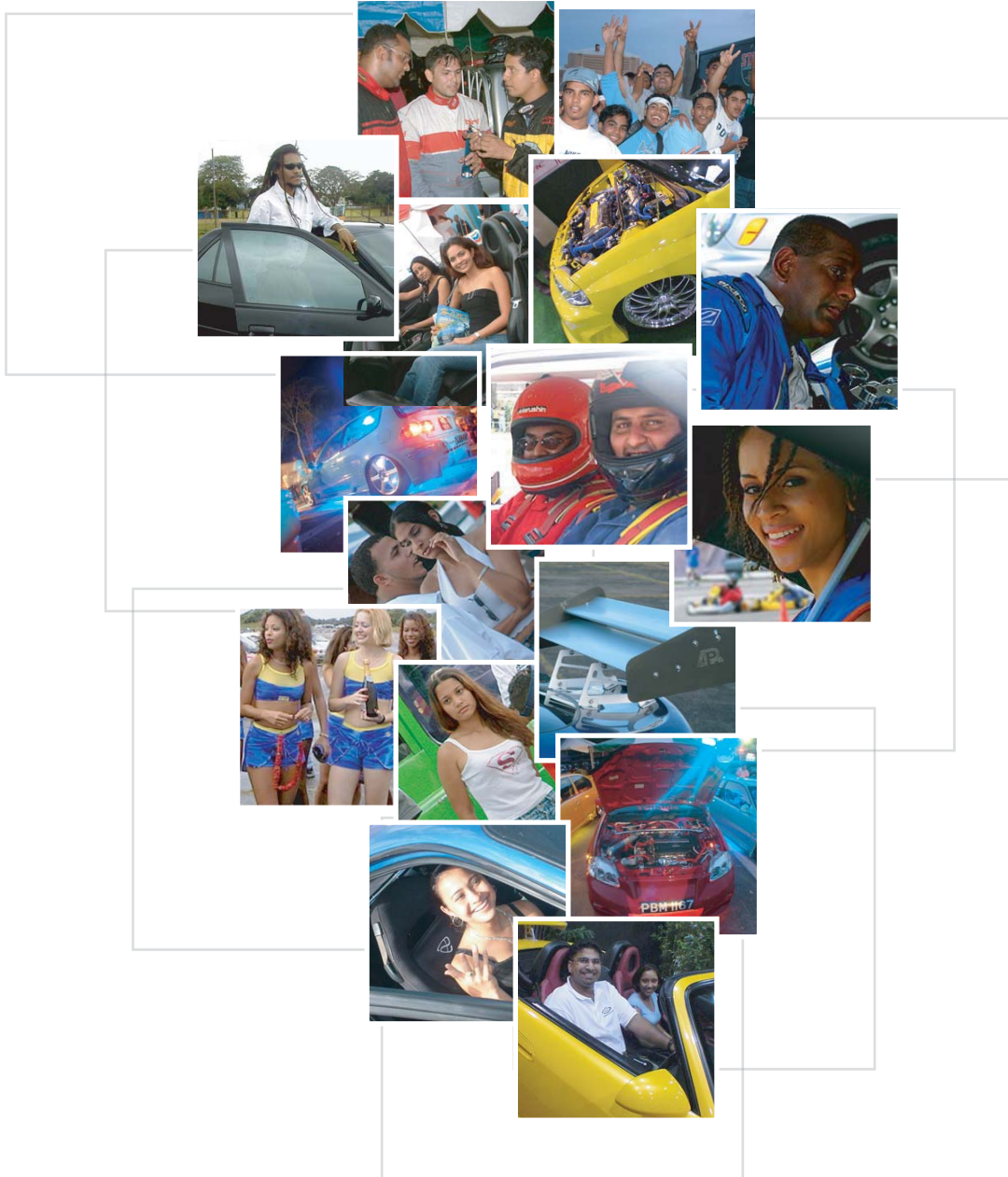




trinidad & tobago's largest automotive website



“ *Capture a high performance audience* ”

