The Future is Bright

THE AARP ONLINE NETWORK MEDIA KIT

HEALTH / FINANCES / CONNECTING / GIVING / ENJOYING
Today, the 50+ market makes up 40% of the US population and controls 75% of the nation’s wealth. The AARP Online Network reaches the 50+ audience with more content, more variety, and more relevance than any other organization. Now, you can too.

We know which topics, services, and offers matter most to AARP members; they are smart, savvy, heavy Internet surfers and active online shoppers. Our members trust us to connect them with products and services that will positively impact their lives — AARP is their guide, advocate, and partner.

The AARP.org, AARP Bulletin and AARP Magazine online feature current and reliable information geared to the 50+ lifestyle. Our sites feature a wide variety of content from leading 3rd party providers such as Fodor’s, Harvard Health, Adam, Reuters, Washington Post, and others.

Each month, 2 million unique visitors come to the AARP Online Network, and arrive willing and eager to hear from our advertisers. This media kit will show you how AARP Online can connect you to the 50+ market with unsurpassed relevance and impact.
50+ Opportunity

Today’s 50+ audience is more vibrant, active and healthy than any preceding generation. They are powerful in number, surprisingly tech savvy, and are redefining our expectations on age, vitality, and life.

Today’s 50+ Market

☑ Makes up 41% of the US population
☑ Controls 75% of the nation’s wealth

The Bright, Booming Future

☑ In 2007, 50% of Boomers were over 50, and in 7 years the last boomer will turn 50 years old.
☑ Boomers spend $3 trillion on products and services annually.
☑ 89% of Boomers advise their friends on purchasing decisions, and 93% of boomers identify their friends as trusted sources.

AARP Members

☑ 22.5 million households
☑ 40 million members

¹Source: US Census Bureau: The Conference Board
²Source: AARP
³Source: 2006 Focalyst Fall View
⁴Source: 2007 KRC Research
We reach an active, affluent, and vibrant audience. Our members are avid travelers, are educated about their health, and use the Internet to research both small and large purchases. Only the AARP Online Network allows companies like yours to build their brands with the 50+ market across multiple verticals in the online space.

**AARP Online Visitors Are Active, Diverse, and Savvy**

- 41% Male
- 59% Female
- 70.8% Married
- Mean HHI: $72,053
- 48.3% Employed
- 92% have been online for 3+ years, and 69% have been online for 7+ years
- 63% go online every day
- 85% have broadband access

**They Know Their Way Around The AARP Online Network**

- Over 2 million average unique visitors a month
- Over 42 million page views a month
- Average time spent on site: 23 minutes
- Average page views per visit: 21

---

1Source: Nielsen/NetRatings@Plan Report, Spring 2008

2Source: 2008 Comscore Networks
Health
AARP Health offers trusted, comprehensive health information that is custom tailored to meet the unique needs of our 50+ audience. We offer quality health content across a range of topics from diet and fitness to chronic health conditions.

Features include:
- Health A-Z Encyclopedia
- Fitness and Nutrition
- Symptom Checker
- In-Depth Condition Guides
- Drug Database and Interaction Checker
- Doctor and Hospital Ratings

Money
The modern 50+ generation has unique financial concerns such as preparing for retirement, supporting adult children and aging parents, and postponing retirement or starting a new business. AARP Online provides informative and relevant content to help navigate these financial needs.

Features include:
- Careers and Work
- Personal Finance
- Retirement Planning
- Consumer Information
- Scam Alert
- Save a Buck
Travel
AARP Travel provides engaging travel content and articles geared towards helping 50+ visitors plan a memorable travel experience. Visitors can find special travel deals and discounts, book travel arrangements, read reviews, and connect with other travelers all in one place.

Features include:
- Travel Destination Guides
- AARP Travel Features
- Travel Deals and Discounts
- Peter Greenberg Travel Column
- AARP Passport

Games
The AARP Online Network features extremely popular casual games that are a fun and engaging way to interact with friends and family.

Features include:
- Over 30 free online games tailored for the 50+ audience
- Single and multi-player games
- Competitive and viral features
- New games added monthly
AARP Bulletin Today

The AARP Bulletin online is newly redesigned to provide daily news coverage on the topics that matter most to the 50+ audience.

Features include:

- Original AARP editorial content
- News articles from various reliable news sources
- News videos
- Weekly columns
- Daily cartoons and puzzles
- Questions and Polls

Community

AARP Online visitors can create a profile with interests, photos, and videos to interact with others in the AARP Community.

Features include:

- Share comments on individual articles
- Post videos and pictures
- Connect and exchange messages
- Create and join interest groups
- Create and share journals
50+ Reach

Online Advertising Opportunities and Placements

Display Advertising
Would you benefit from a strong presence with a powerful and influential audience? Take advantage of popular, relevant and high-traffic topic areas throughout AARP Online. We offer four different display sizes to help you reach our site visitors.

Roadblocks and Takeovers
Want to knock out the competition? AARP offers you the opportunity to seize 100% share of advertising voice on a specific page or channel by taking over all advertising units, creating exceptional high-impact placements.

Options include:
- Time or impression limited run with high-impact positioning
- Fixed ad placements or takeover
- Roving takeover on specific topic areas across the network based on impressions

Sponsorships
Do you like to be the center of attention? Raise the power of your advertising campaign to the next level and build maximum awareness among visitors with a custom AARP Online Sponsorship Package.

