

WHY ADVERTISE WITH US? HERE'S THE 60-SECOND BREAKDOWN.

Our focus: To partner with you to deliver relevant and targeted campaigns to our audience.

Our audience: With over 15 million Unique Visitors and 3.3 billion Page Views monthly our visitors:

- » Are online for longer periods than the average online Canadian
- » Use the Internet as an entertainment tool more often and they are more likely to listen to music, watch video and get news from the 'Net'
- » Have a much stronger inclination towards technology and are more likely to download ring tones and use online banking and shopping

Demographic	Details
Kids & Teens	3.034 Million – 60% Female
A18-24	2.060 Million – 52% Female
A25-34	2.542 Million – 54% Male
A35-44	3.252 Million – 58% Male
A45-54	3.625 Million – 63% Female
A55+	2.002 Million – 62% Male

Why work with Yahoo! Canada?

Our properties allow you to reach the right audience with the right message.

How? We offer a wealth of powerful targeting tools, including those by contextual, geographic, demographic, time and behaviour.

- » **Contextual:** run your ads in relevant content areas (ex. Airline ads in Travel)
- » **Geographic:** run your creative in only certain regions
- » **Time:** creative only runs at pre-set times (time targeting is tied to user IP)
- » **Demographic:** target by age, gender, occupation and more
- » **Behavioural:** this is a unique tool available to Yahoo! advertisers, providing the ability to deliver creative to users based on user interest. You can reach one of two categories of users:
 - » Shoppers: users in the early stages of the shopping process
 - » Engagers: users who are at the point of decision regarding a purchase

**To learn more about this unique offering,
call Carolyn Cramer at (416) 341-5276 or email cramer@yahoo.inc.com**