

# Super Stock Picker

*Free Canadian Stock Picks*

73 770 page views, 26 150 unique visitors per month

## Media Kit 2011

## 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)).

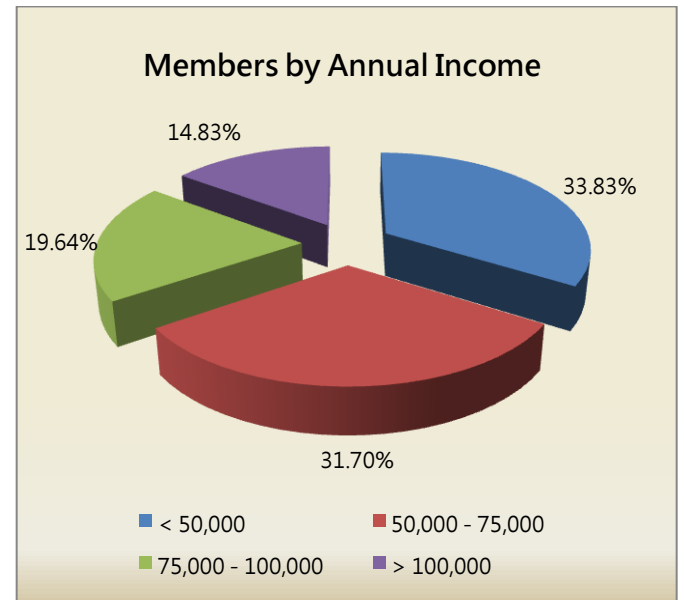
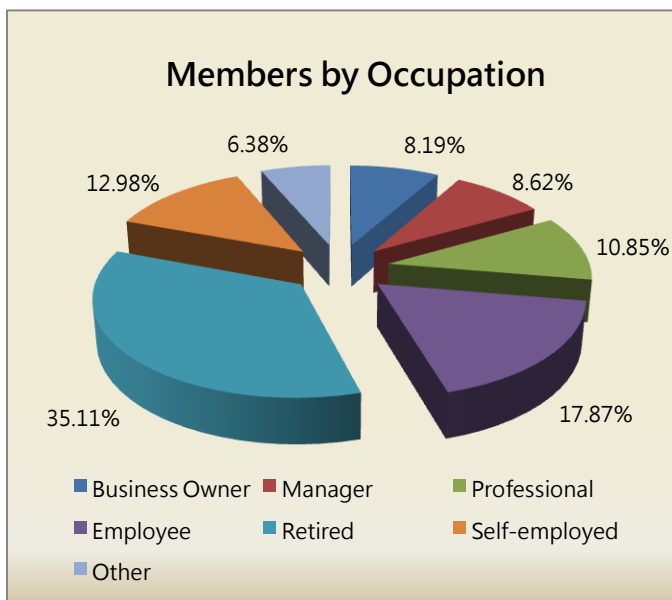
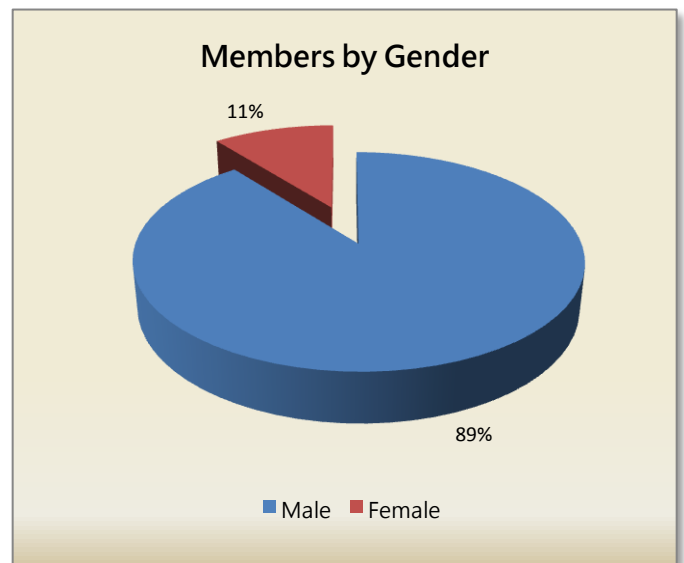
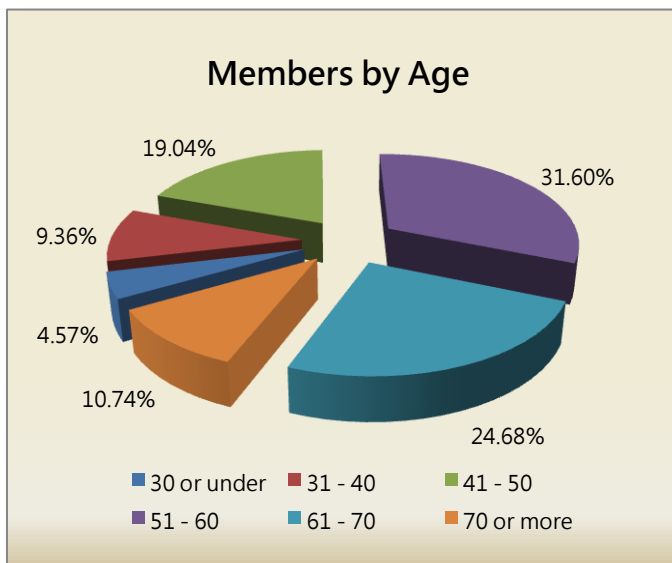
## 2010 Demographics

