MHNEXT
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BOSTON, MA 02116-6008

MANHUNT

MEDIA KIT

WHO WE ARE

MANHUNT IS ONE OF THE WORLD'S ORIGINAL GAY SOCIAL NETWORKS.

With a strong, sex-positive focus, Manhunt has served as a worldwide platform for men who have sex with men to meet and interact with each other. Available via desktop, native and web-based mobile applications, and in multiple languages—English, Spanish, French, Portuguese, German, Italian, Chinese, and Japanese—Manhunt has been serving the needs of men seeking men, around the globe, since 2001.

Described to The Boston Herald by AIDS Action Committee of Massachusetts as "light years ahead of" other sites serving the same community, Manhunt has been privileged to work with hundreds of community health organizations, researchers, and service-providers through our ManhuntCares brand.

MANHUNT

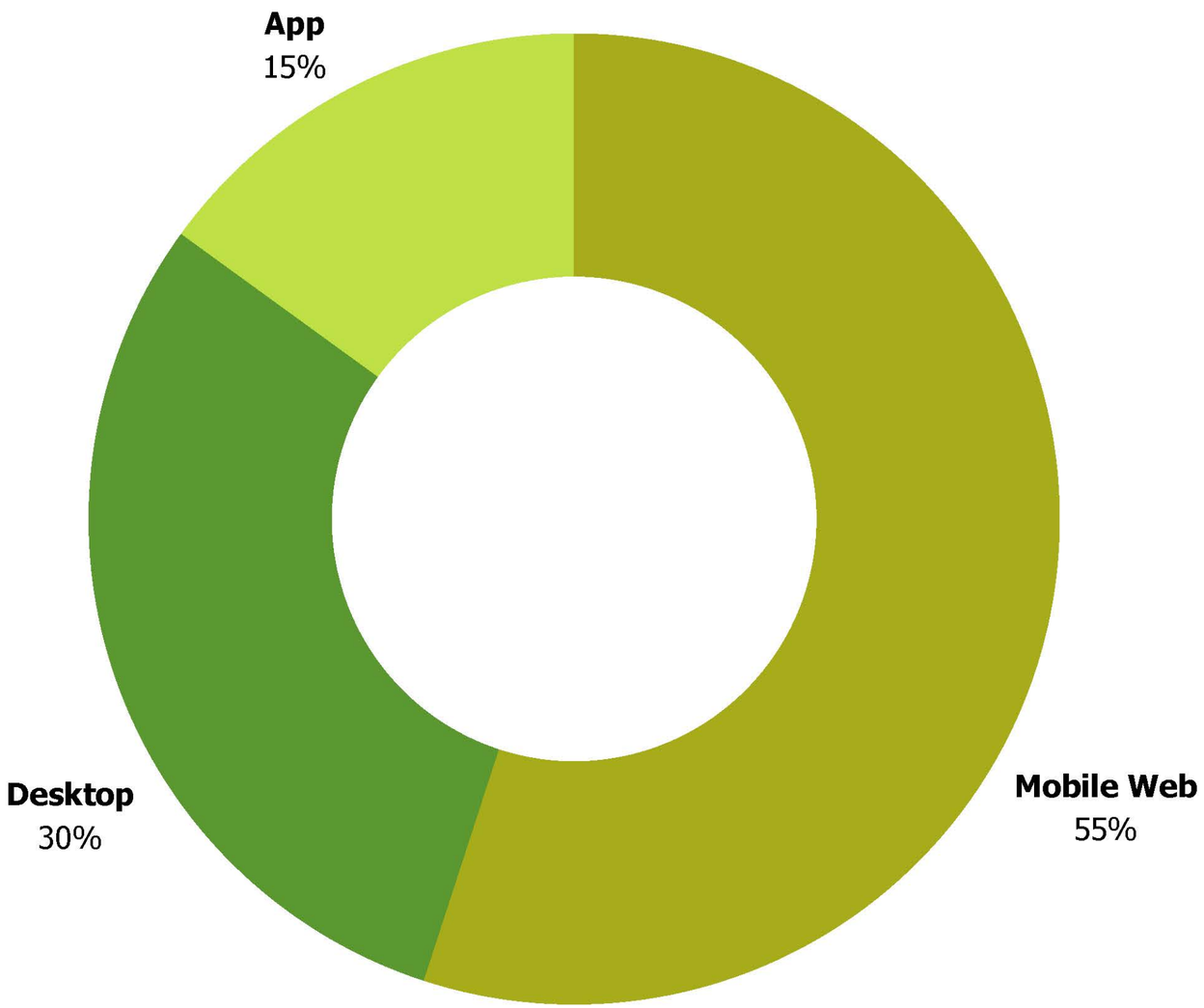
If your organization is looking to reach the gay male, bisexual, or MSM audience, Manhunt has both the audience and the traffic available to meet your goals.