*Expand your advertising campaign by tapping into our 18-35, early-adopter audience.*

*It's the most cost effective method of reaching large numbers of middle-upper income consumers daily!*

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## Executive Summary

- TriniTuner.com is T&T's largest automotive website and online community.
- Our website sees an average of 6000 visitors per day.
- The global web information company Alexa.com results show that TriniTuner.com gets more local traffic than other locally published websites.
- Over 80% of our users reside in T&T which is unusually high for popular local websites.
- Our users are aged 18 to 35 and have real disposable personal income and small fixed overheads.
- Our users are 76% male, are early adopters and belong to the upper income bracket.
- In 7 years of operation we have developed an online community of over 11,000 registered members.
- We have the LARGEST online classified system in T&T with thousands of buyers and sellers and tens of thousands of items listed
- The website format provides an interactive platform and the ability to instantly publish fresh content.
- Our webpages are sticky as users spend an average of 10 minutes per session.



## Who are we?

Being the premier online resource for up-to-date motorsport event coverage, automotive showcases and online forums, TriniTuner has created an interactive magazine and community for car buffs in the region.

Started on March 14th 2000, TriniTuner.com has embraced, unified and redefined the automotive lifestyle in T&T. This is where enthusiasts get their up-to-the-minute motor racing news and reviews.

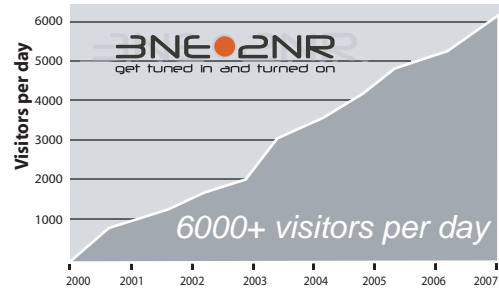
TriniTuner brings the entire local auto enthusiast industry together in an interactive way. We stand apart as an evolutionary leap forward from the traditional printed media formula.

The end result is a slick, cohesive format as high performance as the sports we cover, and as forward thinking as our 18-35 early-adopter readership.

The site averages over 180,000 visitors a month, with over 11,000 registered community members. This results in a predominance of daily repeat visits which is unprecedented for websites in the region.

Covering every single motorsport event in T&T is job #1. There is at least one event every week and we publish photos, video and articles to bring our readers all the excitement of this high octane sport. Most of our readers visit the pages of trinituner.com to see what they've missed in person; others log on to review the event they just spectated or competed at. Keeping a close relationship with all the motor sport clubs and associations makes us more efficient and we offer our pages to them as means of promoting and archiving their events. Web page publishing means we can get our features out instantaneously and make them "sticky" for weeks at a time.

TriniTuner.com Annual Growth 2000-2007



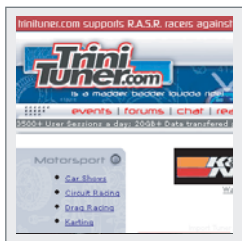
## One Month Site Statistics

Total visitor sessions served	182,913
Total hits made on server	13,653,028
Total page view hits	2,835,087
Total non page view hits	6,368,146 e.g. photos
Total time spent all sessions	15,724,891 seconds
Total bandwidth	91,638,487 kilobytes
Source month of data	March 2007

## Time Spent per Session Breakdown:

2.85%	sessions lasted	1	minute
13.16%	sessions lasted	2-5	minutes
59.87%	sessions lasted	6-15	minutes
14.53%	sessions lasted	16-30	minutes
7.57%	sessions lasted	31-45	minutes
1.00%	sessions lasted	46-60	minutes
1.08%	sessions lasted	61	or more minutes