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

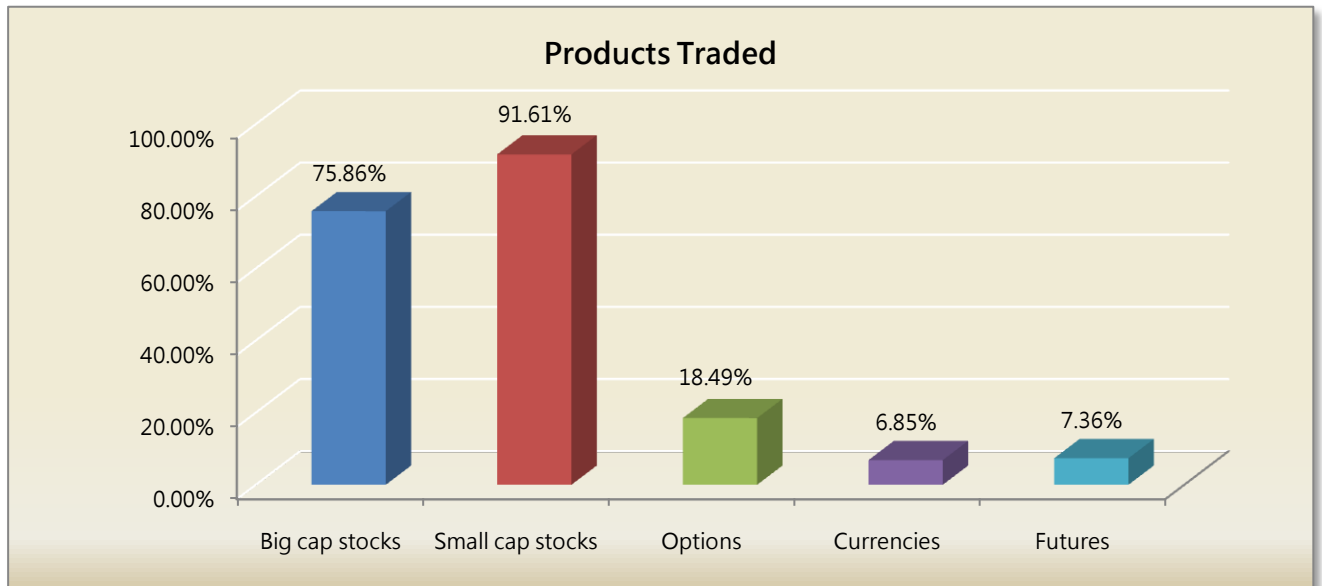
### Members Survey

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

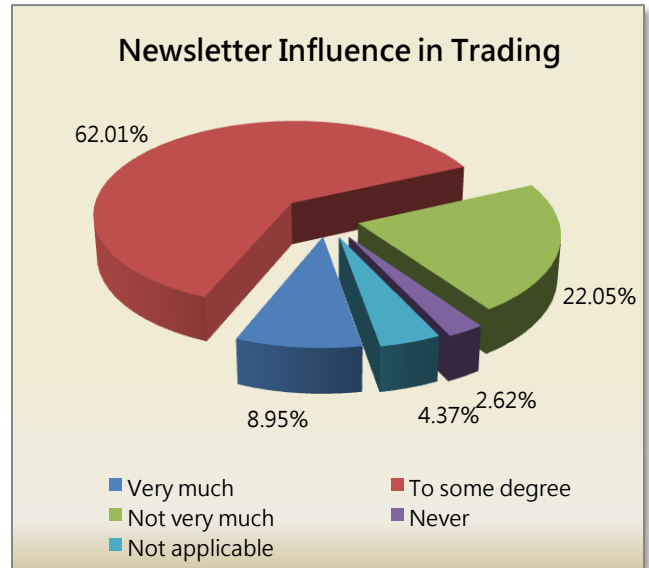
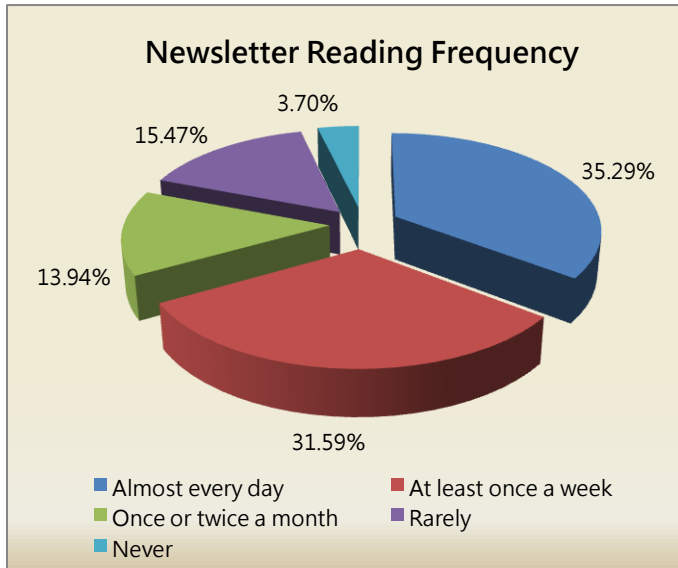
#### Members Profile