Travel Homepage Roadblock

Travel Destinations
Life in the Shadow of a Volcano
By Mike Hensley

Traveling Solo
By Peter Greenberg

AARP Travel Discoveries

Sponsorships

AARP Member Benefits

Travel Articles

Flouting the Wind
By Michael Novak

Across the country, older adventurers are going nuclear for kiteboarding: a fun and water-fast sport.

MORE TRAVEL ARTICLES
- The Villarose Vaction
- Not Korea: Night Celebration Nature
- The Adventures of Stan and Marci
- Scan Abit: Travel Clubs
- AARP Radio: Traveling a Different Road with Hakley
- stamp: Credits of Civilization

---

Opportunity Insight Interest Reach
Custom Editorial Opportunities

Webvertorial
Have a lot to say? Webvertorials provide an integrated showcase for your message and are an ideal way to communicate with our visitors by engaging them in deeper, more enriching content.

Features include:
- One page of content live on the site
- Design, production and copywriting included if desired
- Display RON impressions included to drive traffic

Microsite
Have even more to say? An in-depth microsite is an ideal way to showcase your message, tools, quizzes, or any other interactive tool. Based on your marketing needs, we will develop and promote an engaging and interactive microsite to help our visitors learn as much about your offering as possible.

Features include:
- Up to 4 layers of content live on the site
- Initial design, production and copywriting included if desired
- Display RON impressions included to drive traffic

Contact your sales representative to see how we can make this microsite an engaging and unique addition to your media plan.
### AARP Newsletters

From highly targeted to broad reach mailings, AARP will help you connect with your ideal customer. We offer a variety of newsletters with a total opt-in database of more than 2 million subscribers.

<table>
<thead>
<tr>
<th>eNewsletter</th>
<th>Circulation</th>
<th>Drops per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webletter</td>
<td>1,600,000</td>
<td>4</td>
</tr>
<tr>
<td>Travel</td>
<td>125,000</td>
<td>2</td>
</tr>
<tr>
<td>Leisure</td>
<td>110,000</td>
<td>1</td>
</tr>
<tr>
<td>Health</td>
<td>70,000</td>
<td>1</td>
</tr>
<tr>
<td>Money</td>
<td>60,000</td>
<td>1</td>
</tr>
<tr>
<td>Family</td>
<td>27,000</td>
<td>1</td>
</tr>
</tbody>
</table>
50+ Reach

Creative Specifications

- AARP accepts GIF, JPEG, Flash and third-party served tags and certain rich media.
- Email newsletter advertising can only accept GIF, JPEG or text ads that AARP posts.
- Creative with a white background must have a minimum 1 pixel border.
- Video and Rich Media must be user initiated.
- Hyperlinks must open in a new window.
- AARP utilizes DoubleClick for Publishers (DFP).
- Due to content quality, all creative assets must be approved by AARP.

For full creative asset specifications, please visit www.aarp.org/adguide

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Pixel Dimensions</th>
<th>File Size</th>
<th>Rich Media Size</th>
<th>Animation Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:1 Rectangle</td>
<td>300x100</td>
<td>35K</td>
<td>35K</td>
<td>3 Frames &amp; 30 seconds, 3 loops</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160x600</td>
<td>35K</td>
<td>35K</td>
<td>3 Frames &amp; 30 seconds, 3 loops</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>35K</td>
<td>35K</td>
<td>3 Frames &amp; 30 seconds, 3 loops</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>35K</td>
<td>35K</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Newsletter (image)</td>
<td>125x125, 300x100</td>
<td>20K, 30K</td>
<td>N/A</td>
<td>3 Frames &amp; 30 seconds, 3 loops</td>
</tr>
</tbody>
</table>
## 50+ Reach

### Display Placements*

<table>
<thead>
<tr>
<th>RON</th>
<th>Dimensions</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>$30.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160x600</td>
<td>$30.00</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$25.00</td>
</tr>
<tr>
<td>3:1 Rectangle</td>
<td>300x100</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

### Content Targeting

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>$40.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>$40.00</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$35.00</td>
</tr>
<tr>
<td>3:1 Rectangle</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

### Custom Opportunities

<table>
<thead>
<tr>
<th>Exclusive Presence</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsite</td>
<td>$120,000</td>
</tr>
<tr>
<td>Webvertorial</td>
<td>$60,000</td>
</tr>
</tbody>
</table>

### eNewsletters**

<table>
<thead>
<tr>
<th>Newsletter Type</th>
<th>Circulation</th>
<th>Cost Per Mailing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webletter</td>
<td>1,600,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>Travel</td>
<td>125,000</td>
<td>$7,500</td>
</tr>
<tr>
<td>Leisure</td>
<td>110,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Health</td>
<td>70,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Money</td>
<td>60,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Family</td>
<td>27,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*Advertiser responsible for costs of third-party served rich media.

**$5 upcharge for geo-targeting. $2 upcharge for frequency caps.

**Please contact your sales rep for the most up to date newsletter circulation.

---

### Contact Us

**AARP Interactive Advertising**
Phone: 202-434-3660  •  Fax: 877-203-0368  •  OnlineSales@AARP.org  •  www.aarp.org/adguide