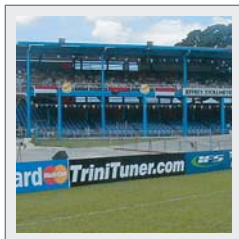
## be part of a media revolution



## What have we achieved?

- 7 Years of continued service, 24-7 on two web servers and the #1 Alexa.com local rank for T&T.
- Growth: Our publication, presence and readership have all increased exponentially since inception.
- A 'Best Of' issue of the international 'Sport Compact Car' Magazine featured TriniTuner.com as *"a very clever and wise Website that showcases a very evolved performance scene"*. They stated *"we particularly like the layout"* and spoke well of our Caribbean flavour.
- Our forums have grown to an online community of over 11,000 registered members and 25 moderators. The forums are used for asking and answering questions about local car issues. Users plan 'tuner' events & limes and have even developed a system of roadside assistance for each other!
- Our forum platform also supports T&T's LARGEST free online classified ad system.
- We have acquired local corporate sponsors such as NP and STAG and have affiliations with Zorce Racing magazine as well as support from every major motorsport club in T&T.
- Advertisers include GoodYear Tyres, New and Used Car Dealers, RedBull, Marlboro, National Petroleum Marketing Company, Gillette, Stag Lager Beer, Old Spice, Angostura and RBTT Bank Ltd.
- TriniTuner was awarded for journalistic excellence at the 2004 and 2005 AutoSport and 2005-2006 TTRC and CARS end-of-year prize-giving ceremonies.
- All the major motorsport bodies collaborate with us at each event making arrangements for our media crew and using our content for press releases and multimedia presentations.
- TriniTuner has covered nearly every motorsport event over the past 7 years with photos and articles. As of January 2007, this amounts to 319 events on 1027 web pages with over 15,000 photos!
- We've hosted 8 of our own car shows: Our first titled "Show n' Shine" in 2000, the second under the title "I love my car" in 2001 and 6 consecutive "CarCrazy" events between 2002 and 2005. At CarCrazy 6, 7 and 8 each, we gave away a fully customised and sponsored Honda Civic as the door prize!!!

## recognition, loyalty and continuous growth



## Who visits trinituner.com?

A “tuner” is more than just a gear head. According to survey research, primary users are predominantly (76%) young adult males. They are either employed full-time or have a tertiary level degree.

As website community members, they prove to be early adopters who are tech savvy, outgoing and sociable and belong to the middle to upper income brackets.

## What makes them a community?

Over ten thousand registered members recognise each other by their online nicknames. They visit the website everyday to read auto and motorsport related topics, or just to hang' with other “tuners” in the online chat lounge. This form of passive socializing has resulted in a steady stream of new and repeat visits as this local, common-interest community grows.

## What are they interested in?

Our users are not only interested in fast cars, cool rides, practical daily drivers and weekend racers; They buy everything from the latest game consoles, high end cell phones, CD/MP3 players to high-speed Internet access and designer apparel. They often spend leisure time at the most popular and premium night-spots. Our upwardly mobile “tuners” will use their cars and everything else they own to project their personality and their lifestyle.

## How do WE keep them interested?

Content, Content, Content. It is the holy grail of the internet. Content brings traffic, but how do you keep the audience there or how do you get them to return?

TriniTuner.com achieves this job by:

1. Covering every single motorsport event in T&T as it happens, presenting it in a dynamic format.
2. Offering an interactive forum where the users create their own content for each other.
3. Presenting tips and tricks along with all the tech talk that brings them closer to their cars.

### TriniTuner.com User Profile

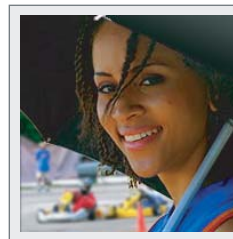
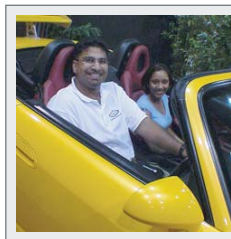
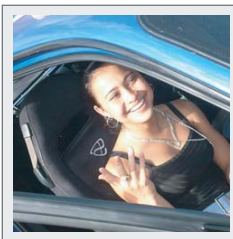
- Predominantly male: 76% and mostly single.
- 78% of our users aged between 18 -35yrs.
- 70% or more live in Trinidad & Tobago.
- 10% from the Caribbean (mainly Lesser Antilles and Jamaica).
- 15% from USA and Canada (mainly Trini's living abroad).
- Up to 10% from UK.
- Over 95% own or help maintain a vehicle.
- Over 60% log in from their workplace and 45% from home after 8pm.
- 65% are willing to spend more than half their income on their car (performance, audio and appearance).
- 20% would depend entirely on Trinituner for motorsport coverage updates and would not attend actual events.
- 60% would buy the latest cell phone, MP3 player, shoes and hang out at premium night spots.