On a monthly basis, Manhunt sees more than 280,000 unique member logins from within the USA, with an average session time of 10:11 minutes, and an average of 23 pages viewed per session. We are able to target ads using the following criteria:

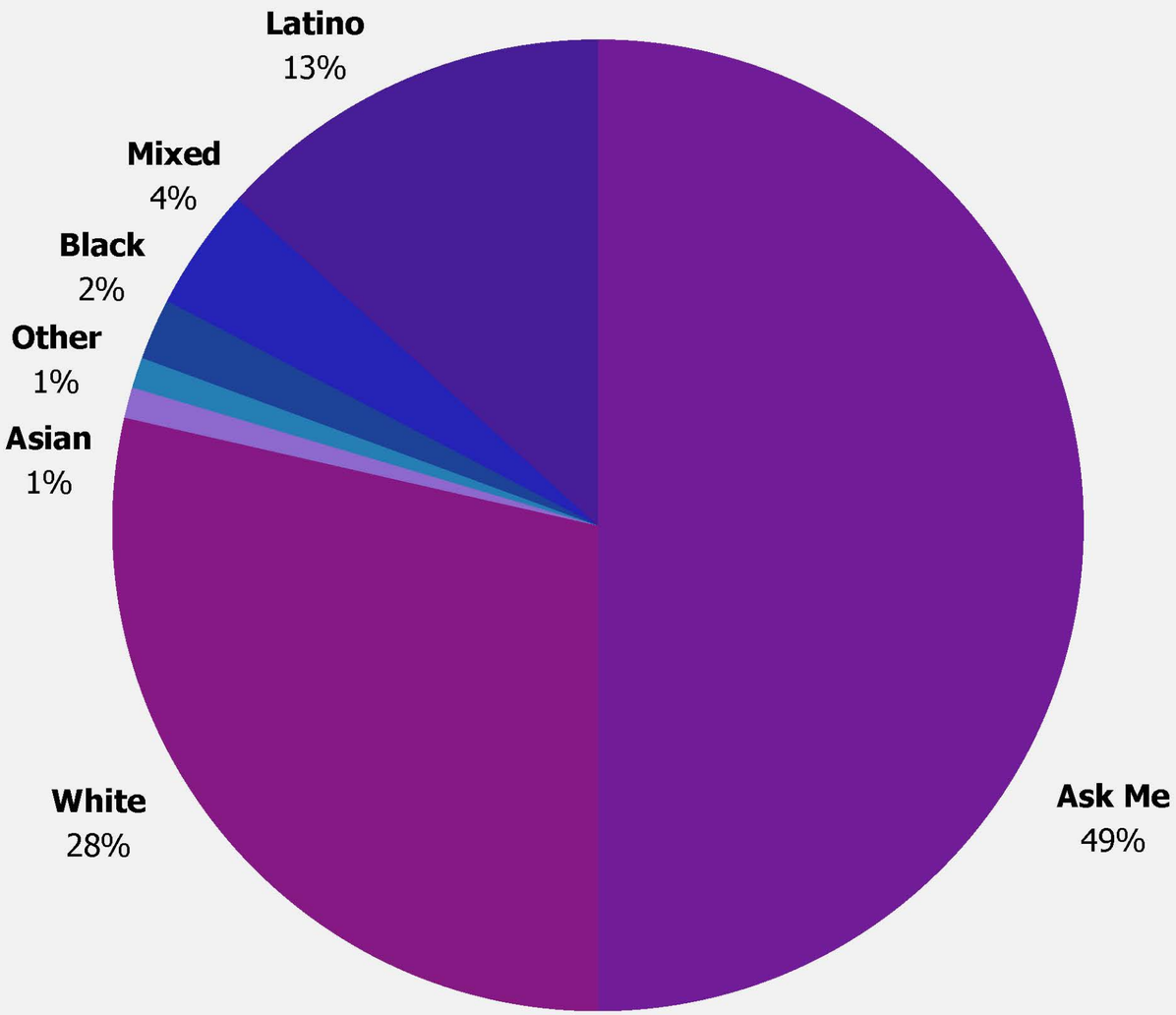
1. Age
2. Ethnicity
3. Geographical Location
4. HIV Status
5. Safer Sex Practices

HOW DO WE MEASURE UP?

