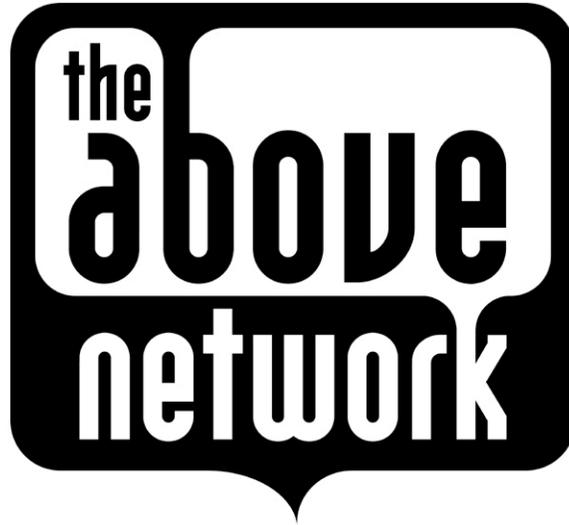




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Winter 2008 Online Media Kit
www.AboveTopSecret.com
www.BelowTopSecret.com
www.AbovePolitics.com





Speak To The Crowd

AboveTopSecret.com Media Kit

Consider the leader for your online efforts.

Would you like to reach one of the Internet's most influential and **opinionated crowds**?

Are you looking to **stand out**, and do more than just buy banner inventory?

Do you want to appear on popular sites with impeccable **search engine** dominance?

Is it time for you to embrace the online culture of social content and **"crowd wisdom"**?

If your answer is "yes" to any of these critical questions for your online strategy, then you need to be aware of a legendary category leader, a site that has dominated its category for ten years and is independently ranked among the top 0.02% of all websites: www.AboveTopSecret.com.

The Hyper-Aware Online Users

As you very well know, a growing segment of our population has become "hyper aware" because of the Internet. They live online, entertain themselves online, opine online, make friends online, find love online, seek enrichment online, and rely on the wisdom of the culture of the massive online crowd for their daily dose of important news and issues.

The Most Credible Site of Our Kind

On a monthly basis, this highly desirable demographic visits our website more than 1.5 million times to become involved in creating the content that is core to their culture and has been featured on CNN, Fox News, MSNBC, ABC News, CBS News, NY Times, LA Times, and hundreds more news sources. We are the credible, respected, and civilized destination for the examination of highly compelling "alternative topics" that captivates imaginations and shapes political opinion.

A Professionally Managed Source For Your Ads

The Above Network, LLC owns and operates AboveTopSecret.com. We are a forward-looking company comprised of Internet, advertising, technology, and financial professionals with successful track records in our respective industries. We've created uniquely aggressive advertising opportunities that provide marketers with the tools to grow from simply "advertising online" to being online by becoming active participants in the culture.

An Opportunity to Stand Out

This brief brochure will provide you with an overview of core information about our site, our audience, and the unique opportunities for advertisers.



The AboveTopSecret.com Advertising Overview

Four Years of Category Domination

For nearly five years, AboveTopSecret.com has been the leading destination for discerning users in search of thought-provoking content on a wide range of "alternative" subjects. We are unique among "user-generated content" communities, with members who are courteous, refined, and devoted to creating great content. The unique combination of compelling content and civilized context provides an ideal affinity environment for nearly any brand.

Major motion pictures, high-end home goods, television shows and more have all encountered superior returns from their advertising on AboveTopSecret.com. We have a team that includes an experienced online advertising professional and a seasoned direct marketer who can help you with everything from a fast-track of an immediate insertion order of banners, to a complex multi-tier package that includes email, podcast, contextual ads, interactive data capture, rich media, video, banner, and content sponsorship programs.

Traffic

Our traffic is nothing short of impressive, and leads our content category with monthly numbers like:



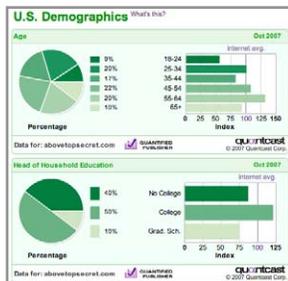
- 1 million absolute uniques
- 1.8 million total visits
- 8.4 million page views
- 970,000 visits from "organic search"
- 389,000 unique search terms
- 250,000 visits from over 6,000 sites linking in
- 97,500 new pieces of content
- 3,100 new members

The typical visitor arrives from search engine searches on a broad range of topics and spends nearly twenty minutes viewing an average of five pages per visit.