*Percentages derived from website polls and server statistics*

### Users by Age

Under 18 Years	4.8%	40 to 44 Years	5.7%
18 to 24 Years	41.6%	45 to 49 Years	2.5%
25 to 29 Years	22.5%	50 to 54 Years	2.1%
30 to 34 Years	14.3%	55+ Years	0.1%
35 to 39 Years	6.4%		

## capture a high performance audience



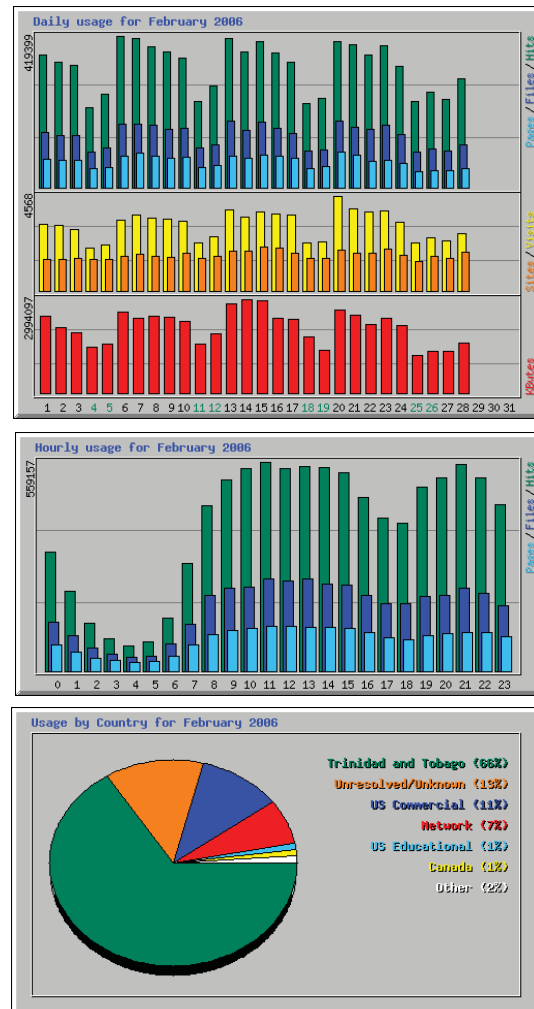
### Sample Banner Statistics

These statistics were taken from one of our current advertiser's banners for the month of February 2006. The advertiser used in this sample placed a 450x60 banner ad for a non-alcoholic bottled drink on trinituner.com over 6 months ago. On the left are the stats for that banner alone.

#### Single Banner Ad stats

Date	Impression Total	Click Total
Feb 1, 2006	7966	661
Feb 2, 2006	7611	631
Feb 3, 2006	7582	629
Feb 4, 2006	5202	431
Feb 5, 2006	5612	465
Feb 6, 2006	8783	728
Feb 7, 2006	9420	781
Feb 8, 2006	8716	723
Feb 9, 2006	8223	682
Feb 10, 2006	8366	694
Feb 11, 2006	5485	455
Feb 12, 2006	6026	500
Feb 13, 2006	8814	731
Feb 14, 2006	8033	666
Feb 15, 2006	9117	756
Feb 16, 2006	8638	716
Feb 17, 2006	8261	685
Feb 18, 2006	5417	449
Feb 19, 2006	5783	479
Feb 20, 2006	9777	811
Feb 21, 2006	8864	735
Feb 22, 2006	7143	592
Feb 23, 2006	7554	626
Feb 24, 2006	6568	545
Feb 25, 2006	4314	358
Feb 26, 2006	4788	397
Feb 27, 2006	4649	385
Feb 28, 2006	5328	442
<b>Total:</b>	<b>202,040</b>	<b>16,753</b>

#### Entire Server Stats



note: "unresolved" constitutes non TSTT local ISP's such as Carib-Link etc.