## Members Trading Habits

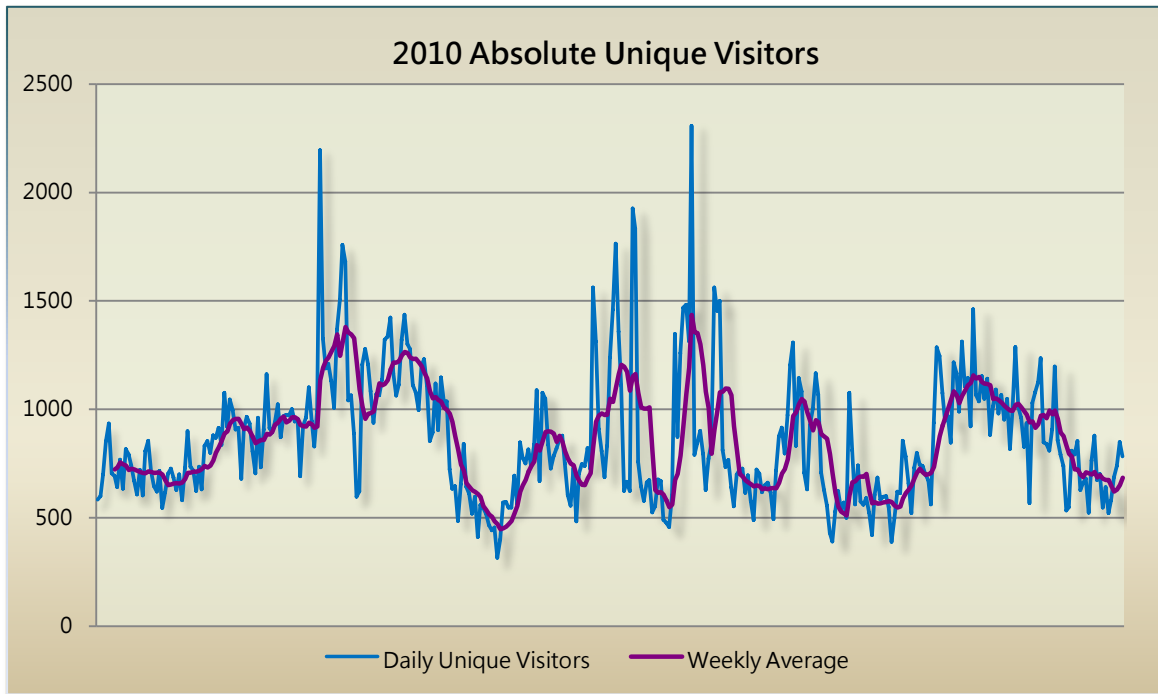


## Members Newsletter Interest

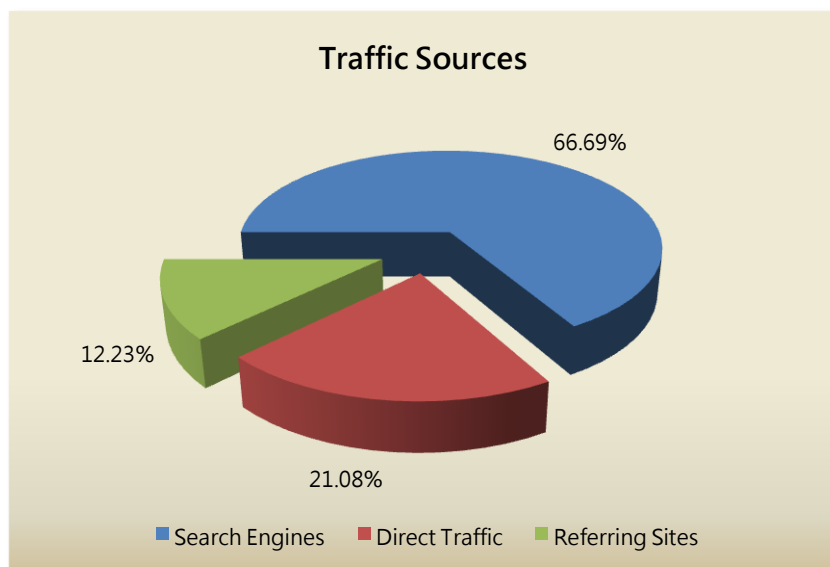


## Our Website Traffic

In 2010, SuperStockPicker.com (including both English and French versions) has generated **313,869** Absolute Unique Visitors and **884,673** Pages Views:



