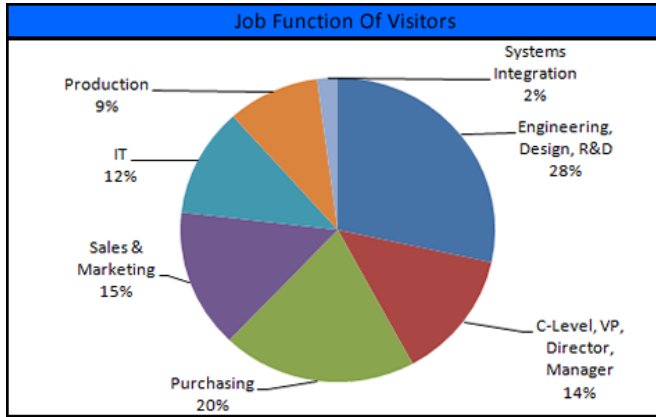SourceTech411 is the premier source for technology information across a wide range of industries in the systems, components, services, apps and software markets. When looking for product information, new developments in technology, reviews or market research, SourceTech411 is the site to find it.

As a leader in media and marketing solutions for technology companies, SourceTech411 reaches the executives and engineering professionals who design, develop and commercialize technology.
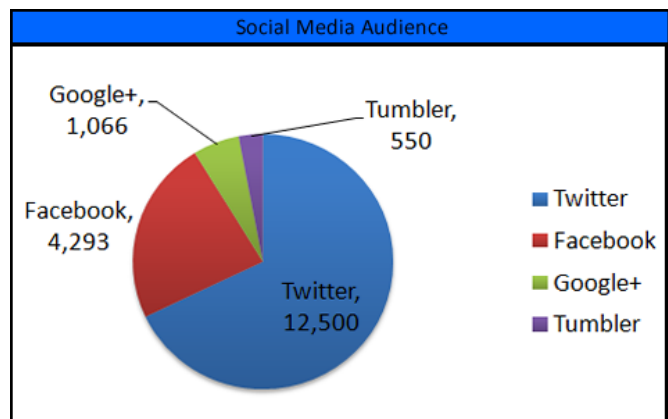

Our audience includes professionals at all stages of the product life cycle: researchers, electrical designers, hardware developers, software developers, app developers, component engineers, purchasers and operations managers. Additionally, SourceTech411 delivers results for key influencers and decision makers for technology services such as Cloud Storage, Cloud Computing, Site Security Management and Hardware Virtualization.

The internet is now the primary source of product information and research, providing immediate results. To be successful in this market, your products or services must be discoverable though searches and capture the readers attention. SourceTech411 gives you more ways to reach your target audience through our website, e-Newsletter and Social Media channels.

Articles published on the website are promoted at the same time to Twitter, Facebook, Google+, Tumbler and other channels. This allows your articles to reach an additional ~20,000 viewers.

Sharing buttons are also provided on the website to allow visitors to amplify the content through their own social networks, providing even more exposure for your message.

SourceTech411 was designed in consideration of the fast-paced nature of today's selection process for components and services. Our original articles, product reviews and industry coverage continue to bring in new visitors while retaining our current readers. This creates an expanding audience for our sponsors and advertisers.

At SourceTech411, our goal is to be your easiest and most cost effective route to reaching the decision makers actively looking to invest right now in components, systems or solutions. We have simplified the advertising options into three categories.

Advertising Options

1. Display Advertising

2. Text Advertising

3. Sponsored Content

Display Advertisements are graphical images with a link to bring viewers to your company website, product offering page or call-to-action page (e.g., sign up for a conference, download a white paper, request a service quote, etc).

Text Advertisements are typically less than 50 words (about 300 characters including spaces and punctuation) with a single link.

With Sponsored Content , you provide the articles to be posted on the SourceTech411 site, e-Newlsetter and Social Media Channels (Facebook, Twitter, Google+, etc). Our Search Engine Optimization (SEO) experts will create the meta-data behind the content to boost your Search Engine Results Pages (SERP). For an additional fee, our writers can also create content for your which you can also use on other sites and publications if desired. Links in the article to your company, product or service create brand awareness, generate new leads and keep current customers returning.

Included with your Sponsored Content, a dedicated display or text advertisement in show each time your page is viewed. This is positioned in the "above the fold" advertising slot, directly to the right of your article. If you don't have an advertisement, for a nominal fee our staff can create one for you; Alternatively, we can run a non-competing public service advertisement in that slot.