### Impressions

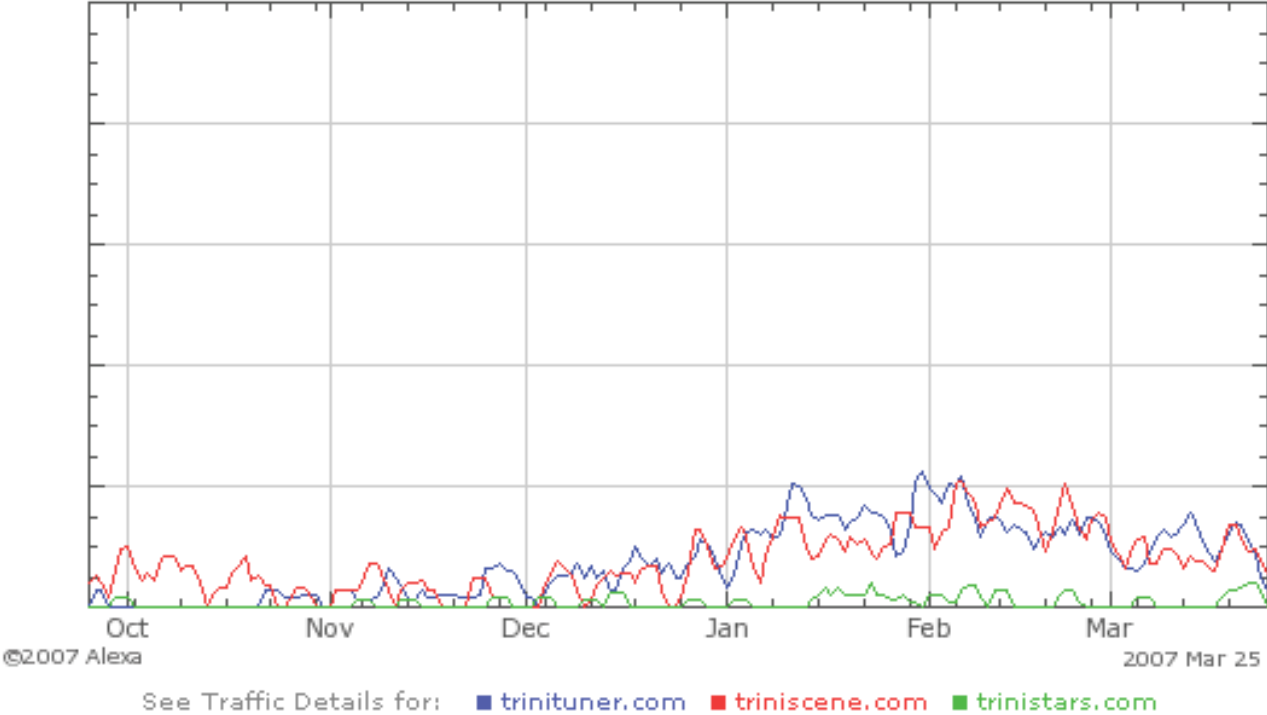
An impression is counted every time a particular banner ad is displayed to a user. All advertisers' banners are rotated randomly with each other, a different banner is displayed every time a user visits a page. If a user visits 5 pages, he/she would be shown 5 banner ads. The banner rotation is random so a user may be shown the same ad more than once per session. Our average user session is approximately 10-12 minutes. Multiple impressions per session are excellent for building brand equity.

