

# Super Stock Picker

*Free Canadian Stock Picks*

55,578 page views, 18,275 unique visitors per month

## Media Kit 2012

## Our Mission

SuperStockPicker.com delivers Canadian stock advice at no cost for the user.

Super Stock Picker is based on an in-house software, which implements mechanical investment strategies, in order to provide emotion-less trading.

Information is provided both in English (<http://www.superstockpicker.com>) and French ([http://www.superstockpicker.com/investir\\_en\\_bourse](http://www.superstockpicker.com/investir_en_bourse)).

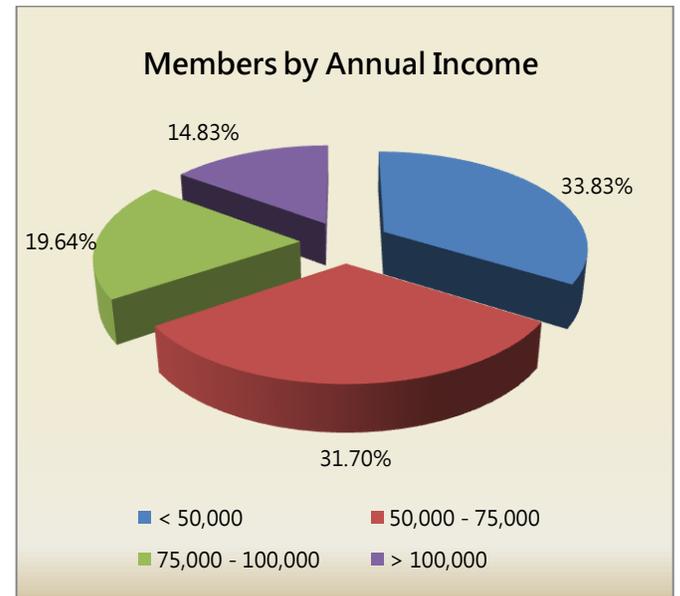
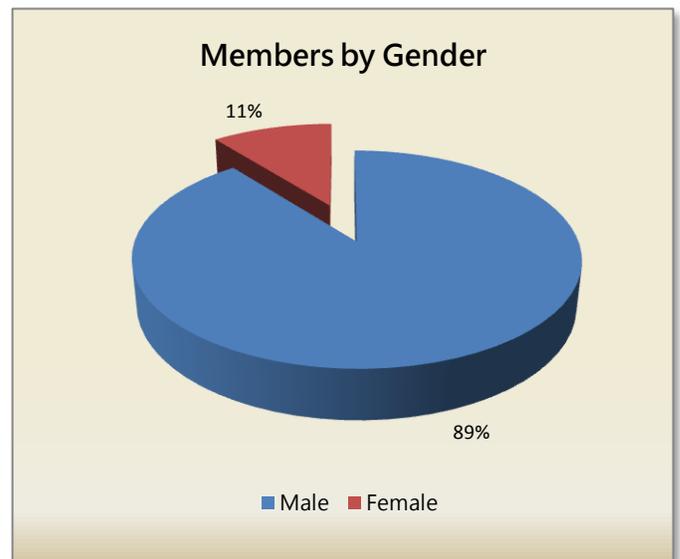
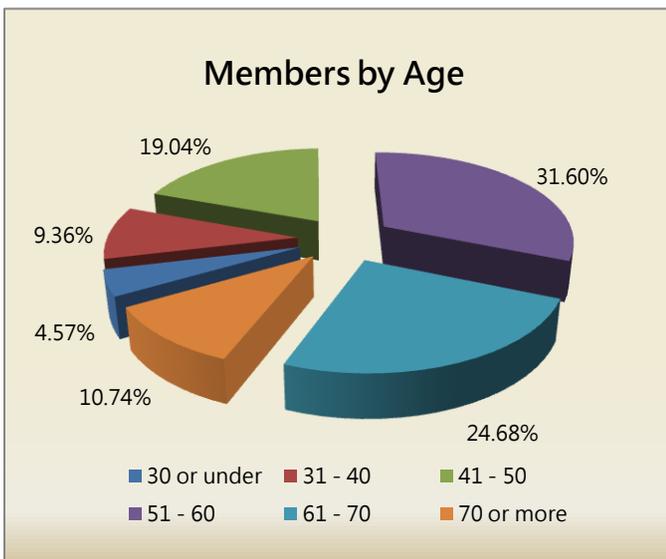
## 2011 Demographics