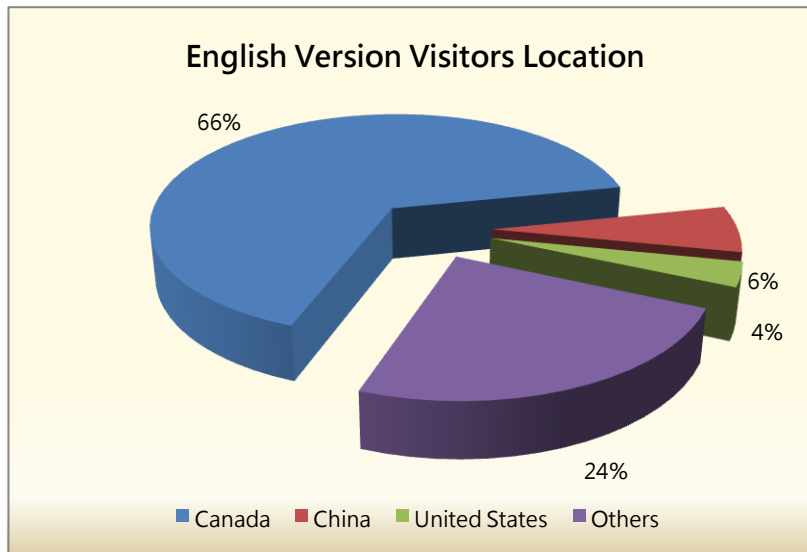
Our traffic is generated by the following sources:



## English Version Stats:

In 2010, the English version of SuperStockPicker.com has generated **262,443** Absolute Unique Visitors and **699,105** Pages Views.

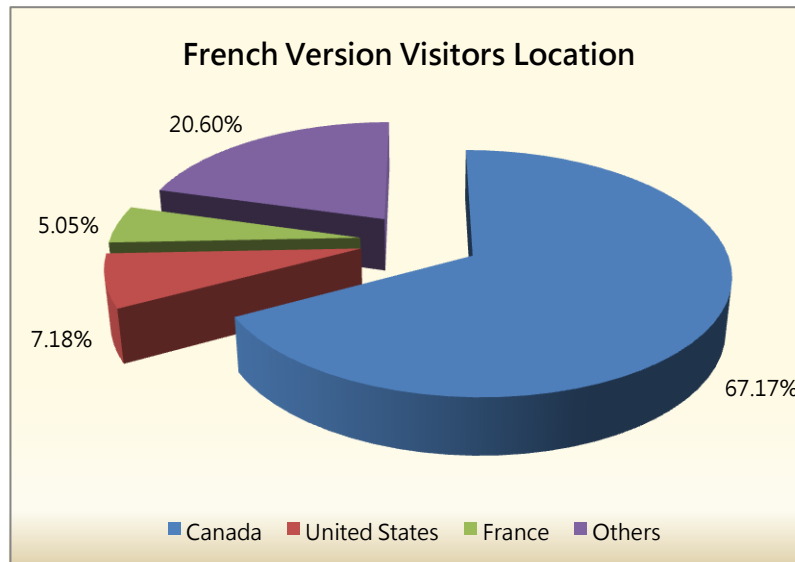
Our visitors are coming from the following locations:



## French Version Stats:

In 2010, the French version of SuperStockPicker.com has generated **51 426** Absolute Unique Visitors and **185 568** Pages Views.

Those visitors are coming from the following locations:



