

The background is a vibrant blue with a dynamic, abstract pattern of light streaks and gradients, creating a sense of motion and depth. The colors range from deep, dark blues to bright, almost white highlights, giving it a futuristic and energetic feel.

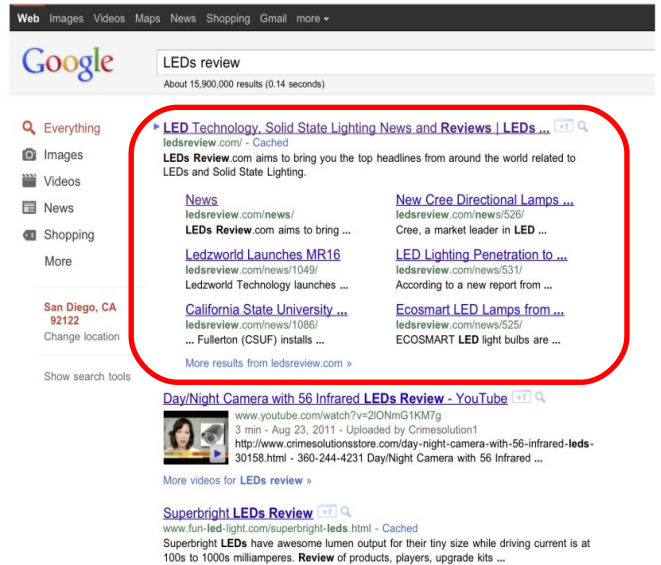
Media Kit 2011

LEDs Review.com

LEDs Review Facts and Numbers

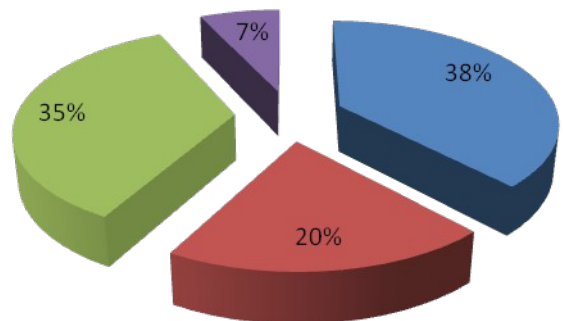
LEDs Review.com is an online daily publication dedicated to all aspects of Solid State Lighting technology, LED and OLED lighting products, industry news, research developments and market trends. LEDs Review is focused on practical aspects of LED integration, product guides, comparisons, reviews and tests.

- ❑ Ranked number 1 by Google and other popular search engines
- ❑ >20,000 visitors/month from 118 countries*
- ❑ Rapidly growing at a rate of >15% increase of visitors/month**
- ❑ CTR of 1% for the main page announcements/advertisement***
- ❑ Has a dedicated LED professional audience
- ❑ Offers unique focus on video reviews of LED lighting solutions and podcasts
- ❑ Promotes community education through publication of LED product reviews and white papers at no cost for contributors
- ❑ Efficiently integrated into Social Networks (LinkedIn, Twitter, Facebook) to provide its readers with timely information updates
- ❑ LEDs Review includes LEDs Directory as a part of its portfolio (>500 handpicked and verified listings)
- ❑ LEDs Review has a Russian version (www.ledsreview.ru) dedicated to the audiences from such rapidly developing LED lighting solutions markets as Russia, Ukraine, Estonia, Latvia, Lithuania and other Eastern European countries.
- ❑ LEDsReview.com, LEDsDirectory.com and LEDsReview.ru are registered by Northern Lights SSL, Inc.



LEDs Review.com Visitors by Region*

■ North America ■ Europe ■ Asia ■ Other Countries



* Publishers own data and Google Analytics Statistics

** Average data obtained by Google Analytics

*** Average data obtained from Google AdSense

Online Promotional Opportunities at LEDsReview.com and LEDsDirectory.com

The screenshot shows the LEDsReview.com website layout. At the top left is the site logo and navigation menu. The main content area features several news articles with images and headlines. On the right side, there is a sidebar with a 'LED Jobs' section. Five blue boxes with white numbers 1 through 5 are overlaid on the page to indicate advertising zones:

- Zone 1:** Located at the top of the main content area, above the first article.
- Zone 2:** A large vertical box on the right side of the page, overlapping the right edge of the main content area.
- Zone 3:** A vertical box on the right side of the page, overlapping the right edge of the main content area, below Zone 2.
- Zone 4:** A vertical box on the right side of the page, overlapping the right edge of the main content area, below Zone 3.
- Zone 5:** A large horizontal box at the bottom of the page, below the footer area.

Zone	Description	Price/month	Size
1	Headline Banner	\$2,000	728x90
2	Main Body	\$1,500	336x280
3	Featured Links	\$200	n/a
4	Featured Companies Logos	\$300	125x60 or 125x125
5	Anchor Banner	\$1,200	728x270 or 728x360

- ❑ **Listing at LED Directory \$50/year** includes Company Logo , full contact information and description and 3 products with picture, description and links to technical data sheets.
- ❑ *Submission of reviews, event commentaries or white papers is free of charge*

Advertising contact:
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Phone: 1-888-218-9878
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Submission of product review/event commentary/white papers:
editor@ledsreview.com