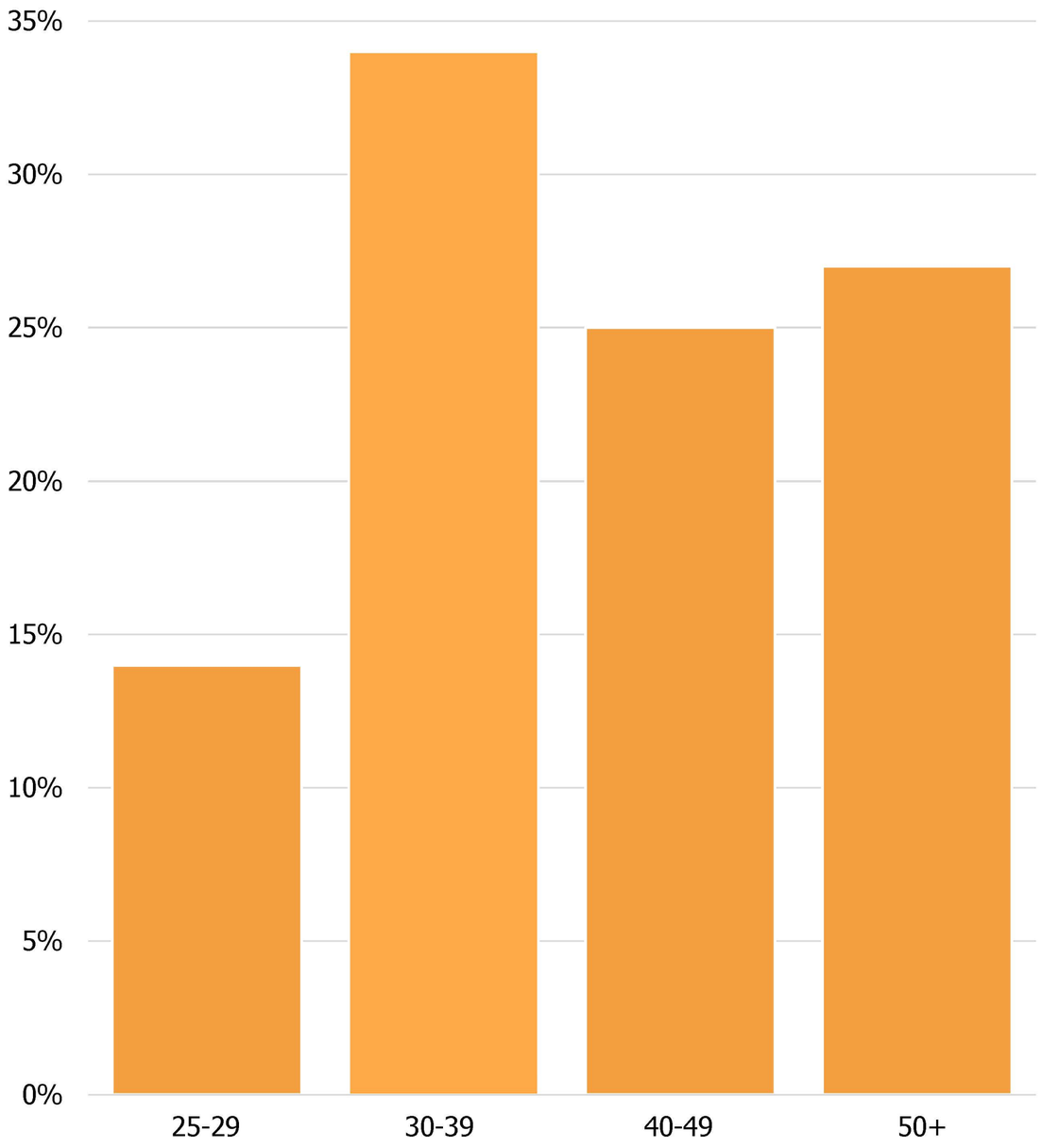
202,346 ACTIVE MEMBERS



PLATFORM BREAKDOWN

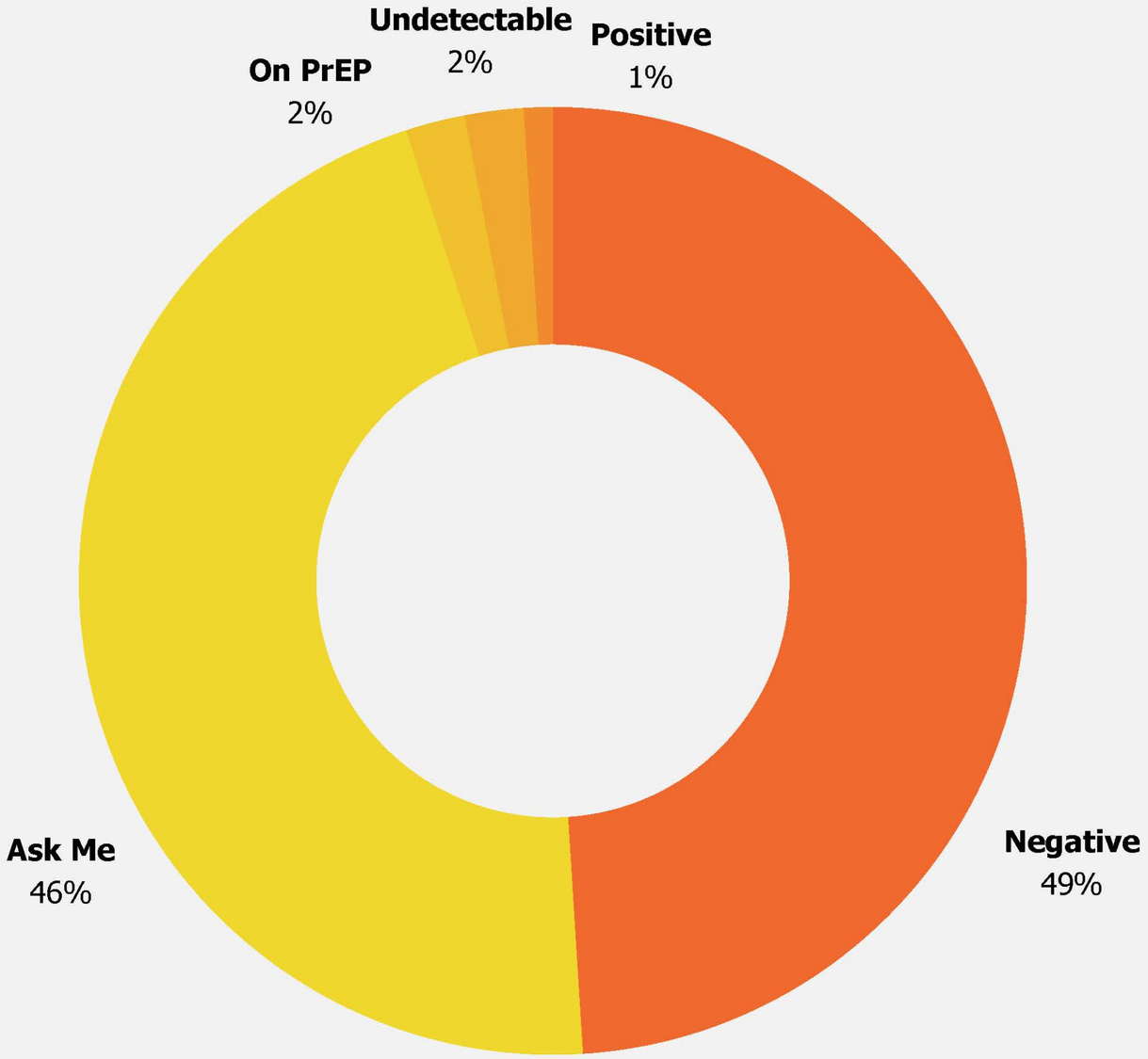


ETHNICITY BREAKDOWN



AGE BREAKDOWN

HIV STATUS BREAKDOWN

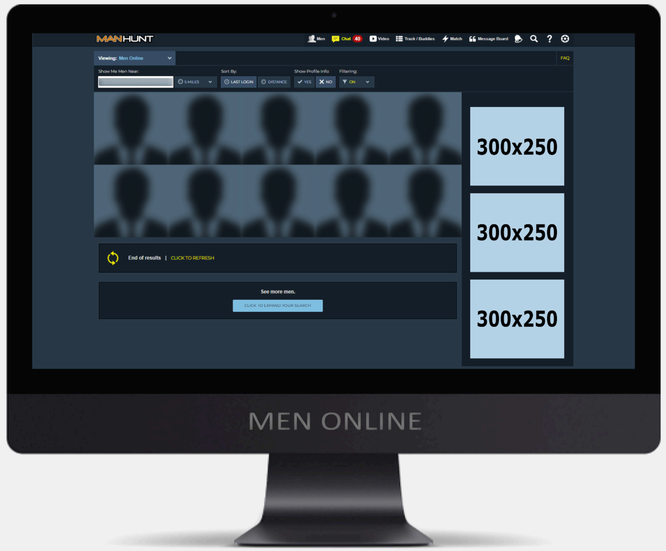


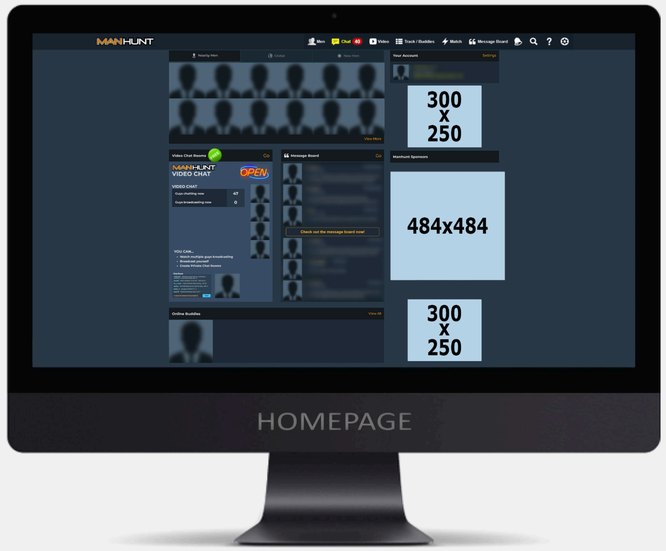
GEOLOCATION RANKING

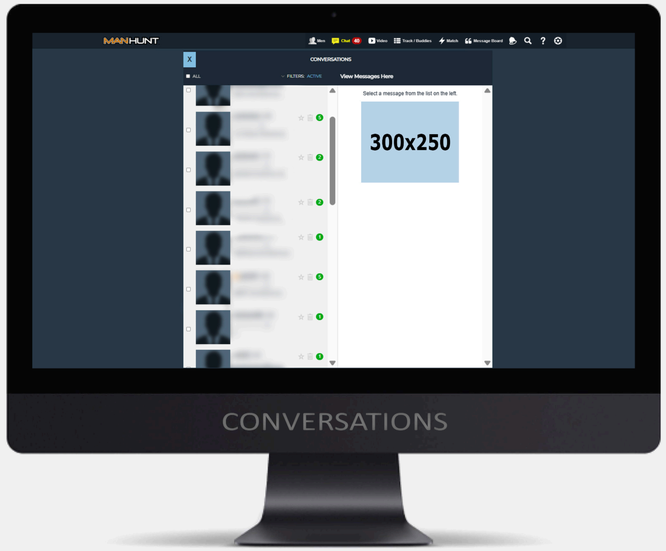
RANKING	COUNTRY
#1	UNITED STATES
