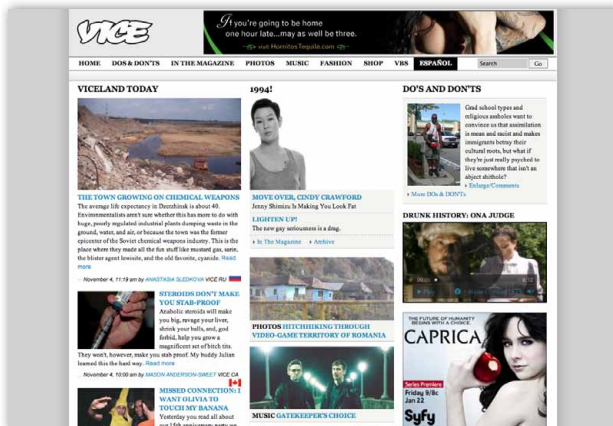
VBS.TV

VBS is VICE's broadband television network. With acclaimed director Spike Jonze as Creative Director, VBS produces 100% original, short-form video content. Launched in March of 2007, VBS is now recognized as the industry leader in original content for the web, boasting 40+ established shows covering news, culture, music, and sports. All of this translates into new programming every day and a fanatically loyal viewership.

VBS VITALS

(ALL STATS PER MONTH / US ONLY)

UNIQUES	2.6 million
AVERAGE TIME ON SITE	12:45
PAGES PER VISIT	4.2



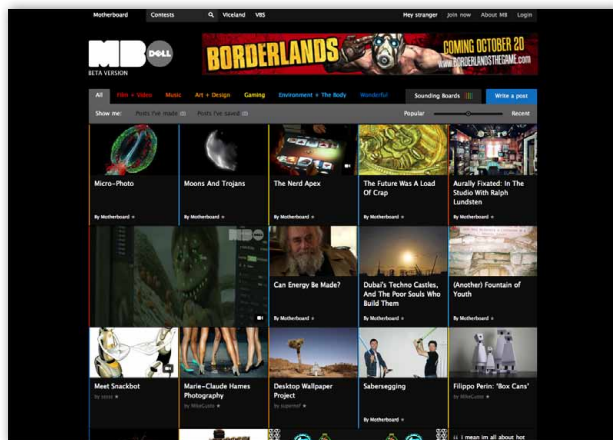
VICELAND.COM

Viceland.com is where *Vice* Magazine lives online. Extending the free content model of the print edition, visitors can find every issue, current and from the archives, available on the site. In addition to all of the humor, hyper-smart attitude and content that our audience expects from *Vice*, Viceland also features online exclusives, articles from around the world, a daily blog full of links, reviews, and general musings, as well as tons of reader comments.

VICELAND VITALS

(ALL STATS PER MONTH / US ONLY)

UNIQUES	1.1 million
AVERAGE TIME ON SITE	6:31
PAGES PER VISIT	9.8



MOTHERBOARD.TV

Motherboard is VICE's take on the nature and culture of technology—a smorgasbord of content that both defies and blurs the lines of practical science and the human experience. Rather than squinting at technology through the lens of gizmos and gadgetry, Motherboard explores the ways it influences and affects music, art, design, film, gaming, sports, environmental issues, and anything else we deem important.

MOTHERBOARD VITALS

(ALL STATS PER MONTH / US ONLY)

UNIQUES	200K
AVERAGE TIME ON SITE	5:23
PAGES PER VISIT	4.1

DEMOGRAPHICS

Source: viceland.com visitor survey, September 2009. Data and methodology available upon request.

AGE

92% of Vice's audience is 21 +

Mean age: 27.6

Under 21: 8%

21-25: 24%

26-30: 34%

31-35: 20%

36-40: 8%

41+: 6%

MALE / FEMALE

Male 70%

Female 30%

MEAN HOUSEHOLD INCOME

\$86,634

VICE ONLINE USERS VISIT FREQUENTLY

97% visit once a month or more

82% visit once a week or more

THEY TUNE IN TO SEE SPECIFIC SHOWS AND READ SPECIFIC FEATURES

75% watch specific shows

46% watch today's featured videos

95% read the Dos and Don'ts

83% read the featured article

THEY TALK ABOUT WHAT THEY'VE SEEN

53% say they often discuss VBS content with friends

81% say when they find a product they like, they recommend it to others

THEY HAVE STRONG TRENDSETTING ATTITUDES

75% say they to know about music before anyone else

64% say they like to know about new art and design before anyone else

51% say they like to know about technology/gadgets before anyone else

41% say they like to know about fashion/new brands before anyone else

THEY SPEND THEIR TIME AND MONEY ON ENTERTAINMENT, TECHNOLOGY, AND STYLE.