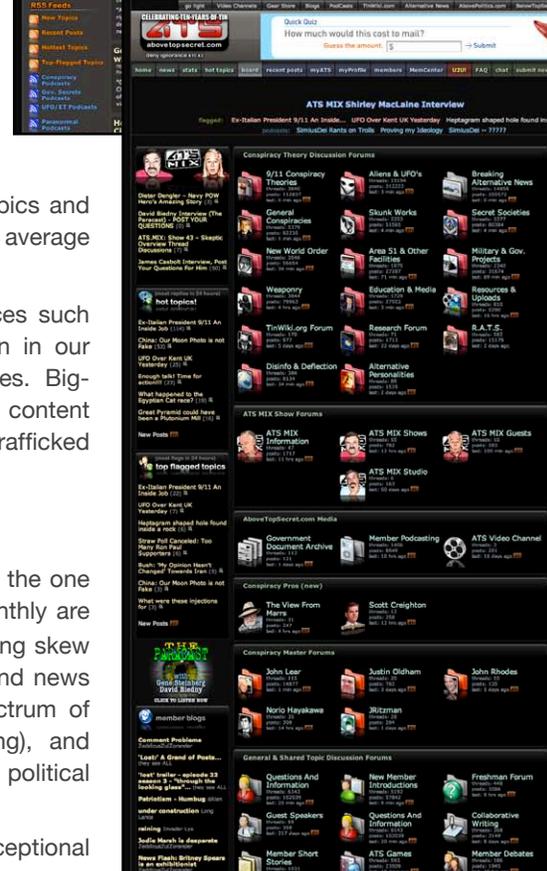
Independent website traffic rating services such as Alexa rank us as the top destination in our category, and QuantCast.com ranks us in the top 0.02% of websites. BigBoards.com, a service that shows the largest and most popular social content sites (or "discussion boards") consistently places us in the top-10 most-trafficked of all such sites online.

Demographics

According to the independent website profiling service, QuantCast.com, the one million people who visit AboveTopSecret.com monthly are firmly in many marketer's "sweet spot" with a strong skew toward politics, entertainment, gaming, finance, and news media. They're well-educated, span the full spectrum of ages from 25-65 (with a strong 18-24 showing), and frequent the websites of news sources, political candidates, and entertainment.



Our own surveys show a high median income, exceptional attention to current events, and a 68% male audience.



Advanced Advertising Products

We've designed a toolbox of unique marketing products that enable advertisers to become active participants in our social content site and build unique affinity with targeted audiences. The Ad Above package and WordAbove ad unit deliver a diverse combination of advertising, content, targeting, and affinity-building activities within a robust and customizable platform.

The "Ad Above" Package

The core of the Ad Above package is a stunningly branded "discussion thread" used to introduce your product, service, or brand to our uniquely targeted and influential audience. Shown at right, this is a full-featured page-within-a-page integrated into the fabric of our advanced discussion board system, taking full-advantage of our legendary search engine optimization and includes:

- Wall to wall branding and graphic environment
- Multiple images, buttons, forms, and even dynamic content
- Interactive/animated Flash, JavaScript, and Java applets
- Streaming video, audio, or multiple channels of broadband content

Surround and support your Ad Above thread with rich media banner advertising that draws users into your content and invite participation. All Ad Above packages include a base run of premium banners which can be extended for as long as you like.

Additional components include a top-of-site text link for improved search engine optimization and site-wide visibility, a user account to respond to questions, long-tail thread life (if desired) to keep your content well-placed in search engines, home page buttons and call-outs, affinity content, and ads on our 65,000 subscriber twice-weekly email newsletter.