#2	MEXICO
#3	UNITED KINGDOM
#4	AUSTRALIA
#5	CANADA
#6	BRAZIL

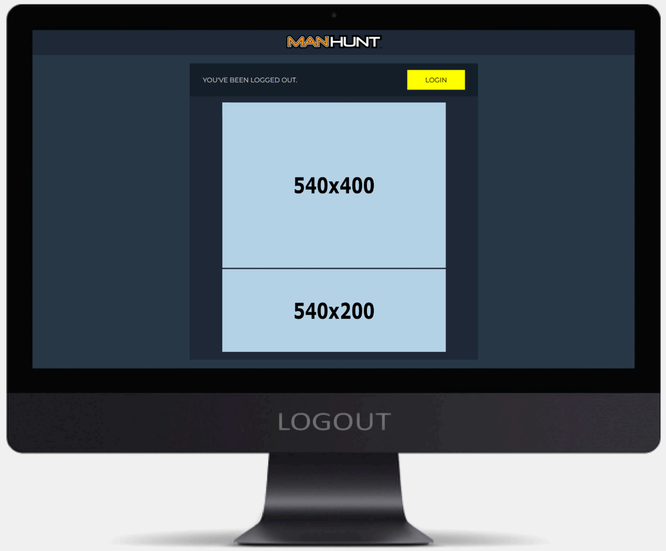
IMPRESSION BASED BANNER CAMPAIGNS

Each day Manhunt serves millions of banner impressions in designated zones throughout the site. The most heavily trafficked ad spots are on the Welcome, Men Online, and Conversations pages, each with banner sizes of 300 x 250 and 484 x 484 respectively, and the Logout page with a banner size of 540 x 400 and 540 x 200. A selection of ad spots may be chosen, although ROS (run of site)—meaning banners will run in all available spots, including others not listed here—is recommended. Ads can be targeted to specific geolocations, age groups, ethnicities, HIV statuses, and safe sex practices.

