



2008 Media Kit

Advertising return on investment profits are inherently low. Break that mold. Advertise with LiveRC.com.

LASTING IMPRESSIONS

Traditional print and internet ads offer you one opportunity to get through to your audience. If that opportunity fails, your carefully budgeted advertising dollars are lost. With LiveRC.com, our viewership experiences unheard of impression time for you to push your products and burn a lasting image of your brand to the viewer.

INSTANT RESULTS

By advertising with LiveRC.com, results are instant. From the time you signup, your ads appear immediately and viewers can access whatever information you have available to them with nothing more than a click of their mouse. In many cases, our clients have reported sales directed from our site within hours of their advertising campaign going live.

UNLIMITED CHANGES

Unlike other advertising mediums, LiveRC.com offers you the ability to have unlimited ads placed in rotation and change them whenever you would like. This means that in the middle of an event, you can target your ads to drive more traffic to your site. An example of this could be to congratulate your driver for taking TQ honors, or to run an online special that ends after the last race of the event.

QUALITY CONSULTATION

The staff at LiveRC.com has been in the internet advertising industry since the dot-com boom in the late 1990s. This experience translates into a vast knowledge of what methods of internet advertising are effective and which are not. No matter how big or small your company is, we want to see you succeed and will offer free consultation to help you maximize the potential of your ad campaign.

WE ARE GROWING...AND FAST!

Our growth rate is explosive, and for 2008 our plans are bigger than ever! Since the inception of LiveRC.com, we have been building our site little by little with great success. For 2008 however, all that is changing. LiveRC.com has emerged from what started as a small side project into a full time job, and we are nearing completion on a totally revamped system with a laundry list of new features. Aside from covering more than three times as many major R/C car races as we covered in 2007, LiveRC.com is now expanding to cover many other events in the r/c industry, including airplane and helicopter fly-ins, boat races, and trade shows. By locking in on an advertising plan now, your rate will be fixed through the end of your term, regardless of how big we grow!

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Paradigm Technologies, LLC.
2321 Farlin Ave, Suite 6
Green Bay, WI 54302
(920) 246-1845

What is LiveRC.com?

LiveRC.com is a revolutionary service to the R/C industry that offers lap-by-lap scoring with audio and video to people around the world in real-time. In 2008, LiveRC.com will be broadcasting almost every major racing event in the USA live to thousands viewers around the world. Our viewership during these races is unrivaled in the R/C industry, with thousands of active viewers all glued to their screens at the same time for hours on end.

Aside from major races, tracks from around the world use LiveRC.com to broadcast their weekly club races online. On almost any given night, you can tune in to LiveRC.com to find hundreds of viewers watching races that are being broadcasted by multiple tracks at the same time!

As the interest in LiveRC.com grows, so have the requests to expand our service into other areas of the R/C hobby. For 2008, LiveRC.com will be broadcasting live audio and video at select R/C fly-ins, boat races, and trade shows. All of these events will drive an entirely new demographic to our service, and ultimately to our advertisers!

The screenshot displays the LiveRC.com website interface for a live race event. At the top, there are navigation tabs: "Selected Event", "View RACING", "View Practice", "Race Results", "Event Pictures", "Event Videos", "Racer Profiles", and "FantasyRC". The main content area is titled "Concepts RC Clash - Concepts Clash" and features a table with the following columns: "Pos", "Driver", "Car #", "Laps", "Lap Time", "Elapsed", "Pace", and "Fast Lap". The table lists 12 racers with their respective positions and times. To the right of the table, there is a "Current Class Top" section showing "LiveRC (c) 2005-07 Brandon Rofke" and an "Audio/Video Control Panel" with a "Push play to start audio" button. Below the table is a "Chat" window with a list of messages and a "PICK DRIVER" button. At the bottom, there are several advertisements, including "rcMart.com - Your rc shopping mart", "Kyosho", "Tekin", and "rebo.ca.com".