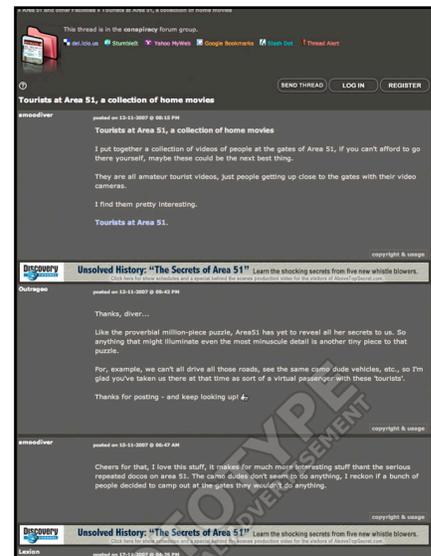
The "WordAbove" Ad Unit

Social content sites such as discussion boards and popular multi-user blogs are unlike any other website. Pages can be very tall, filled with thousands of words of copy, and are read top-to-bottom. While traditional permitter banners are still an important advertising tool, very often these are either not relevant or can be missed by the user who is captivated by the content. Our "WordAbove" solution provides a contextually targeted way to insert relevant non-intrusive advertising into the flow of a discussion.

Shown at right, our technology scans the more than 3.6 million pieces of content and delivers targeted ads in-between the posts of a discussion thread. The system is full-featured and allows for:

- Any type of text, HTML, graphic, or rich media from our banner server, complete with impression and click-through reporting.
- Any type of display ad delivered by your banner server to fit within existing campaigns.
- Expanding, iFrame, and overlay ads (from user click-actions) delivered by our banner server.

Your campaign can make use of multiple keywords or phrases for broad targeting, or finely-focused words for highly relevant placement within specific discussions. The recommended ad unit is a custom-sized 800x40 pixel banner that fits well within the flow of discussion without being disruptive or intrusive. Our graphic design staff can help modify your existing assets to fit the recommended size.



Additional Opportunities

AbovePolitics.com and BelowTopSecret.com

In addition to the wildly popular “alternative topics” community, The Above Network, LLC also owns and operates AbovePolitics.com, a politically-focused “sister site” and BelowTopSecret.com, an “off-topic” destination that both share all the same advanced core features, and superior management style as AboveTopSecret.com.

Both sister sites share much of the same demographic profiles and user base, with an increasing level of dedicated politically-minded traffic as the election season approaches. Both Ad Above and WordAbove products are available for targeted messaging, however, we strongly recommend tapping into the high-traffic strength of AboveTopSecret.com for any Ad Above threads purchased for either of our sister sites.

The Above Network, LLC

AboveTopSecret.com, AbovePolitics.com, and BelowTopSecret.com are robust environments with a long list of custom technologies on a reliable cluster of high-availability servers. We also own and operate our own dedicated high-capacity advertising server and unlimited bandwidth broadband hosting solution.

Our executive and management teams are comprised of experienced advertising, direct marketing, sales, and Internet technology professionals. This means that we’re not only capable of immediately understanding your current tactical needs, we’re able to be your strategic partner in fashioning leading-edge advertising solutions that get noticed in the social content space.

Traditional Online Advertising Options

ROS Banner campaigns: We offer a variety of solutions, either from your ad server or ours, for premium placement, tween-post, bottom-page, and sidebar positions available in standard leaderboard, skyscraper and rectangle sizes. Nearly any IAB size can be accommodated.

Fixed Position Banners: Inventory includes premium dedicated positioning at the top of main site pages, the home page, and topical overview pages.

Sponsored or targeted content: focus your banners, in any position, on specific topical forums.

Sponsored Forums: Sponsor an entire topical forum. For example: *“The Current Events Forum, brought to you by _____.”*

Emails: place your text ad into our email newsletter delivered to a growing list of over 60,000 subscribers (the link on these must click-through to a landing page hosted on AboveTopSecret.com).

Advertising Rates

Our rates for banners range from a \$2.00 CPM for frequency-capped ROS campaigns in rotation with other banners, to \$26.00 CPM for highly targeted rich media and/or expanding WordAbove ad units. Rates for more advanced inventory such as the Ad Above package or combined banner/email campaigns will vary according to content and duration. Contact our sales and strategic staff for more information on custom designed packages and rates.