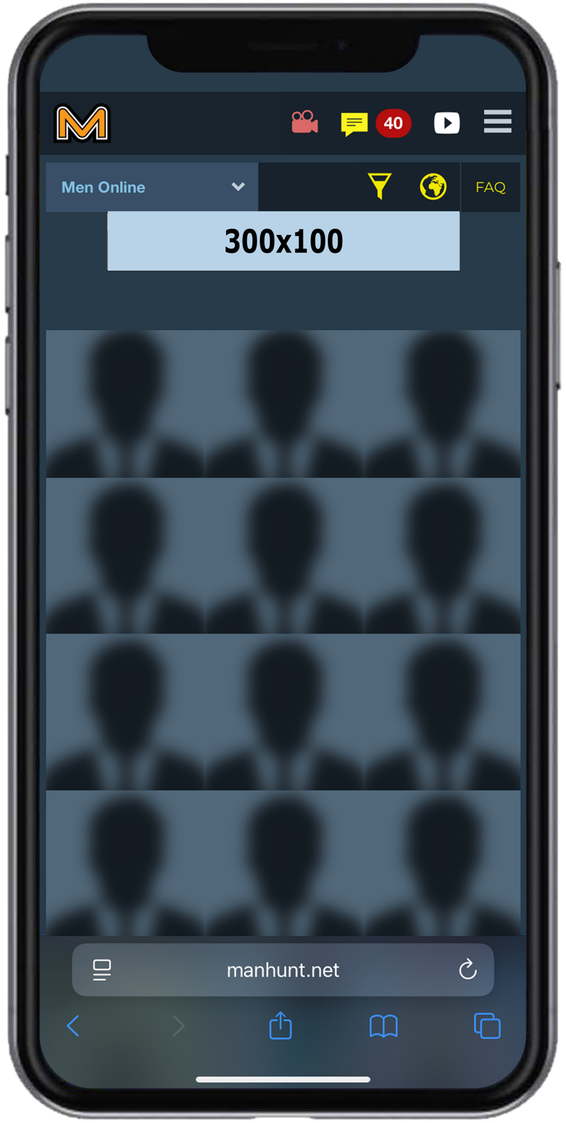








Desktop

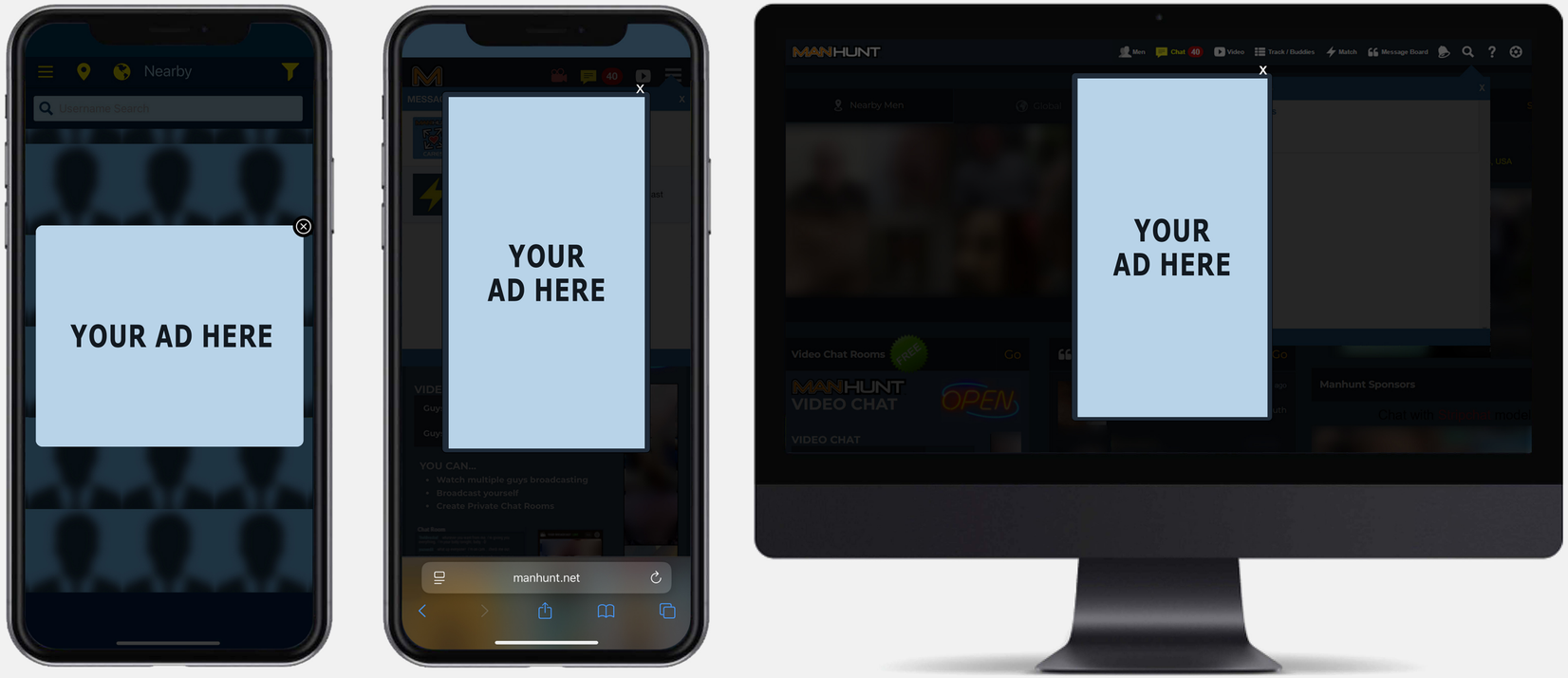


IMPRESSION BASED BANNER CAMPAIGNS

Mobile Web

Each day Manhunt serves millions of banner impressions in designated zones throughout the site on mobile web platforms. The banner size for this spot is 300 x 100 and ads can be targeted to specific geolocations, age groups, ethnicities, HIV statuses, and safe sex practices.