Our targeted audience is the **Canadian active individual investor** with a low to medium portfolio size.

### Members Survey

In May 2008, we ran a survey to better know our members' profile. Here are some results:

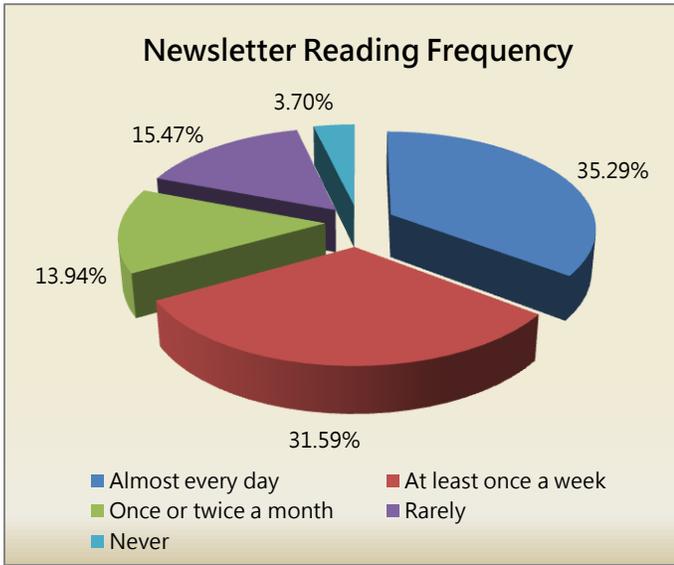
#### Members Profile



## Members Trading Habits

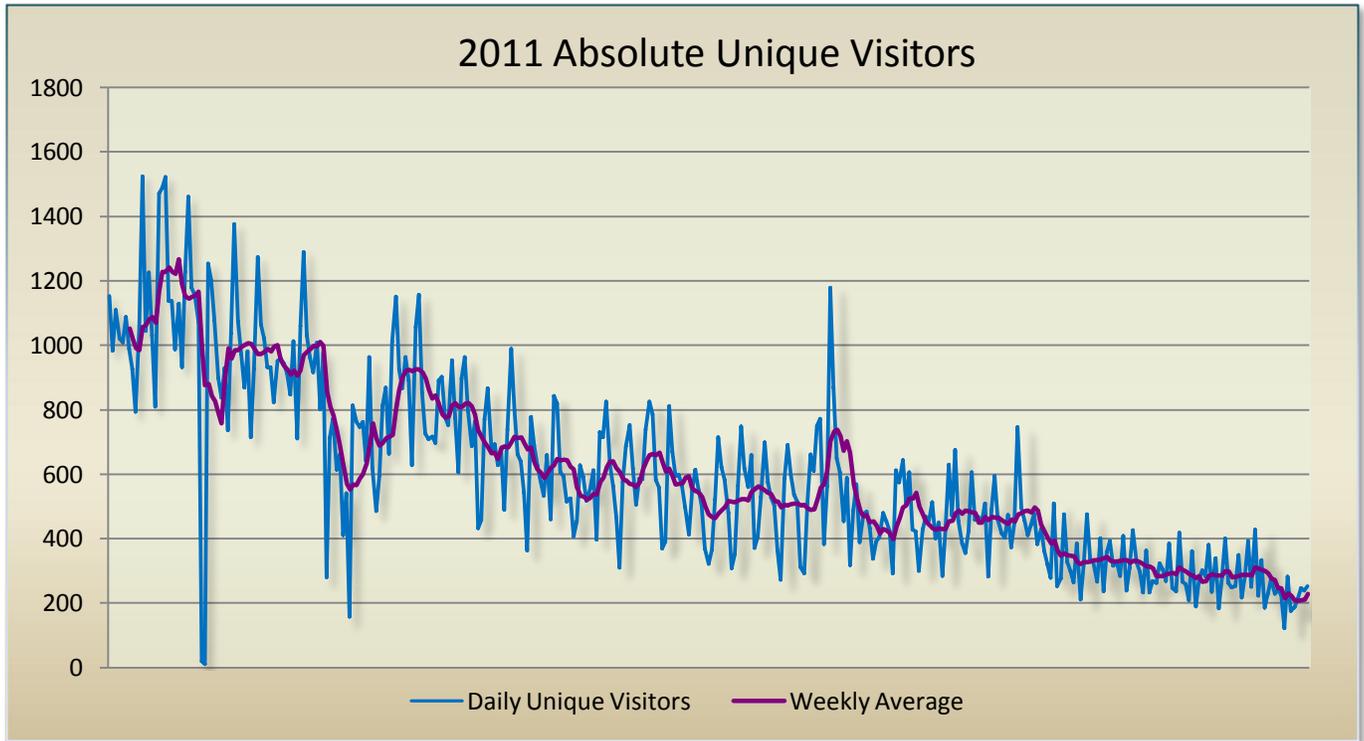


## Members Newsletter Interest

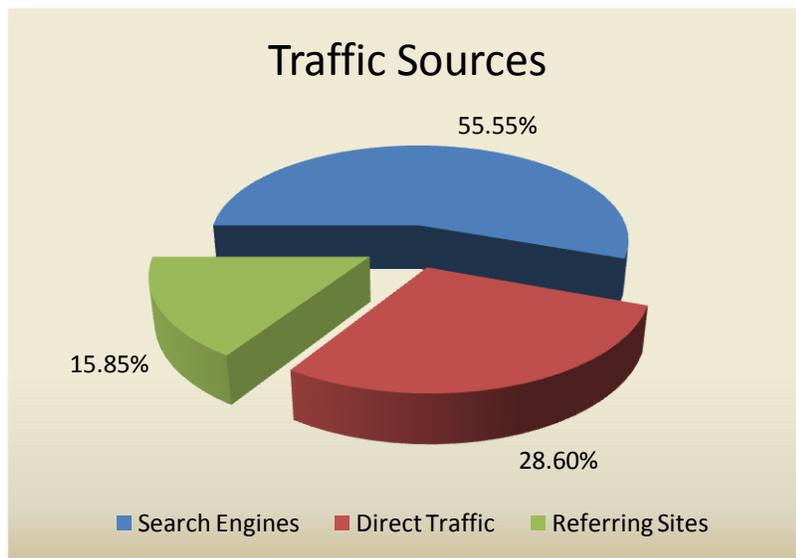


## Our Website Traffic

In 2011, SuperStockPicker.com (including both English and French versions) has generated 219,303 Absolute Unique Visitors and 666,942 Pages Views:



Our traffic is generated by the following sources:



### English Version Stats:

In 2011, the English version of SuperStockPicker.com has generated **172,966** Absolute Unique Visitors and **512,725** Pages Views.