### Clicks

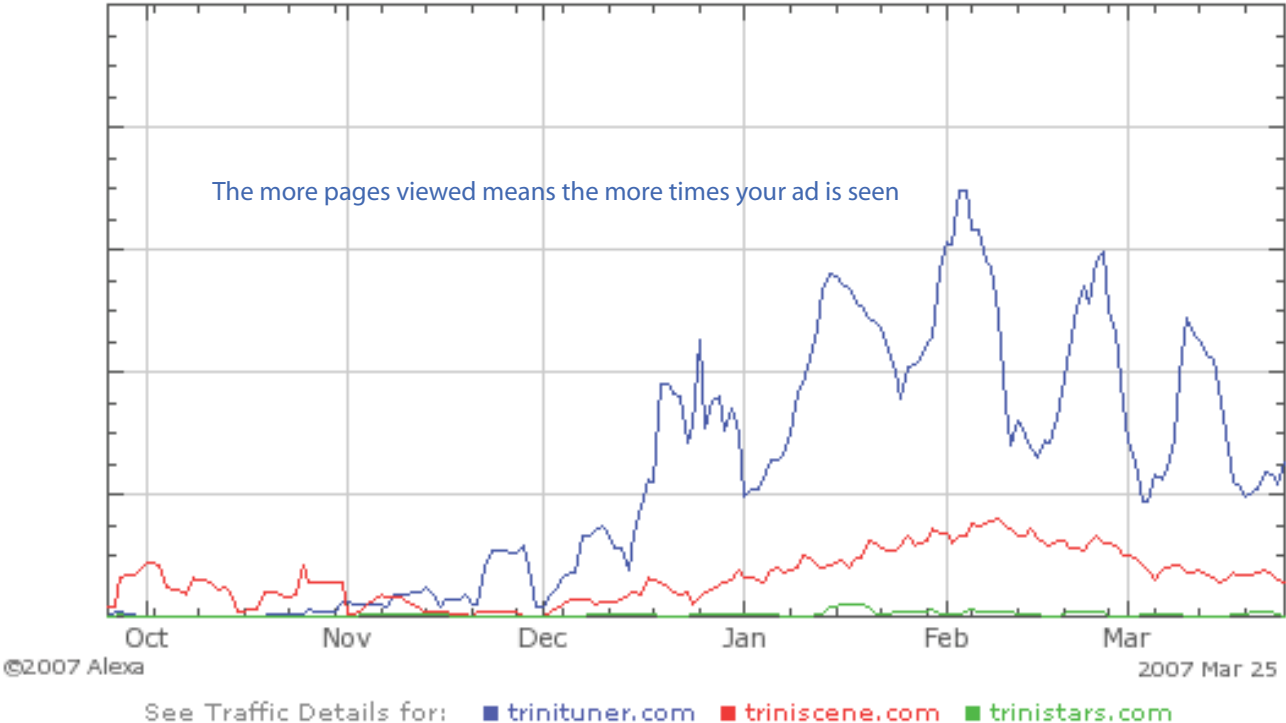
When a user clicks on a banner ad to visit the resulting page/website, this is registered as a click. Clicks are a real way of measuring user interest as a click is a positive interaction between the user and your brand. Our click through rate averages 10% for banner ads, compared to 0.2% for similar Google based ads.

Alexa WebMetrics Traffic Rank for trinituner.com:

Daily Reach



Daily Pageviews

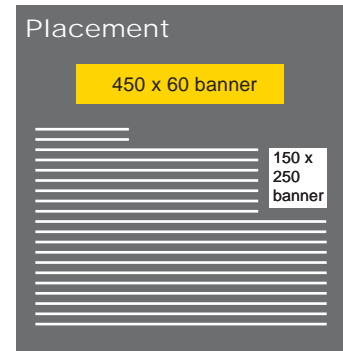


## Advertising Rates

Banners will rotate with those of other advertisers randomly as pages are loaded.