IN APP DIRECT MESSAGE POP-UP



App, Desktop & Mobile Web

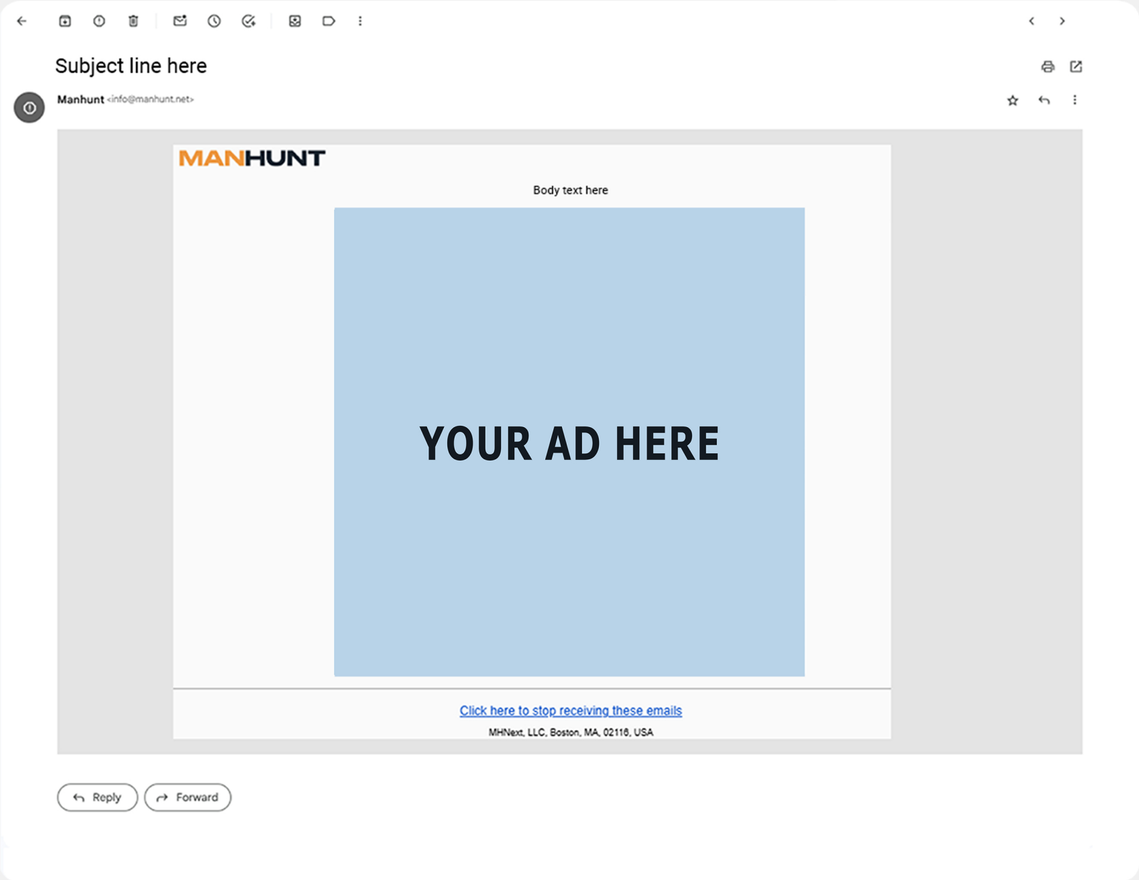
In App Direct Messages are full screen ads that pop up each time a user opens Manhunt on the App, Desktop, or Mobile Web. Clicking on either the graphic or "X" in the top right corner is required in order to proceed. Users are shown the message once per day for the length of the campaign. The graphic must be no smaller than 300 x 300 and messages can be targeted to specific geolocations, age groups, ethnicities, HIV statuses, and safe sex practices.

INBOX MESSAGING

The Manhunt community sends and receives millions of messages every month. Sponsored messages can be sent directly to members' inboxes through the use of a custom profile best suited to gain attraction. Approximately 60% of our active members are signed up to receive an external email or text alert each time a new message is delivered to their inbox, driving them back to site or app.

App, Desktop & Mobile Web

Messages may contain a graphic (no smaller than 300 x 300) and/or text (links and emojis allowed). Custom profiles must include a member name (4-20 characters), tagline (1-60 characters), bio (1-1,000 characters), age (18-99), location (city), and 1-16 pics (200 x 200). Stats and Intos are optional.