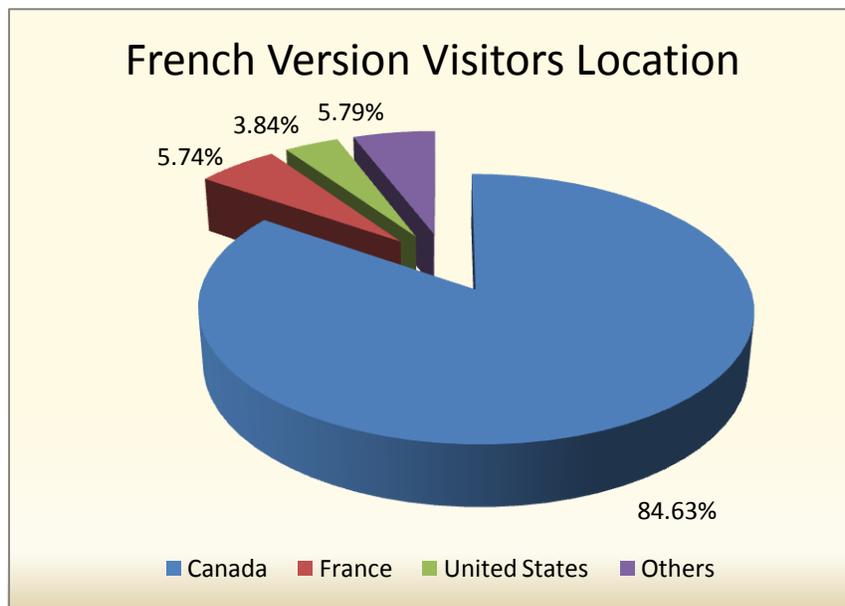
Our visitors are coming from the following locations:



## French Version Stats:

In 2011, the French version of SuperStockPicker.com has generated **46,337** Absolute Unique Visitors and **154,217** Pages Views.

Those visitors are coming from the following locations:



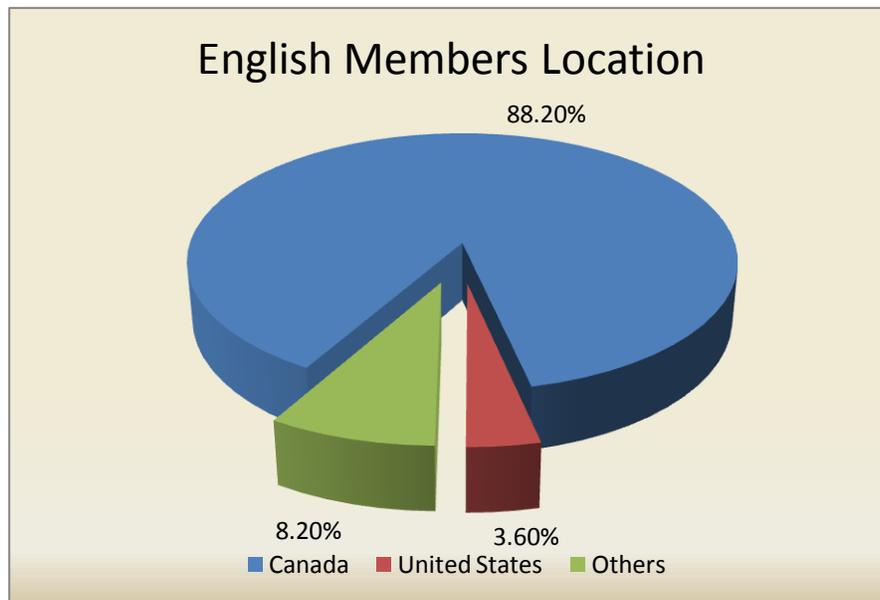
## Membership Stats

Users who wish to receive our advice by email can subscribe to our service for free. On May 1, 2012 our database is holding **14,956** members who receive our daily messages, including **11,714** who accept to receive marketing offers from advertisers.