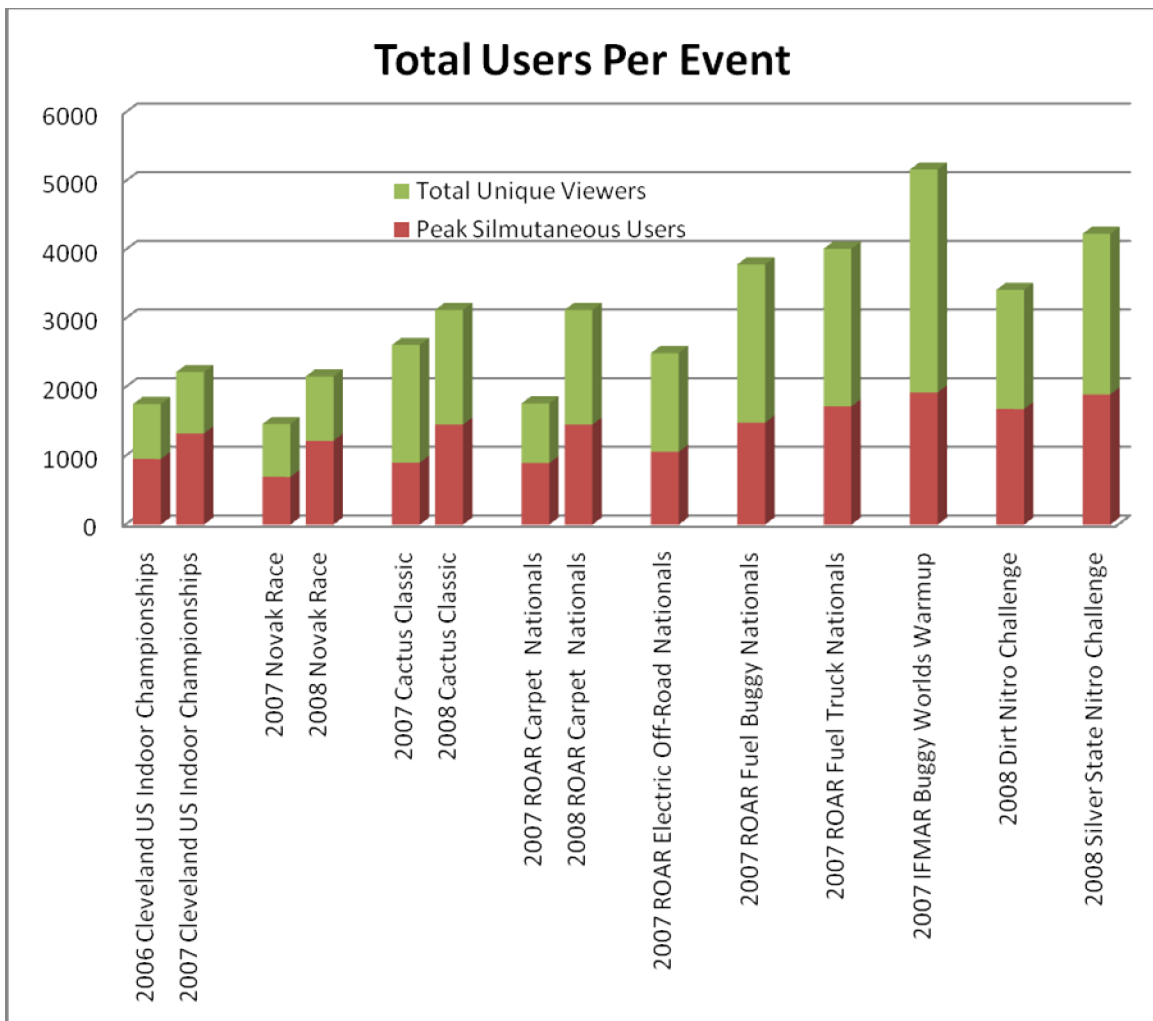
Pos	Driver	Car #	Laps	Lap Time	Elapsed	Pace	Fast Lap	Diff
1	Ryan Hartland	2	13	27.844	6:04.3	65/20-21.8	27.533	-
2	Lee Martin	3	13	27.857	6:06.1	64/20-13.3	27.344	-
3	St. Wach	3	12	28.354	5:48.8	62/20-02.2	27.918	-
4	Jason Smith	4	12	30.360	5:55.2	61/20-05.8	28.349	-
5	Jason Roberts	7	12	28.478	6:01.8	60/20-09.0	28.603	-
6	Mike Stodmare	5	12	30.920	6:08.7	59/20-13.1	28.487	-
7	Levan McInerach	8	11	29.733	5:38.9	59/20-14.1	28.510	-
8	Ryan Eckert	6	11	34.155	5:52.3	57/20-19.9	29.030	-
9	JP Tompman	12	11	31.904	5:53.9	56/20-03.8	29.709	-
10	Walt Mahning	10	11	31.223	5:53.0	56/20-07.3	29.771	-
11	Chris Swigger	9	11	30.741	6:01.4	55/20-07.2	30.098	-
12	Ryan Johnson	11	0	0.000				-

Did you know...