ON AVERAGE THEY SPEND:

3.3 hours per day visiting websites (twice what they spend watching TV)

3 hours per day going out to bars, concerts or parties

2.8 hours per day listening to an MP3 player

2 hours per day looking at / shopping for clothing, shoes or accessories

1.8 hours per day watching DVDs

1.4 hours per day watching online videos

1.3 hours per day reading magazines

1 hour per day playing video games

VICE READERS ARE BIG-TIME CONSUMERS

83% purchase clothing/accessories every month, 38% every week

81% buy music every month, 41% every week

83% eat out at least once a week

82% go to a bar or club at least once a week

84% purchase alcohol every week

79% go to the cinema every month, 37% go every week

90% have a mobile phone

39% buy movies, videos, or DVDs every month, 11% every week

56% buy health and beauty products every month

40% shop online every month

80% intend to travel overseas in the next 12 months

15% own a Mac (the world at large is 5%), 79% own a PC

52% own a video game console

81% use a digital camera

94% have a credit card

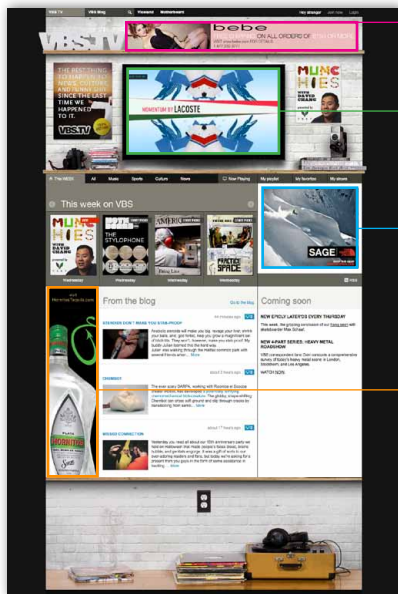
95% use the internet daily

94% use email daily



RATE CARD: VBS

TIER 1: TRADITIONAL



LEADERBOARD BANNER

728 x 90 \$16 CPM

PRE-ROLL VIDEO

15 seconds \$45 CPM

ON SCREEN BANNER

480 x 270 \$30 CPM

SQUARE BANNER

300 x 250 \$16 CPM

SKYSCRAPER BANNER

160 x 600 \$14 CPM

NEWSLETTER

75k recipients \$750 flat rate

CONTENT-FOCUSED INVENTORY

As an alternative to run of site advertising, partners can target their campaigns around the following channels.

MUSIC

Soft Focus
Practice Space
Music World
Sublime Frequencies

NEWS

Toxic
Guide to Travel
VBS Meets
VBS News

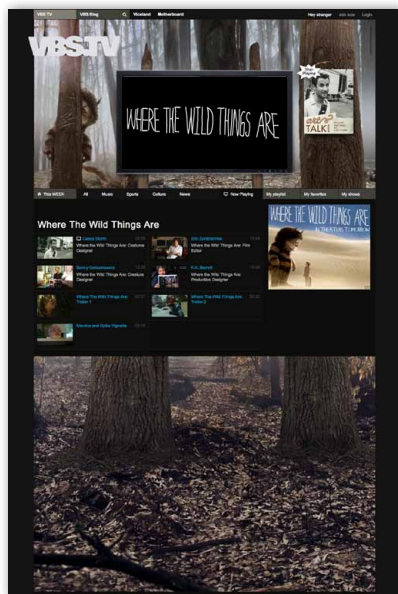
SPORTS

Epicly Later'd
Hi-Shredability
Powder & Rails
School of Surf

CULTURE

Spike Spends Sat.
Americana
Art Talk
Behind the Seams

TIER 2: HIGH-IMPACT



Partners seeking a deeper level of involvement can align with specific programs via bespoke integrations.

