



Media Kit



About Sparklit

Sparklit.com is the Internet's foremost provider of feedback and visitor tracking solutions. Our unique advertising services attract marketing directors, human resource professionals, small business owners, and advertising managers.

Sparklit has been at the forefront of outsourced web services since 1997 and enjoys an extensive user base with strong brand loyalty.

More than 6000 new users sign up each month and become a part of the Sparklit community!



Sparklit's Affiliate Network

Through its adButler advertising management system, Sparklit serves millions of advertisements a day to thousands of affiliated sites, there is no easier way to reach such a broad audience.

Advertising through our network provides an unprecedented opportunity for broad-base advertising to the general consumer or small focused campaigns to a particular sector. Since our advertisement campaigns are spread across our affiliated sites, we can provide more unique views than a single-site advertising solution.

With a vast and growing number of affiliated sites using our free products, advertising through Sparklit's network can reach any demographic or special interest group on the web.



Sparklit Demographics

Sparklit's users are principally young, well-educated professionals. The audience your advertising will reach are well employed, affluent, and comfortable with eCommerce.

Gender Split	Male – 59% Female – 41%
Region	North America – 70% Europe – 20% Other – 10%
Education	College Degree – 58% Some College – 10%
Mean Age	27
Mean Internet Usage	18.9 hours / week
Occupation	Professional – 9% Technology/Engineering – 8% Entrepreneurial – 8% Management/Executive – 6% Sales/Marketing – 3%



Advertising Formats

Sparklit can deliver your advertising in a variety of formats, offered through a CPM format.

Banners

Sparklit can deliver large quantities of 468x60 banners, through our home page, our branded products, or our network of affiliates. Your ads enjoy pride of place, top and center, as well as an audience rich in unique viewers.

Tower ads in a 120x600 format can be delivered through our affiliate network, as well as a limited number of 234x60.

Badges

Sparklit has a large inventory of badges in a 128x60 format, as well as smaller inventories of 120x90 and 125x125.



Sparklit Ad Store

For current pricing or to order online, visit the Sparklit adStore online at:
<http://advertising.sparklit.com/>

Or for more information, feel free to contact one of our representatives by phone.

Sparklit Marketing Contacts

Rajiv Khaneja 250.477.1336

Fax: 604.677.6049

Toll-free: 877.275.5480