We offer three main packages, which run for a one month period. They are as follows:

(TT\$) Banner ads				
Frequency (months)	1	3	6	1year
150 x 250 banner	\$1500	\$4275	\$7650	\$13500
<b>450 x 60 banner - TOP ALL PAGES</b>	<b>\$2500</b>	<b>\$7125</b>	<b>\$12750</b>	<b>\$22500</b>
450 x 450 homepage pop-up	\$1500			
Please note: 150 x 250 banners and 450 x 450 pop-ups do not show on forum pages				



We can develop your banner for you from agency artwork (Illustrator or Photoshop), or you can supply us with your own banner. Flash and animated banners are accepted. File sizes should be less than 90KB total. Banner development cost is dependent on the artwork supplied. Banner Ads may be changed and updated throughout the ad campaign.

## Specialty Web Pages

We also offer advertisers the option of having their own pages e.g. - trinituner.com/yourname

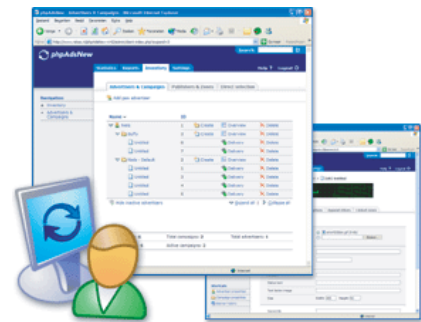
This allows you to advertise in greater detail with pictures and text while getting all the online traffic of TriniTuner.com. This is especially useful if you do not currently have a webpage of your own.

These pages can be linked from traditional banners from anywhere on the Internet and also TriniTuner itself. It also allows you to place this web address on call cards, letterheads etc. as YOUR address to an online web page. - **TT\$800.00 per page**

## Data Mining

No other advertising medium can offer this.

Interact with our users. Give them questionnaires and polls to fill out and vote on, all on their time. Find out details about their demographics and psychographics. Offer them rewards in the form of giveaways and discounts for submitting this information to you and they will reward you. This is a great opportunity to take advantage of the cheapest form of consumer data collection for your product - the internet. We can put together a great package which will work along with your current banner programme to help you learn more about your consumers. Feel free to contact us for further information.



As part of our existing banner ad programme we can offer our advertisers to ability to view real-time statistics of the ads they place with us. Log -in to our advertisers' control panel to view ad impressions, clicks, times and dates as well as charts which track banner activity. This is an invaluable tool, available only through website advertising.

Please note:

Prices are quoted in Trinidad & Tobago currency. Payments are to be made in full before the commencement of any banner ad programme. Payments for web pages may be made upon completion of same. Rates effective January 2007. All rates are subject to change. Please feel free to contact us at any time by phone at 868-678-1404 or by email at duane@trinituner.com



[www.trinituner.com](http://www.trinituner.com)

Trinidad & Tobago's LARGEST automotive website

#### **Events**

All the automotive and motorsport activities in T&T are covered here including Drag Racing, Rally, Solodex, Karting, Circuit Racing, Car Shows and Power Boat Racing.

#### **Forums**

Over 11,000 members and 25 moderators make this one of T&T's most active online communities. Find out everything you need to know about your car or everything else!

#### **Chat**

Prefer more immediate messaging? Our online chat offers our forum members an alternative to posting messages.

#### **Reader's Rides - 2NRides**

TriniTuner became popular for our showcases of wicked rides throughout T&T as users logged in to read our latest reviews. Now we offer readers the opportunity to place their own rides on our pages.

#### **Classified Ads**

Our message board driven classified system has become the LARGEST free online classifieds in T&T with thousands of buyers and sellers and tens of thousands of item listings.

#### **ICE**

In **Car Entertainment** - Get all the tips and tricks for installing and enjoying car audio and video systems. See the latest technology to hit the market.

#### **Shop**

Tools and calculators, upgrade tips, 'Do It Yourself' installations and general how to's can be found in our Shop pages. Its our workshop.

#### **Links**

We provide website links to every major automotive related company in T&T. Sections such as RORO, New and Used cars, parts and maintenance allows you to easily find online contacts for local companies.