CUSTOM SKIN

A site-skin using brand collateral in a highly impactful yet unobtrusive way, always delivering our highest CTRs.

Custom \$75 CPM

BRANDED ROOM

A dedicated viewing environment on VBS incorporating partner video assets and a site-skin.

Rates available upon request.

WELCOME MAT

800 x 600 \$60 CPM

Max file size 200k

Max animation time 30 seconds

SHOW SPONSORSHIP

Presenting sponsorship of any VBS program, including top and tail branding, title card inclusion, etc. Full details and program elements are built out on a case-by-case basis.

Rates and specific information available upon request.



AVATAR ANIMATION

Custom \$100 CPM

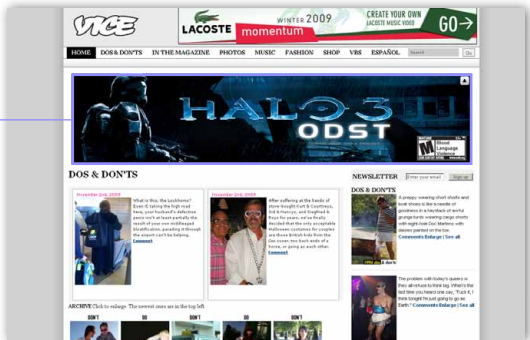
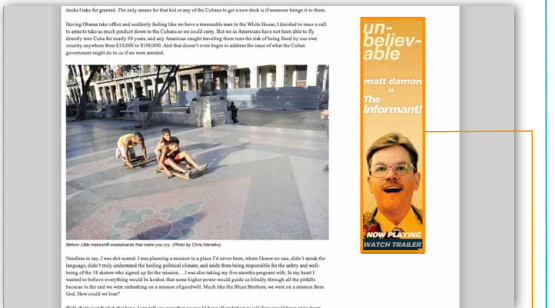
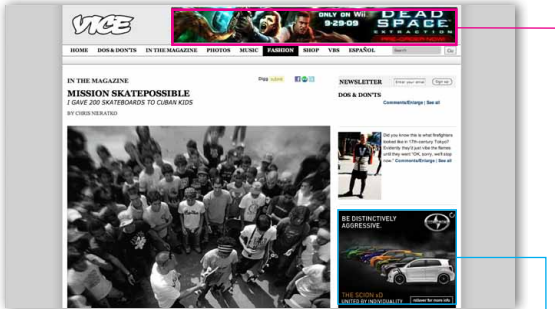
*Includes production



RATE CARD: VICELAND

TIER 1: TRADITIONAL

TIER 2: HIGH-IMPACT



SKYSCRAPER BANNER

160 x 600 \$14 CPM

SQUARE BANNER

300 x 250 \$16 CPM

LEADERBOARD BANNER

728 x 90 \$16 CPM

NEWSLETTER

100k recipients \$1000 Flat Rate

VICE MOBILE

Fifteen years of *Vice's* inimitable DOs & DON'Ts fashion lampoons, available on the iPhone and iPod Touch. A premium branding opportunity in the growing mobile marketplace