For more information about options and rates, contact our Director of Sales:

**Jeff Lombardi, jeff@theabovenetwork.com, 856-278-7400
or visit: www.TheAboveNetwork.com**





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December, 2007

The AboveTopSecret.com, BelowTopSecret.com, and AbovePolitics.com advertising rate card for Winter of 2008.

	Ad Type/Unit	CPM or Cost
	ROS 728x90, premium position	\$3.25 CPM
	ROS 728x90, standard position	\$2.25 CPM
	Forum targeting 728x90	\$4.75 CPM
	ROS 160/120x600, premium position	\$2.75 CPM
	ROS 160/120x600, standard position	\$2.00 CPM
	Forum targeting 160/120x600	\$3.25 CPM
	ROS 300x250, tween-post and mixed positions	\$2.75 CPM
	ROS 300x250, tween-post only	\$3.00 CPM
	WordAbove: text or static image	\$8.00 CPM *
	WordAbove: Flash or animated GIF	\$10.00 CPM *
	WordAbove: Full-size banner or expanding unit	\$15.00 CPM *
	Ad Above: Base package, 60 days w/728@1/24 ROS banner	\$12,000.00
	Ad Above: Advantage package, 90 days w/728, home units, & 2 email ads	\$22,000.00
	Ad Above: Premium, 120 days. w/728, home units, text header, & 3 email ads	\$30,000.00
	Sponsor a discussion forum	\$5,000.00/month
	Purchase a dedicated topic forum (subject to editorial approval)	\$10,000.00/month
	Email text ad, top of newsletter **	\$375.00 each
	Email text ad, bottom of newsletter **	\$250.00 each
	Podcast ads in ATS MIX, your audio (15 second minimum)	\$25.00/second
	Podcast ads in ATS MIX, host narrated (20 second minimum)	\$35.00/second
	Video pre-roll (coming soon)	\$1.50/second CPM
	Video overlay (coming soon)	(call)

* WordAbove contextual targeting is first-right bid-based. CPM shown is minimum bid recommendation.

** Email ad links must click through to a landing page we approve and host (for privacy/spam purposes).
Call for costs associated with creating and hosting landing pages for email ads.

William P. Irvine
CEO, The Above Network, LLC





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FOR IMMEDIATE RELEASE The Above Network, LLC Announces Completion Of First Round Equity Capitalization

NEW YORK, July 26 /PRNewswire/ -- In conjunction with its tenth anniversary, The Above Network, the creators of AboveTopSecret.com, the leading source of serious discussion in the "alternative" category with over 3.25 million posts to date, announced today the completion of first-round equity capitalization. The undisclosed six-figure funding amount was provided by a private investment group attracted by the user-centric ideals of The Above Network and free expression advocacy of AboveTopSecret.com (ATS), the arm of the conglomerate where the expansion effort is targeted.

According to big-boards.com, ATS is one of the top-20 most popular "discussion boards," with more than 6 million page-views and more than 650,000 unique visitors every month. And with more than 110,000 members and counting, the content keeps growing at a pace of more than 2,500 new "posts" every day.

The funding for the equity capitalization plan is earmarked for the expansion of ATS through improved infrastructure and promotion, including the assignment of a PR firm, national offline and online advertising, as well as new content development, such as the launch of the company's internet podcast show, ATS MIX, which stars the counter-culture radio legend Dave Rabbit and Johnny Anonymous. Along with the radio initiative, the company is expanding the website reach, and attracting top-tier content providers.

Says Partner, Community Director and CEO Bill Irvine, "Since 2003-when we first began expanding our business-we've enjoyed steady growth, which we attribute to our strict requirements of polite decorum and officially agnostic editorial stance."

