



# The Million Pixel Track™

## *THE Athletics Pixel Ad Portal*

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### MISSION STATEMENT

An advertising website offering pixel advertisements targeted to Athletics (Track & Field, Long Distance Running, Cross Country Running, and Race Walking), the Million Pixel Track™ is working to become the premier source for finding products, services, and information about the sport of Athletics. The web site serves as a vehicle for advertising the web sites of businesses and companies involved with track and field related products and services. This also includes races, seminars, camps, clinics, training facilities, and other groups or organizations interested in or supporting the sport.

As the first Pixel Advertising Portal for Athletics (track and field) our mission is to provide visitors to the Million Pixel Track™ with links to a wealth of websites on the sport. For advertisers, the Million Pixel Track™ web site aims:

- To provide a unique advertising portal for Athletics (track and field), and for companies, clubs, associations, organizations, and other groups and individuals who are interested in or support the sport of Athletics.
- To become "**The place**" to check on the Internet for Athletics (track and field) related products and information.
- To give a better value for advertising dollars. Purchasing pixel ads is a cost-effective and inexpensive way to reach an international target audience of potential customers, and interested individuals and groups.
- To support the sport of Athletics (Track & Field, Long Distance Running, Cross Country Running, and Race Walking).
- To help advertisers expose their web sites (along with all products, services, programs, and related activities) to newer, and more diverse markets, offering greater opportunities, and more potential customers from around the world.

The Million Pixel Track™ is poised to move to become one of the more popular web sites on the Internet.

In addition to the pixel advertisements, the site offers a blog (web log), follow-up surveys, and we are considering a newsletter and a forum for advertisers.

### CIRCULATION AND READERSHIP

The Million Pixel Track™ is too new to report numbers of visitors to the site. Current values for **Traffic Rank** (based on three months of aggregated historical traffic data), **Reach** (a measure of the number of users or visitors to a website), and **Page Views** (a measure of the number of pages viewed on a website) are available on the Alexa.com web page for the [Million Pixel Track](#). See the [Alexa web site](#) for complete definitions of these terms.

- Target for visits to the Million Pixel Track™ is 5000 per week within the first six months of operation.
- Expectation that the number of visitors to the Million Pixel Track™ to rise with the number of advertisements.

Recognize, that there may be seasonal variances in the number of visitors to the site with peaks possibly occurring at the start of the school year and each of the seasons covered by the sport (Cross Country, Indoor, Outdoor, and Summer) with potential lulls occurring as each season transitions to the next.

## FEATURES:

### Features offer to visitors and advertisers include:

- **Each pixel advertisement is represented by a logo or other image, displayed in the size and at the location chosen by the advertiser.**  
The logo or image will link to the web site of the advertiser (or to the page of the advertiser's choice). Clicking on the logo will take the visitor to the advertiser's web site.
- **Customized message:** Moving the mouse over your Pixel advertisement will display your customized message (using the tool tip style).
- **An extended message area is available to purchasers of a pixel advertisement.**  
This area can be used for a larger logo, a larger customized image, or customized message (in text or image format). An extended message is displayed when the cursor is moved over the pixel advertisement. Extended messages continue to be displayed until they are replaced.
- **Optional extended message area** (210 pixels x 158 pixels in size), allowing a larger advertisement space for a specialized message, is available.  
This area has a 4 to 3 ratio (width to height). The purchase of a standard pixel advertisement is required in order to use the extended message option. The extended message area is a way for advertisers to separate themselves from the other pixel advertisements on the web site. As the site gets busier, this feature will become more valuable.
- **Dynamic / changeable advertisements:**  
Any advertising message and / or Pixel Ad image can be changed in minutes. This will allow advertisers to customize their advertisement to meet seasonal needs, to target special events, to announce sales, etc.
- **Links to Advertiser web sites:**  
Advertisements link directly to the advertisers web site.
- **Tracking visitors to an advertiser's web site.**  
The Million Pixel Track™ counts the number of visitors who click on an advertiser's pixel ad to visit their web site. This count is displayed on the Pixels List page, which reports all advertisements on the Million Pixel Track™.
- **Advertisements are categorized and can be listed by category.**  
All advertisements on the Million Pixel Track™ are put into a category by the advertiser when the advertisement is submitted. It is possible to list the advertisements by group on the Pixel Lists page by clicking on the Sort by Category menu option on the page.
- **Pixel List page.** Visitors can list the advertisements on the Million Pixel Track™ to aid in finding companies and web sites of interest. Current options include:
  - **Alphabetical by Company Name.** The company name is taken from the Advertiser's registration.
  - **Category** – selected by the advertiser when the advertisement is submitted.
  - **Size of the Pixel Advertisement** (from largest to smallest)
  - **Date when advertisement was submitted** (from oldest to newest or from newest to oldest)
  - **Visitor count** – how many visitors have clicked on each advertisement

## BENEFITS:

There are many benefits to placing a pixel advertisement on the Million Pixel Track™.