LiveRC.com is a subsidiary site of the RCCars.com Network, and all LiveRC.com ad campaigns include ad placement on all sites on the RCCars.com Network at no additional cost! We are continuously working to bring new services to the R/C community through our network of websites, and as our network of sites grow, so do our demographics and the number of viewers that your ad can reach! Some of the sites on the RCCars.com Network include:

- **RCCars.com** – RCCars.com is the most sought after domain in the R/C car industry, and rightfully so because it attracts thousands of viewers a day who just browse in because of the name. RCCars.com features forums, news, tech tips, and more.
- **RCSetups.com** – RCSetups.com provides racers a place to share setups with each other. Users can enter setups via a web-based browser form, and instantly our system converts and saves the data into a downloadable Adobe® PDF document.
- **RCCarLinks.com** – RCCarLinks.com is a giant community managed link repository for the R/C industry. All links are categorized and searchable so users can browse for new websites and companies, or find that hard-to-find link that they have been trying to locate.
- **FantasyRC.com** – FantasyRC.com is a service that allows users to create fantasy teams of drivers at events that are covered by LiveRC.com. Much like other fantasy sports, users compete against one another to see who has the best team. For select larger events, door prizes are given out to the winners.

Statistics



Advertising Plans

Affiliate Link Plan

- Available as an annual term only
- A text link will be placed to your site under "AFFILIATES" on all RCCars.com Network pages
- Does not include placement on LiveRC Scoring Screen
- Text links to your site from popular websites such as the sites on the RCCars.com Network are a great way to increase your search engine rankings!

Rotating Banner Plan

- 468x60 pixel banner shown in rotation on every page
- Banner rotates every 120 seconds on the LiveRC Scoring Screen
- File formats can be jpg, gif, or swf
- File size must be 40kb or smaller

Static Banner Plan

- Includes free Rotating Banner Plan (annual term)
- Available as an annual term only
- 120x60 pixel banner shown on every page (static placement, not rotation)
- Banners scroll to create a more eye-catching advertisement to the user
- Only 15 Static Banner Plans will be available per year
- First right-of-refusal to renew at your terms end
- Your company announced as a sponsor in the LiveRC chat one per hour throughout each event
- File formats can be jpg, gif, or swf
- File size must be 25kb or smaller

Video Feed Sponsor Plan

- Includes free Static Banner Plan and free Rotating Banner Plan (annual term)
- Available as an annual term only
- Only 6 Video Feed Sponsor Plans will be available per year
- First right-of-refusal to renew at your terms end
- Your video advertisements will be played in rotation with the other 5 Video Feed Sponsors when non Bonus Lap Members are waiting for video
- Videos can be up to one minute in length
- You may have up to 25 different videos played in rotation at any time
- During select events that the LiveRC crew attends, your video commercials will be played between races at random times
- Your logo will be shown below the video screen for every user
- Your videos will be shown in rotation with the other 5 Video Feed Sponsors when no broadcast is active

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Advertising Rates

PLAN	Monthly	Quarterly	Semi-Annually	Annually
Affiliate Link Plan	n/a	n/a	n/a	\$300
Rotating Banner Plan	\$50	\$135	\$250	\$450
Static Banner Plan	n/a	n/a	n/a	\$1000
Video Feed Sponsor Plan	n/a	n/a	n/a	\$2500

Custom Advertising Plans

If you would like to work out a custom advertising plan to suite your needs, we are more than willing to work with you. All prices are quoted upon request. Please contact us with details about your request.

Contact Us

Please contact Brandon Rohde for any questions you may have or to get started with an advertising plan.

Brandon Rohde

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