ATS was originally formed in 1997 by Simon Gray of Swindon, England as an early source of speculative content on unusual technologies, secret aerospace projects, and UFO sightings. Simon was later joined by online content expert, CEO Bill Irvine, and business start-up specialist, COO Mark Allin, as they formed The Above Network, LLC. ATS is currently the leading source of mature discussion and speculative theories about a wide variety of "alternative topics" that range from aliens and UFO's to fascinating conspiracy theories. The new venture is focused on multi-channel expansion of what they're calling "User-Generated Content Ecosystems," beginning with AboveTopSecret.com and its sister sites: AbovePolitics.com and BelowTopSecret.com

To schedule an interview with Bill Irvine, Mark Allin, or Simon Gray, please call Justin Loeber, Mouth Public Relations, 212-260-7576; Justin.Loeber@MouthPublicRelations.com or visit <http://www.MouthPublicRelations.com>. To "deny ignorance" and see what it's all about, visit <http://www.AboveTopSecret.com>.





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FOR IMMEDIATE RELEASE Richard Belzer Hosts the 10th Anniversary Gala of AboveTopSecret.com

Law & Order: SVU Co-Star Richard Belzer Hosts the 10th Anniversary Gala of AboveTopSecret.com, The World's Most Popular "Alternative Topics" Internet Site that Presents Everything from the "UFO/Alien Phenomena" to Intriguing Conspiracy Theories

Website Attains Exclusive Rights to the Largest "Freedom of Information Act" Archives in the World To be Distributed Online For Free

(New York, Monday, November 5, 2007) FOR IMMEDIATE RELEASE - The Above Network, LLC creators of www.AboveTopSecret.com (ATS) - one of the top-10 highest trafficked discussion boards in the world, with more than 7 million monthly page-views, over 1.5 million monthly visitors and more than 120,000 registered members - will be celebrating their 10th Anniversary on Monday, November 5th from 6:30-8:30pm at the Roof Top Loft of the Hotel Gansevoort; 18 Ninth Avenue (at 13th Street), New York City. Richard Belzer, the veteran standup comic, actor, talk-show host and co-star of Law and Order: SVU will be the guest host of the event, and other celebrities, such as famed actor/rapper Ice T, his model/wife CoCo, movie director Robert Downey, Sr., and Jimmy Destri, keyboardist/songwriter of the legendary New Wave Punk band, Blondie, among others are scheduled to attend.

During the event there will be a live webcam broadcast with a direct feed to the ATS site, and Belzer ("Belz") will be on-hand to MC the presentation, which will feature The Above Network's CEO Bill Irvine, COO Mark Allin and CPO/ Site Creator Simon Gray, who will announce various content extension initiatives of the conglomerate. According to Bill Irvine, "In conjunction with our 10th Anniversary, ATS will be focusing on a multi-platform expansion of what we're calling 'user-generated content ecosystems' - a fresh approach to how our company is extending across all different formats of media - beginning with our wildly popular Podcast, ATS Mix, starring the legendary Dave Rabbit (the undisputed 'Godfather' of counter-culture pirate radio based on his antics during his underground broadcasts to the troops in Vietnam from a Saigon brothel), as well as television and ground-breaking online video projects . . . not to mention a major non-fiction book by New York Times best-selling author, Jim Marrs."

Along with news about the business, Mark Allin announces that ATS has secured exclusive rights to freely distribute the world's largest archive of Freedom of Information Act (FOIA) documents on line. Says Mark Allin, "We are now able to freely distribute this unprecedented collection of formerly classified U.S. Government documents provided by Clifford Stone who spent 22 years in the US Army as part of an elite and secret group that is reported to have been rapidly dispatched to crash sites in order to recover UFO or ET crafts, bodies, and artifacts. Since his retirement from the army, Stone has devoted his time to a perspicacious FOIA search of government archives and is considered to be among the best FOIA researchers because of his 'insider knowledge' of the classification system and compartmentalization of sensitive material within the various branches of the U.S. military."

ATS hopes to see downtown's "A" list as well as the top television and radio producers at the party, as they toast with a special drink - a concoction called, the "Alien Abduction," which will be served as all the guests arrive.

For more information about the event or ATS, please call Justin Loeber at 212-260-7576; Media@MouthPublicRelations.com or visit www.MouthPublicRelations.com.