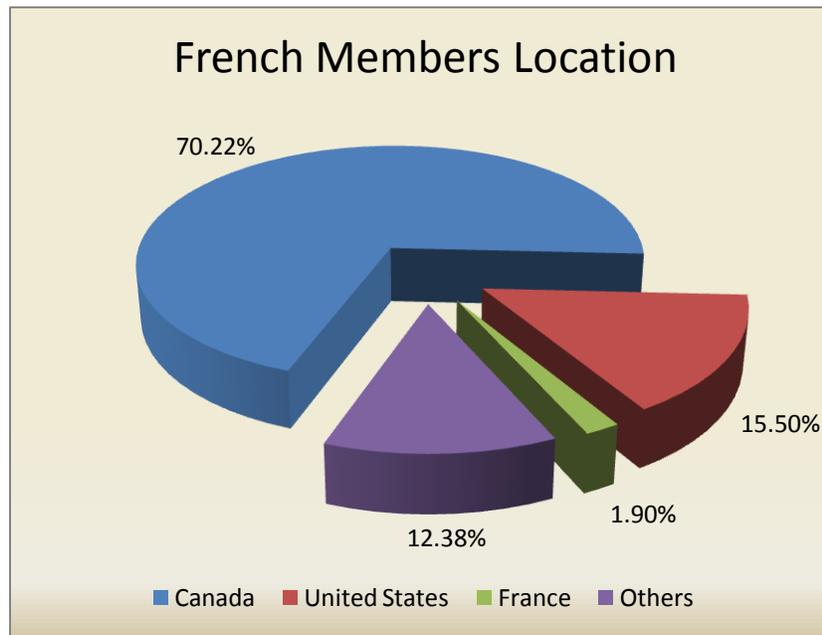
Our members' preferred language is divided as follows:

Preferred Language	English	French	Total
Daily Orders	11,213	3,743	14,956
Marketing Messages	8,680	3,034	11,714

Our English-speaking members are from the following countries:



Our French-speaking members are from the following countries:



## Targeting

Our advertisers found a responsive audience for services and products such as:

Services	Products
<p>Advisory service</p> <p>Investor Relations</p> <p>Traders' Education</p> <p>Brokerage / Banking</p> <p>Information Portals (Quotes, Portfolio Tracker)</p> <p>Trading Game</p> <p>Books / eBooks</p>	<p>Stocks</p> <p>Options</p> <p>Forex</p> <p>Mutual Funds</p> <p>Futures</p>

