

| | Sep-03 | Oct-03 | Nov-03 | Dec-03 | Jan-04 | Feb-04 | Mar-04 | Apr-04 | May-04 |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Media Buy 1 | | | | | | | | | |
| Placement A | 531 | 610 | 465 | 422 | 479 | 265 | 270 | 205 | 202 |
| Placement B | 908 | 1090 | 864 | 860 | 680 | 220 | 237 | 242 | 166 |
| Placement C | 770 | 1057 | 717 | 733 | 1856 | 2029 | 2029 | 1736 | 1882 |
| Total Clicks | 2209 | 2757 | 2046 | 2015 | 3015 | 2514 | 2241 | 2183 | 2250 |
| Cost | \$3,250.00 | \$3,250.00 | \$3,250.00 | \$3,250.00 | \$3,250.00 | \$3,250.00 | \$1,950.00 | \$1,950.00 | \$1,950.00 |
| CPC | \$1.47 | \$1.18 | \$1.59 | \$1.61 | \$1.08 | \$1.29 | \$0.87 | \$0.89 | \$0.87 |
| Performance Ranking | 103.37% | 83.48% | 67.01% | 69.27% | 68.16% | 55.47% | 63.28% | 68.33% | 75.43% |
| Media Buy 2 | | | | | | | | | |
| Total Clicks | 52 | 125 | 874 | 786 | 1456 | 1945 | 1676 | 1350 | 902 |
| Cost | \$280.00 | \$62.50 | \$262.20 | \$235.80 | \$300.00 | \$300.00 | \$300.00 | \$300.00 | \$300.00 |
| CPC | \$5.38 | \$0.50 | \$0.30 | \$0.30 | \$0.21 | \$0.15 | \$0.18 | \$0.22 | \$0.33 |
| Performance Ranking | 28.24% | 196.81% | 354.83% | 372.41% | 356.60% | 464.94% | 307.62% | 274.65% | 196.55% |
| Media Buy 3 | | | | | | | | | |
| Total Clicks | 20 | 27 | 31 | 29 | 45 | 37 | 33 | 24 | 15 |
| Cost | \$250.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 |
| CPC | \$12.50 | \$9.26 | \$8.06 | \$8.62 | \$5.56 | \$6.76 | \$7.58 | \$10.42 | \$16.67 |
| Performance Ranking | 12.17% | 10.63% | 13.20% | 12.96% | 13.23% | 10.61% | 7.27% | 5.86% | 3.92% |
| Media Buy \$ | | | | | | | | | |
| Total Clicks | 336 | 616 | 380 | 384 | 651 | 661 | 685 | 654 | 533 |
| Cost | \$200.00 | \$288.00 | \$234.00 | \$275.29 | \$261.55 | \$220.55 | \$239.43 | \$239.43 | \$186.46 |
| CPC | \$0.60 | \$0.47 | \$0.62 | \$0.72 | \$0.40 | \$0.33 | \$0.35 | \$0.37 | \$0.35 |
| Performance Ranking | 255.50% | 210.48% | 172.86% | 155.84% | 182.88% | 214.93% | 157.54% | 166.71% | 186.86% |
| Media Buy 5 | | | | | | | | | |
| Total Clicks | 0 | 642 | 658 | 600 | 701 | 798 | 794 | 687 | 792 |
| Cost | \$0.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 | \$250.00 |
| CPC | \$0.00 | \$0.39 | \$0.38 | \$0.42 | \$0.36 | \$0.31 | \$0.31 | \$0.36 | \$0.32 |
| Performance Ranking | 0.00% | 252.70% | 280.17% | 268.13% | 206.03% | 228.91% | 174.88% | 167.72% | 207.09% |
| Average C.P.C | | | | | | | | | |
| | \$1.52 | \$0.98 | \$1.06 | \$1.12 | \$0.73 | \$0.72 | \$0.55 | \$0.61 | \$0.65 |
| Total Clicks | 2617 | 4167 | 3989 | 3814 | 5868 | 5955 | 5429 | 4898 | 4492 |
| Total Cost | \$3,980.00 | \$4,100.50 | \$4,246.20 | \$4,261.09 | \$4,311.55 | \$4,270.55 | \$2,989.43 | \$2,989.43 | \$2,936.46 |