- Cost effective:
  - Advertisements are available 24/7/365.
  - No need for subscriptions, memberships, or purchases in order for people to see the advertisement.
  - Exposure to a worldwide audience rather than being limited to a local or regional audience.
  - Ads are for a **targeted audience**. The web site is targeted to your desired audience – people interested in track and field, including athletes, parents, families, coaches, officials, spectators, etc.
  - You determine the total cost by selecting the size and term of your advertisement. The advertisement can be tailored to fit your budget, with all costs known when the ad is placed.
  - Cost is less than print ads.
  - No ad creation or setup fees.
  - Ad costs are fixed, they do NOT increase or change based on the number of visitors or cost-per-click systems.
- **Advertisements can be tailored and adjusted** to reflect seasonal changes, sales, promotions, or other programs on your web site. Changes are easy to accomplish and can be made quickly.
- **Each advertisement is placed into a category when submitted**. This allows visitors to quickly find all advertisements from a specific category, making their visit productive.
- Ads are intended to increase traffic to the web site of your choice.
- The Million Pixel Track™ expects to grow to more than 5000 visits per week thus exposing your advertisement to large number of potential new customers.
- The Million Pixel Track™ monitors when a visitor clicks on an advertisement to visit an advertiser's web site. This visitor count can be viewed at any time using the Pixel List button on the main menu. This will give advertisers immediate feedback as to the effectiveness of their advertisement.
- Advertisements can be activated within minutes of completing payment for the ad.
- Excellent customer support is available to assist with questions or problems,
- Extended message area available which provides a larger area for your advertisement, allowing for the display of additional information or a larger version of your logo. This area is 210 pixels wide by 158 pixels high and has a 4 to 3 ratio (width to height). Any image used will be scaled to fit the allotted space.
- Those choosing to advertise early have a wider selection of locations.

## OPTIONS:

- The purchase of a standard pixel advertisement is required in order to use the extended message option.
- Pixel advertisements can be any size (each block is 10 pixels by 10 pixels).
- Advertisements must be square or rectangular in shape.
- Advertisements can include an optional extended message in either text format or image format (using a jpg or gif file).
- Advertisements can be taken for a term of three, six, or twelve months.
- The advertiser selects the category for each advertisement placed on the Million Pixel Track™. Visitors can use the category to quickly find the listing on the Pixel List page.

## RATES (EFFECTIVE 01 MAY 2006)

Rates are based upon the size and length of term of the advertisement. The minimum purchase (one block) for a one-year term is \$100. This block can also be purchased for a three months for a fee of \$40.

| <b>Advertising Rates<br/>For Pixel Advertisements on<br/>MillionPixelTrack.com<br/>(Effective 01 May 2006)</b>   |                        |                       |                    |                        |  |                               |
|--|------------------------|-----------------------|--------------------|------------------------|--|-------------------------------|
| Term   | Rate per Block*        | Annual Rate per Pixel | Block Cost Per Day | Extended Message Rate  | Annual Extended Message rate per Pixel | Extended Message Cost Per Day |
| <b>3 Months</b>  | \$ 40.00               | \$1.60                | \$0.44             | \$120.00               | \$0.015                                | \$1.33                        |
| <b>6 Months</b>  | \$ 60.00               | \$1.20                | \$0.33             | \$180.00               | \$0.011                                | \$1.00                        |
| <b>12 Months</b>   | \$100.00               | \$1.00                | \$0.27             | \$300.00               | \$0.095                                | \$0.82                        |
| <b>Changes to Advertisement</b>  | \$10.00 per occurrence | NA                    | NA                 | \$10.00 per occurrence | NA                                     | NA                            |
| Amounts are in U.S. dollars.<br>* a block is 10 pixels by 10 pixels (100 pixels total)<br>The extended message area is 210 pixels wide by 158 pixels high (31,600 pixels total). This is a 4 to 3 ratio (width to height). |                        |                       |                    |                        |  |                               |

## SPECIFICATIONS

### Pixel Advertisement Specifications:

- Pixel advertisements can be any size (each block is 10 pixels by 10 pixels) and are limited by the space available.
- The minimum advertisement is one block (100 pixels).
- Pixel advertisements must be square or rectangular in shape.
- All images submitted must use the jpg or gif file format.
- Size of image files used in pixel advertisements must be less than 50k.
- Images submitted will be sized to fit the space reserved for the ad.