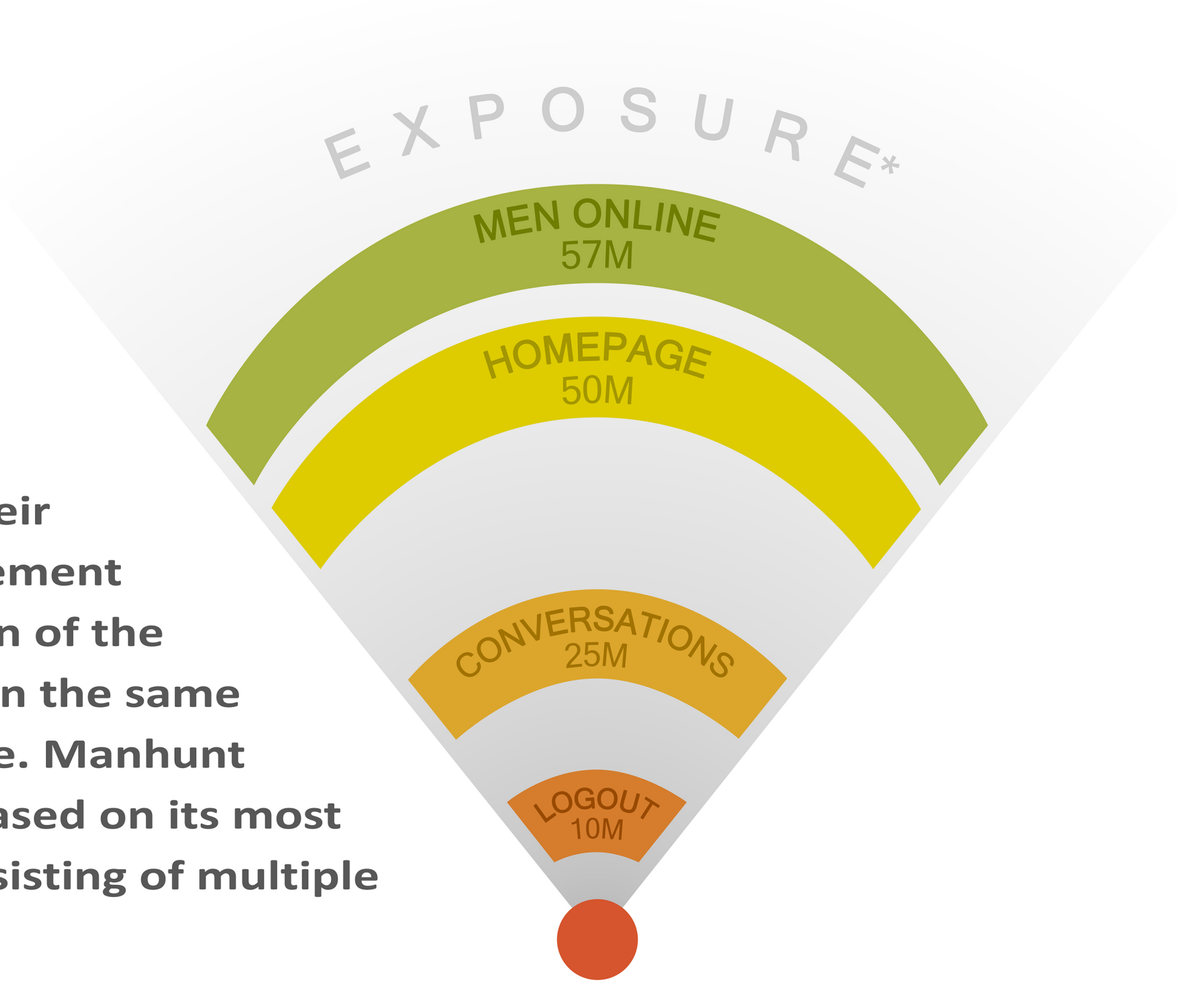
EXTERNAL TARGETED EMAIL

The Manhunt team maintains large lists of millions of opt-in email addresses belonging to current and past members and has the ability to send bulk emails containing promotional offers or awareness campaign messaging. In addition to the graphic and subject line, body text may be included as well. Targeting is available based on specific geolocations, age groups, ethnicities, HIV statuses, and safe sex practices.

EXCLUSIVE PLACEMENTS + BUNDLES

Desktop

Advertisers have the option to run their banners exclusively in any given placement for a higher rate card. For the duration of the campaign, no other banners will run in the same zone, allowing for maximum exposure. Manhunt offers exclusive placements in tiers based on its most trafficked spots. Custom bundles consisting of multiple zones are also an option.



*AVERAGE MONTHLY IMPRESSIONS

PRICE GUIDE

AD TYPE	TARGETING OPTIONS	ASSETS	PROPERTY	COST STRUCTURE	RATE CARD	MIN. SPEND	GUARANTEES
Banner Campaigns	**Age/Geolocation/ Ethnicity/HIV Status/Safe Sex Practices/ Recently Active (past 30 days or greater)**	**300x250, 484x484, 540x400, 540x200**	**Desktop**	**CPM**	**$0.80**	**$1,600.00**	**2,000,000 Impressions**
Banner Campaigns		**300x100**	**Mobile Web**	**CPM**	**$4.00**	**$600.00**	**150,000 Impressions**
In App Direct Message Pop-up		**≥300x300**	**Desktop/ Mobile Web/App**	**5 Day Run**	**$2,500.00**	**$2,500.00**	**1 Per Month**
Inbox Messaging		**Text and/or Graphic (≥300x300) and Profile Details (see page 13)**	**Desktop/ Mobile Web/App**	**1 Message**	**$600.00**	**$2,400.00**	**1 Per Week Per Month**
External Targeted Email		**≥600x600**	**[External]**	**Per 1 Million Emails**	**$1.00**	**$1,000.00**	**Up to 1 Million**
Exclusive Homepage Placements & Bundles		**300x250, 484x484, 540x400, 540x200**	**Desktop**	**5 Day Exclusive Run**	**[Upon Request]**		**1 Per Month**

MANHUNT

MAILING ADDRESS

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