Of course, if all you require is advertising - this available as a stand-alone offering, both as graphic and text. SourceTech411 supports most standard sizes and formats.

Advertisements are displayed in the right-hand-column of all posts, excluding the site home page.
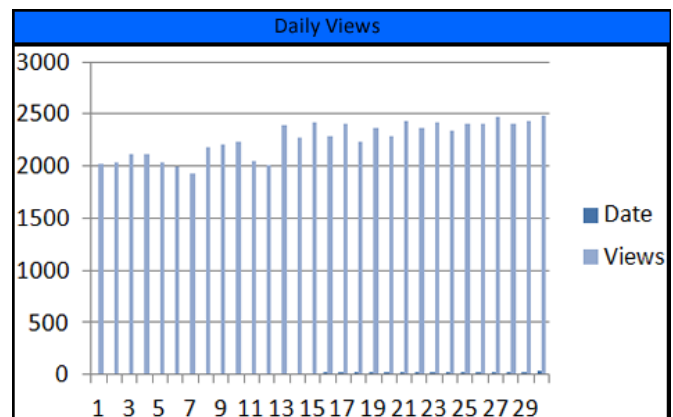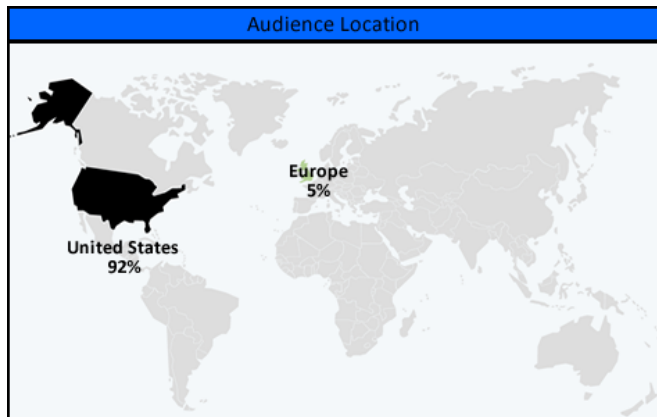
Our advertising algorithm is designed to show your advertisements to maximizes your exposure to viewers in order to best generate leads, drive traffic to your pages and build brand awareness for your products and services.

Advertisement Sizes (Pixels)

Rectangle Large (336 x 280)

Rectangle Medium (300 x 250)

Square Large (250 x 250)

Square Medium (200 x 200)

Square Small (125 x 125)

Skyscraper (120 x 600)

Tower (120 x 400)

Verticle Banner (120 x 240)

SourceTech411 is located in one of the fastest growing technology cities in the United States - Los Angeles, California. We experience up to 2,500 daily page views from an audience which is more than 90% in the US. These viewers are what we consider the prime target-market for vendors selling components, systems, services.

This engagement gives you the advantage of promoting your company to potential clients with the requirements and budgets to engage with you for products and services.

To answer the question of "Why Advertise with SourceTech411?", we would like you to consider the following when comparing us with your other advertising options.

1. **Simplified Pricing** - No rate sheets, placement premiums or cost differentials. It's one price for any Sponsored Content posting to the site (which includes a dedicated advertisement placement and our Social Media outlet distribution), and one price for any Advertisement (text or graphic). Our algorithms manage where, when and how often the Advertisements are displayed, so all our clients get a mix of above- and below-the-fold placements.

2. **Guaranteed Results** - Yes(!) We guarantee that your Sponsored Content will have a minimum of **22K views**; Your Advertisements receives at least **75K impressions** with no fewer than **150** click-throughs.

3. **Easy Implementation** - Within 1 business day of receiving your Sponsored Content in any standard format (.txt, .doc, .pdf) and/or your Advertisements, the material will be "live" on the site.

4. **Perpetual Lead Generation** - Your Sponsored Content remains indefinitely on the site unless you request otherwise. Your in-content links stay active, so visitors are able to read about your company, products and services, and connect to you.. External links (e.g., from the News page of your website) to your Sponsored Content stay valid.

5. **Low Cost** - Our approach allows us to have minimal overhead to bring your advertising and content to market, and we build this into the costs you pay.

The bottom line, literally (email sales@SourceTech411.com to place your order or questions):
Sponsored Content $395 per piece (with dedicated Ad); Advertisements $95 each