BANNER STRIP

320 x 48 Contact for more information



WELCOME MAT

800 x 600 \$60 CPM
Max File Size: 200k | Max animation time: 30 seconds

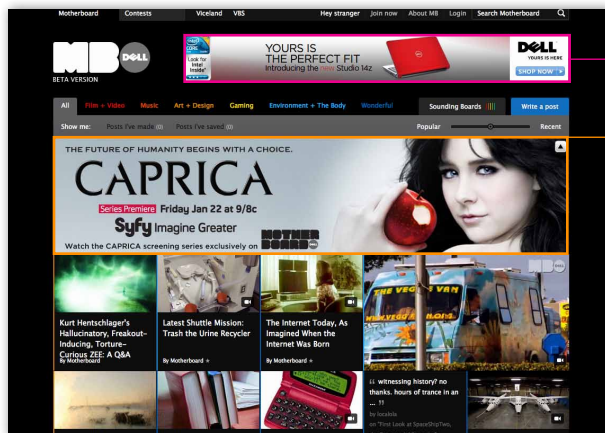
DOs & DON'Ts HEADLINER

974 x 220/50 \$35 CPM

HOMEPAGE TAKE OVER

Custom \$1000 Per Day
Flat Rate, 2-day minimum

RATE CARD: MOTHERBOARD

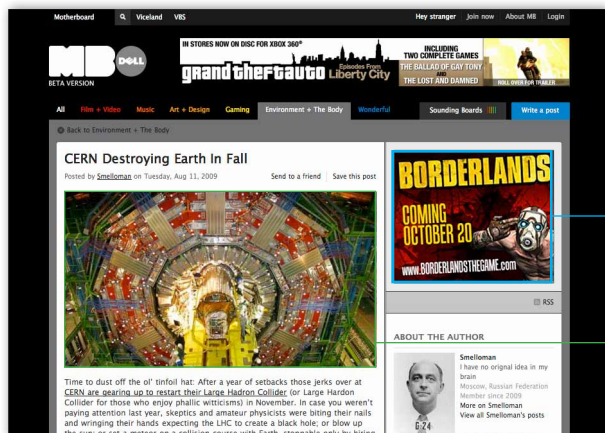


LEADERBOARD

728 x 90 \$13 CPM

HEADLINER

974 x 220/50 \$30 CPM

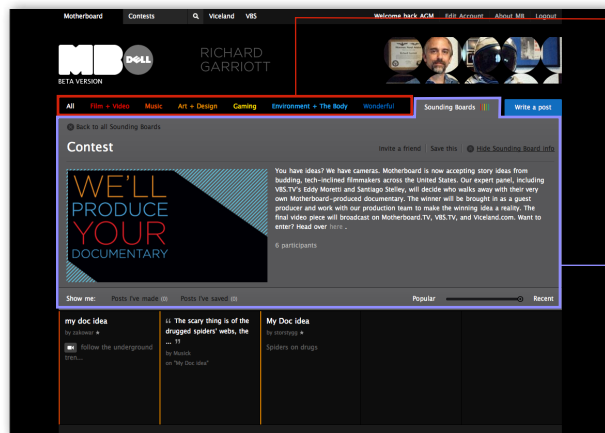


SQUARE BANNER

300 x 250 \$15 CPM

PRE-ROLL

584 x 328 \$40 CPM



CONTENT-FOCUSED INVENTORY

As an alternative to run of site advertising, partners may further target their campaigns around the following Motherboard categories: film + video, music, art + design, gaming, environment + the body.

SOUNDING BOARDS SPONSORSHIP

Brands can also sponsor a Sounding Board, a discussion group featuring all of Motherboard's content filtered into tidy topics of lively visitor conversation.

Rates and specific information available upon request.

SPECS & SUBMISSION INFO

VICELAND

SIZES: 728x90, 300x250, 160x600, 974x220/50

ACCEPTED FORMATS: JPG, GIF, HTML, iframe/JS, FLASH

MAX FILE SIZE: 728x90, 300x250, 160x600 = 40k max/100k max polite load | 974x220/50 = 100k/150k polite

EXPAND/COLLAPSE DIMENSIONS: 728x90 max expand to 728x400, 300x250 max expand 500x500, 160x600 max expand 400x600, 974x220 collapses to 974x50

GIF SPECS: No max # characters, Max 3 loops, Max 15 FPS

FLASH SPECS: Latest acceptable version of Flash – Flash 9, Max 3 loops, Max 15 fps for standard Flash, Progressive Flash accepted

RM SPECS: All accepted

VBS.TV

SIZES: 728x90, 300x250, 160x600, 480x270 Preroll (video/static) *

ACCEPTED FORMATS: JPG, GIF, HTML, iframe/JS, FLASH

MAX FILE SIZE: 728x90, 300x250, 160x600 = 40k max / 100k max polite load

EXPAND/COLLAPSE DIMENSIONS: 728x90 max expand to 728x400, 300x250 max expand 500x500, 160x600 max expand 400x600

GIF SPECS: No max # characters, Max 3 loops, Max 15 FPS

FLASH SPECS: Latest acceptable version of Flash – Flash 9, Max 3 loops, Max 15 fps for standard Flash, Progressive Flash accepted

RM SPECS: All accepted

* VBS.TV ad units live in iframes and are unable to serve banners in tandem.

