

ValueClick Media Dads & Grads Special

Dads & Grads Channel

- A group of sites selected from the ValueClick Media network based on their content relevancy to Father's Day and Graduations!
- Rate - \$4 CPM (Rich Media and Geo-targeting extra)
- All standard creative sizes

Sample Sites

The image displays three sample websites from the ValueClick Media network. The top site is USAGREETINGS, a greeting card site, with a vertical label 'Greeting Cards' to its right. The middle site is macnn, a news site, with a vertical label 'Computers & Software' to its right. The bottom site is FamilyShoppingBag.com, a family living site, with a vertical label 'Family & Living' to its right.

Content Categories	To Reach
Greeting Card Sites	Niche Target
Shopping Sites	Shoppers of Dads & Grad Gifts
Family & Living Sites	Moms; primary shoppers for Dads & Grads
Internet, Software & Computers Sites	Consumer electronics consumers; typically M18-34 (Dads & Grads)