





## YAHOO!

"This site rocks, plain and simple. A group of like-minded designers have scoured the web to bring us lucky viewers over 600 examples of challenging, creative web design. From goofy font archives to modem-crushing Shockwave demos, stock photo exhibits to facegenerators (just look), this eclectic collection of online eye-candy features something for everyone. If you're not sure where to start, check out the top-rated sites."

## Apple

"This combination showcase and resource portal is a sure cure for any designer seeking inspiration or visual stimulation."

## HOW®

"Born of the designer's need for constant creative and instructional nourishment, this site includes more than 600 links that will keep you satiated for a good while. Included are links to exceptional personal portfolios, experimental sites, Flash sites and also practical resources like technology tutorials and Web resources."

## SCENE360<sup>®</sup>

"Scene360 talks with twenty-three highly influential zines and design portals on the internet. In pursue of revealing what goes beyond the scenes of a site..."

Media Inspiration founder Phil De Paulis contributes his thoughts and ideas about the design community at large.

## About Media Inspiration

Media Inspiration caters to a variety of users that range from web developers, graphic designers, photographers, producers, art directors and other creative types under the banner of new media.



Launched in early 1999 by Founder Phil De Paulis, it has been a resource centre for designers across the globe. Geared towards its users the site has become a intircal tool for designers seeking inspiration on the web.

Published monthly and committed to bringing its users the latest and most innovative design-related resources on the internet it has been featured in various publications and has been rated one of the most frequented web design portals on the web. It provides designers with that "spark" of creativity at their time of need.

Using the internet as their platform of communication to the design community. The site incorporates a large database of design related links, galleries, book reviews, product reviews, and a live chat appropriately titled: "Interact".

Media Inspiration has developed relationships with partners that have become a valuable part of the web site's success. From providing hosting, prizes and discounts on their products, the partners provide the site's users with a great win and some great deals at the same time too.

Media Inspiration continues to try and please its most important audience, its users. For further information do not hesitate to contact us at [mediarelations@mediainspiration.com](mailto:mediarelations@mediainspiration.com)



# advertising information

By advertising with Media Inspiration you become an integral part of the design community. Media Inspiration caters to a variety of users such as web developers, graphic designers, photographers, producers, art directors and other creative types under the banner of new media. If you would like to target these types of professionals on the web, Media Inspiration is the most effective way of doing so.

Currently we provide banner advertising on our web site with the following specifications:

**Letterboard Banners:**

Width 230 pixels x height 33 pixels

**Skyscraper Banners:**

Width 120 pixels x height 600 pixels

**File Formats:**

jpg, gif, max. 6 sec. animated, loops are acceptable for Letterboard banners.

**Delivery:**

Five to Seven working days prior to go live.

**Banner Tracking:**

All banner campaigns include our banner tracking system. Our system grants you access to your own page with a user id and password where you are able to conveniently view, exposures per day, the amount of clicks your banner has recieved, and the ratio of users who are clicking on your banner.



**Reader Demographics:**

These demographics devrive from a survey conducted on Media Inspiration for 2 months.

**User gender:**

Male 84%  
Female 16%

**User region :**

Urban - 77%  
Rural - 23%

**Job title:**

Business Development - 6%  
GraphicDesigner - 43%  
Marketing - 5%  
Self Employed - 16%  
Developer / Webmaster - 30%

**Average age groups:**

Under 18 - 3%  
Between 18-24 - 28%  
Between 24-29 - 42%  
Between 30-35 - 12%  
Between 36-45 - 9%  
Between 45-65 - 4%  
Between 65 up - 2%

**Make or influence decisions**

Yes - 82%  
No - 18%

**Annual income before taxes.**

Under \$30,000 - 30%  
Between \$30,000-\$39,999 - 19%  
Between \$40,000-\$49,999 - 11%  
Between \$50,000-\$74,999 - 28%  
Between \$75,000-\$99,999 - 6%  
Between \$100,000-\$149,999 - 5%  
Between \$150,000 and up - 1%

**What our advertisers have said about us.**

"The crew at Media Inspiration are responsive, professional and have contributed to the success of our promotional campaigns for our software."

**Colby Devitt - President  
Wildform**

"The crew at Media Inspiration has given Comstock Images great exposure in promoting our stock photos on their site. Watch out for more special discounts off Comstock products for mediainspiration.com users in the future."

**Matthew Costello - Business Development  
Comstock Images**

"The campaign at Media Inspiration has been our most effective to date. Not only have they helped us reach a new market for our software, but they're a pleasure to work with. Professional, responsive and creative."

**John Marshall - CEO  
ClickTracks - User Tracking Revealed**