

ValueClick Media Mother's Day Special

"Remembering Mom" Custom Channel

- A group of sites selected from the ValueClick Media network based on their ability to reach users looking for greeting cards, parenting tips as well as a male-skewed audience to remind them to think of Mom on mother's day
- Rate - \$4 CPM (Rich Media and Geo-targeting extra)
- All standard creative sizes

Sample Site List

Site Name	Subcategory
Scout.com	All-Sports Interests
Motorsport.com	Racing
A Kid's Heart	Parenting
Pro Sports Daily	All-Sports Interests
Eyetime	Men's Entertainment
Regards.com	Greeting Cards
Online Greeting Cards	Greeting Cards
RealGM Baseball	Baseball
Parenting	Parenting