MOTHERBOARD.TV

SIZES: 728x90, 300x250, 194x109, 974x220/50, 480x270 Preroll (video/static) *

ACCEPTED FORMATS: JPG, GIF, HTML, iframe/JS, FLASH

MAX FILE SIZE: 728x90, 300x250 = 40k max/100k max polite load | 974x220/50 = 100k/150k polite

EXPAND/COLLAPSE DIMENSIONS: 728x90 max expand to 728x400, 300x250 max expand 500x500, 974x220 collapses to 974x50

GIF SPECS: No max # characters, Max 3 loops, Max 15 FPS

FLASH SPECS: Latest acceptable version of Flash – Flash 9, Max 3 loops, Max 15 fps for standard Flash, Progressive Flash accepted

RM SPECS: All accepted

* Motherboard.tv ad units live in iframes and are unable to serve banners in tandem.

GUIDELINES

Audio in all banner ads must be user-initiated and include a mute button.

In-video banner ads must include a pause/stop button

For Flash ads hosted by Viceland, VBS.tv or Motherboard.tv, click tracking cannot be enabled without proper clickTAGs.

Please refer to the following guidelines when implementing your click TAGs:
http://www.adobe.com/resources/richmedia/tracking/designers_guide/index.html#clicktag

VBS.tv and Motherboard.tv ad units live in Frames and are unable to serve banners in tandem

Skip button included on all welcome mats

PREROLL SPECS

Uncompressed 15 second MOV Quicktime video

29.97 FPS

Video Codecs - DV NTSC (DV25) or DV Pro NTSC (DV50)

Audio Codecs - Integer Little Endian / Stereo 16bit - 48khz sample

True widescreen 16:9 format will play full frame in the VBS player

All 4:3 submissions will play pillar boxed in the VBS player

Lead time for all video ads: 3 business days

Assets for custom banner creative require 5 business days prior to launch

Assets for custom rooms, skins and all other executions required 10 business days prior to launch

SUBMISSION VIA FTP

ADDRESS vicftp.com
PORT 21
USER assets-upload
PW assets808

VICE CONTACTS

Online Advertising Director: Ryan Duffy | ryand@viceland.com

Online Ad Operations: Jonathan Hunt | jonathan@viceland.com

For further information on our AdVice network please contact:
Michael Tennant | michael@viceland.com

RECENT PRESS

“Vice is known for its raw, unsparingly honest editorial voice... *Vice*’s editors are either totally tuned-in geniuses or prankster revisionists. Or maybe both.”

–*The Wall Street Journal*

“Vice is so cool—in a way MTV would love to be.”

–CNN

“[Among the] biggest brand success stories of the year...”

–*Advertising Age*, “*The Marketing 50*”

“VBS is punk rock for the 21st Century. They are better-looking and more rock-and-roll than we will ever be.”

–*U2’s Bono*

“There are no holds barred for the revolutionary, bold, irreverent Vice TV, aka VBS.tv.”

–*Huffington Post*

“VBS stage dives into its coverage, dispatching amateur reporters—armed with little more than a camera, designer sunglasses, and a pair of steel cubes—to travel to the places that more seasoned correspondents wouldn’t be caught dead in for fear of...well, being caught dead.”

–*Wired*

“VBS is a template for a successful online TV station with original content”

–*Sunday Times*

“The people [at VBS.tv] are on a mission. They’re inventing new things every day. It reminds me of MTV in the extremely early days.”

–*MTV Founder & Former Viacom CEO Tom Freston*

“An online network with an astonishingly varied slate of current-affairs oriented programming, from wry series to dead-serious multipart documentaries...”

–*Advertising Age*

“For those of us who lost faith in Western news outlets a long time ago, the rise of the online network VBS.tv this year had been nothing short of a reconversion.”

–*V Magazine*

“VBS.tv... a model for reporting that may be raw, but is nothing but honest. And who to trust to better explore the subcultural landscape than Vice magazine? This is going to be important.”

–*PSFK.com*

“[Vice is] this all-embracing, all-swallowing whore of Babylon.”

–*TV on the Radio’s Kyp Malone*