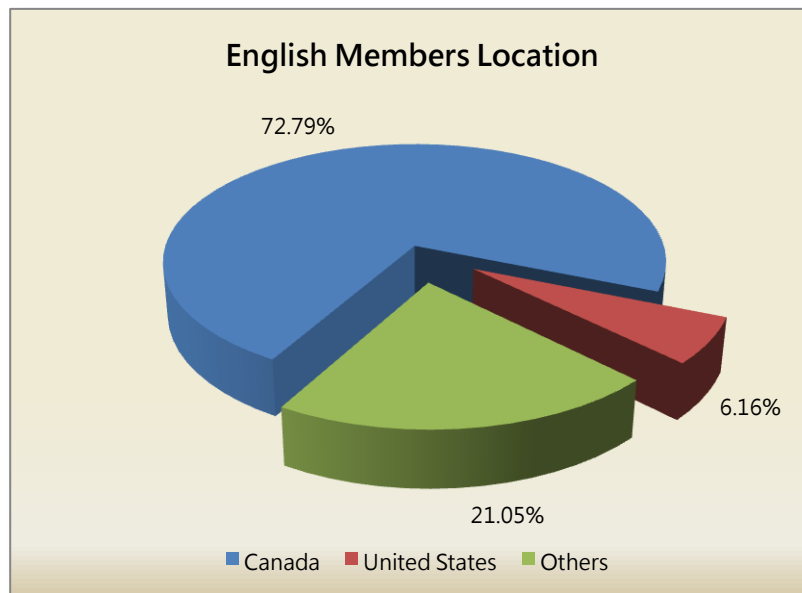
## Membership Stats

Users who wish to receive our advice by email can subscribe to our service for free. On May 1, 2011 our database is holding **15 954** members who receive our daily messages, including **12 003** who accept to receive marketing offers from advertisers.

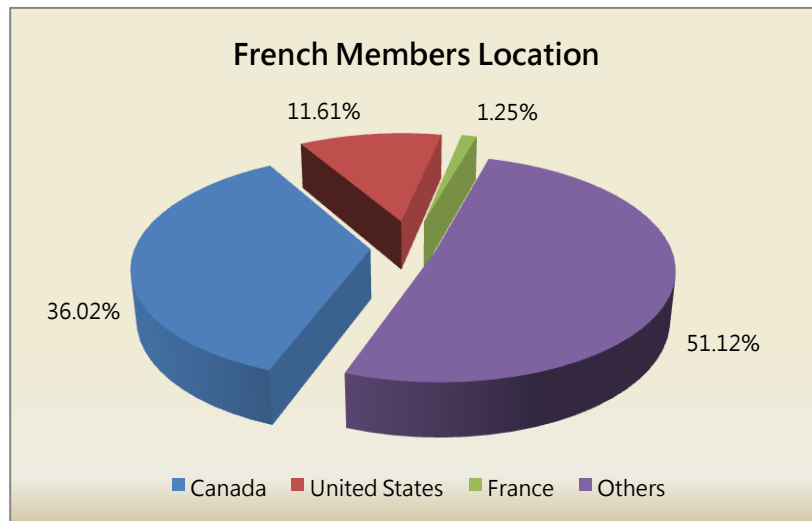
Our members' preferred language is divided as follows:

Preferred Language	English	French	Total
Daily Orders	12 018	3 936	15 954
Marketing Messages	8 818	3 185	12 003

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, there's 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. Below the chart is a "CANADIAN FREE STOCK PICKS" section with a table of "OUR WINNERS" and "OUR LOSERS". There's also a "TESTIMONIALS" section with user feedback. The bottom of the page includes a "LATEST NEWS" section with recent market articles.

Daily Orders Email: <i>(following rates include 5 deliveries)</i>	
Full Banner 1	\$20 CPM
Text Link	\$10 CPM
Full Banner 2	\$15 CPM
Full Banner 3	\$14 CPM

The screenshot shows an email interface with a blue header. At the top, there is a 'Full Banner 1' (468x60) for 'INO TV' with a 'WATCH NOW!' button. Below this is a text block: 'This email has been sent to you following your instructions to receive the daily orders dealing with the following portfolio(s).' This is followed by a 'SUPER STOCK PICKER' section with a 'Text Link' for 'Made Gold in 90 Seconds'. The main content area is titled 'Here are the orders generated today for the portfolio(s) you have subscribed:' and contains a table under the heading '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.

Below the table, it states: 'Other subscribed portfolios have not triggered any order today.' and 'Click [here](#) to get all the details on our portfolios.' and 'Access your [member page](#) to modify your subscription status.' At the bottom, there is a footer: 'This email has been sent to john.doe@no\_spam.org' and two more banners: 'Full Banner 2' (468x60) for 'FREE Analysis' and 'Full Banner 3' (468x60) for '\$50,000 ABS' with a 'PLAY FOR FREE' button. The footer of the email interface reads: '©2004-2008 Agnosoft. All rights reserved.'

Standalone Email:	
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)