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FOR IMMEDIATE RELEASE The Above Network, LLC Announces Two New Programs for Advertisers on AboveTopSecret.com

(New York, November 20, 2007) FOR IMMEDIATE RELEASE - The Above Network, LLC creators of www.AboveTopSecret.com (ATS) - one of the top-10 highest trafficked discussion boards in the world, with more than 7 million monthly page-views, over 1.5 million monthly visitors and more than 120,000 registered members - has just launched two new aggressive programs for advertisers that enables a unique level of seamless integration into the fabric of a social content website. The "Ad Above" package and "WordAbove" ad unit deliver unprecedented "outward facing" advertising strategies within a social network styled environment.

The "Ad Above" package is a mix of integrated "advertorial" content that can contain rich media or interactive elements, combined with affinity content, banner wrappers, email marketing, participatory engagements, and site-wide text/graphic call outs. "This is a very unique advertising opportunity," says Bill Irvine, CEO, "that positions advertisers firmly as participants in social media, rather than bystanders at the top or side of the page. Additionally, it takes great advantage of our superior search engine optimization and places the advertisers participation as legacy content, ready for the all-important organic search traffic."

Taking advantage of the more than 3.6 million unique pieces of content on AboveTopSecret.com is the "WordAbove" ad unit. Using real-time contextual targeting technology, an ad is matched against content keywords selected by the advertiser and placed within the flow of discussions. Unlike similar "text link" approaches, this technology inserts a full-sized ad unit that can contain a range of creatives from dynamic text to rich media banners. Bill Irvine adds, "Like popular keyword targeted text-link ads, this technology takes that idea several steps further and delivers a richer experience in a non-intrusive way that just makes sense."

These two new advertising products from The Above Network, LLC provide marketers with new tools to become involved with advertising the wildly popular social content website, AboveTopSecret.com. Mark Allin, COO states, "These new products evolve us from a leading content community to a thought-leader in aggressive advertising strategies for social media sites. Our goal has always been to help advertisers participate in social media, now we've made it drop-dead easy."

For more information about ATS, please call their media contact and publicist, Justin Loeber at 212-260-7576; Media@MouthPublicRelations.com or visit www.MouthPublicRelations.com. For more details about advertising on AboveTopSecret.com, visit www.AboveTopSecret.com/mediakit.html





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FOR IMMEDIATE RELEASE: AboveTopSecret.com Reaches 1.25 Million Unique Visitors

AboveTopSecret.com (ATS), the world's most popular user-generated Internet site for UFO's, aliens and conspiracy theories breaks one-and-a-quarter million unique visitors.

New York, NY ([PRWEB](#)) February 6, 2008 -- CEO Bill Irvine and COO Mark Allin, executives of The Above Network, and creators of AboveTopSecret.com (ATS), the world's most popular website covering UFO's, conspiracies, and other "alternative" topics, announced today that ATS now reaches over one-and-a-quarter million unique visitors, as reported by two traffic monitoring and ranking services.

ATS is a "social content community," featuring over 3.9 million postings from more than 130,000 registered members that span the spectrum from "ordinary folk" to world-renowned subject matter experts, authors, and scientists. "This is an extraordinary validation of the wisdom of our crowd," says Allin, "our members are the smartest, most tenacious, and articulate group you'll find anywhere."

When asked about the reasons for the success, Irvine adds, "It's easy, social graces. ATS is the only such venue where civility and decorum are enforced. As a result, the issues become the focus and spectacular topics rise to the surface and get noticed."

Following their first round of equity capitalizing in mid-2007, and in conjunction with the tenth anniversary of the ATS site, The Above Network is expanding the brand on the success of their core website with audio programming, publishing, television, and live event projects. ATS calls it their "content ecosystem" and the goal is to branch out into new venues to inform more people about the "wisdom of their crowd," as Allin puts it.

ATS was originally formed in 1997 by Simon Gray of Swindon, England as one of the first online destinations for highly speculative "alternative topics." He was later joined by Irvine, an online content expert and Allin, a start-up specialist as they formed The Above Network, LLC. The new venture is the parent company, under which the media expansion and new strategies are being developed.

For more information about ATS, please call their media contact and publicist, Justin Loeber at 212-260-7676; Media@MoutPublicRelations.com or visit www.MouthPublicRelations.com. To "deny ignorance" and see what the most intelligent online crowd is saying, visit www.AboveTopSecret.com.