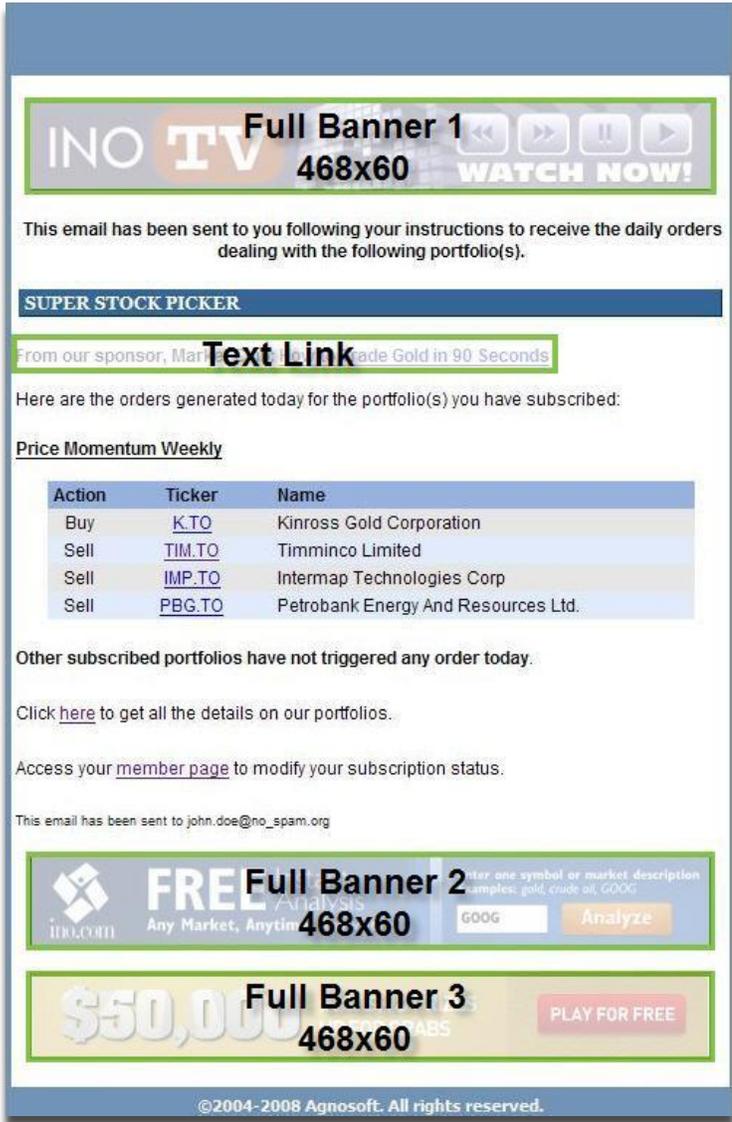
## Our Rates

The following rates are valid for 2010, for a campaign targeting the English version of SuperStockPicker.com. Please note that for the French version, a 30% rebate is applicable. For both English and French version, a 10% rebate is applicable.

Site wide:	
Large Banner	\$20 CPM
Large Rectangle	\$30 CPM
Button	\$5 CPM
Skyscraper	\$10 CPM

The screenshot displays the Super Stock Picker website interface. At the top, there are several promotional banners: '5 Hot Stocks for 2010', '900% Jumping Penny Stocks', and 'Killer Penny Stock Alerts'. A large banner in the center reads 'Large Banner 728x90'. Below these is a navigation bar with links like 'HOME', 'PORTFOLIOS', 'MARKET TIMING', etc. The main content area features a '100 Trades, 92 Wins' section with a line chart showing stock value over time. To the right, there's a 'CANADIAN FREE STOCK PICKS' section with a testimonial. Below that, 'OUR WINNERS' and 'OUR LOSERS' tables are shown. The bottom section includes 'LAST POSTS FROM OUR FORUM' and 'LATEST NEWS'.

<b>Daily Orders Email:</b> <i>(following rates are for a 1-week advertising campaign (5 issues))</i>	
Full Banner 1	\$20 CPM
Text Link	\$10 CPM
Full Banner 2	\$15 CPM
Full Banner 3	\$14 CPM



**Full Banner 1**  
468x60 WATCH NOW!

This email has been sent to you following your instructions to receive the daily orders dealing with the following portfolio(s).

**SUPER STOCK PICKER**

From our sponsor, MarketMogul.com **Text Link** Trade Gold in 90 Seconds

Here are the orders generated today for the portfolio(s) you have subscribed:

**Price Momentum Weekly**

Action	Ticker	Name
Buy	<a href="#">K.TO</a>	Kinross Gold Corporation
Sell	<a href="#">TIM.TO</a>	Timminco Limited
Sell	<a href="#">IMP.TO</a>	Intermap Technologies Corp
Sell	<a href="#">PBG.TO</a>	Petrobank Energy And Resources Ltd.

Other subscribed portfolios have not triggered any order today.

Click [here](#) to get all the details on our portfolios.

Access your [member page](#) to modify your subscription status.

This email has been sent to john.doe@no\_spam.org

**Full Banner 2**  
468x60 FREE Analysis Any Market, Anytime. Enter one symbol or market description (examples: gold, crude oil, GOOG)

**Full Banner 3**  
468x60 \$50,000 ABS

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<b>Standalone Email:</b>	
Dedicated advertisement	\$140 CPM

## Advertising specifications

- Ads displayed on the website can be still images or Flash
- Daily orders are sent in html format
- Standalone emails can be sent in text and/or html formats (if not available in French, messages in English are usually sent to the whole database)

## Contact

For more information and updated numbers, please contact us at: [info@agnosoft.com](mailto:info@agnosoft.com)