### Extended Message Specifications:

- The purchase of a standard pixel advertisement is required in order to use the extended message option.
- Extended messages can use either text format or image format using a jpg or gif file.
- All images submitted must use either the jpg or gif file format.
- File size of images used in extended messages must be less than 50k.
- Extended message images should be 210 pixels wide by 158 pixels high or in the ratio of 4 to 3.
- Images submitted will be sized to fit the extended message area.
- For better control of formatting of a text message, advertisers may find placing the text in an image a superior approach.

## Creative Specifications

- There is no limit to the number of pixel advertisements that can be used throughout a campaign.
- Creative changes must be received via e-mail.
- Animated (looping) images are not available at this time.

## TERMS & CONDITIONS

1. **The minimum purchase is one unit (100 pixels) for three months.** The maximum purchase is dependent on available space. See the [Pixel Ad Rates](#) page for an explanation and description of the rates for pixel advertisements on this web site.
2. When a pixel advertisement is purchased, the advertiser will not 'own' any part of the homepage or this web site, however advertisers are granted the right to submit an image, a link, a tool tip message, and, if desired, an extended message (in image or text format), which will then be published on the homepage in the space for which the advertiser has paid.
3. An advertiser may change any aspect of their advertisement once it has been submitted and accepted. Changes may be made at any time during the term of the advertisement upon the payment of a processing fee, or at no charge when renewing an advertisement. Contact the web master to make any changes. See the [Pixel Ad Rates](#) page for details on the processing fee.
4. No refunds will be granted once an advertisement has been published on the Million Pixel Track™.
5. The pixel advertisements will be displayed for the term of purchase. Renewal notices will be sent near the end of this term. Advertisers who fail to renew by the renewal deadline will have their pixel advertisement space returned to the pool of available pixels when the term of the advertisement is complete.
6. All advertisements on this site must be "Family Friendly." No obscene, offensive, or adult oriented images or links will be accepted. The Webmaster will decide what is appropriate for this web site. If submitted advertisement materials are rejected, the advertiser will be contacted and given the opportunity to provide appropriate materials. The selected advertising space will be reserved for a limited time, as specified in the rejection notice. Failure to provide acceptable advertising materials will result in a cancellation of the advertisement. Advertising fees paid will be returned, less an administrative fee of \$25 or 10% of the total advertisement fee, whichever is greater, and the pixels will be returned to available pool.
7. If an advertisement is accepted and the content of the linked site is changed to show inappropriate material the advertisement links will be removed until an appropriate site is provided. There is no a refund of any kind for the link downtime.
8. Advertisements may be cancelled at any time by sending a request to the sales department. No refund will be granted. The cancelled advertisement and all associated materials will be removed from the web site and the advertisement space will become available for resale.
9. Images should be the exact size as the advertisement space that has been reserved (e.g., 100 pixels = 10x10 pixels). Submissions received that are not the correct size will be sized to fit the reserved space.
10. Images must be in GIF or JPEG format, and a reasonable file size.
11. Images must NOT be animated.
12. Links must be to web pages only.
13. All advertisers must have the authority to provide the image and link for the advertisement that has been submitted
14. Advertisers must be at least 18 years of age. Advertisements will NOT be accepted from anyone less than 18 years of age.
15. Funds must be fully received and cleared before any pixel advertisement will go live on the Million Pixel Track™ homepage.
16. There may be occasional downtime for site maintenance. This will be kept to a minimum.
17. Once an order for an advertisement has moved to the active state (the funds have cleared (e.g., received by the site's PayPal account)), the web site will place the pixel advertisement online within 24 hours to 48 hours. For most submissions, the advertisement will show up within a few minutes. Please be patient should as activation may take longer during certain time periods.

## POLICIES

By placing an advertisement, every advertiser is bound by the terms and conditions, and policies of the Million Pixel Track™.

No advertisements will be sold to anyone less than 18 years of age.

## CONTACT US

See the web site at [www.millionpixeltrack.com](http://www.millionpixeltrack.com)

Or Contact the Sales Department:

- e-mail at [sales@millionpixeltrack.com](mailto:sales@millionpixeltrack.com)
- Telephone (during normal business hours) at: (585) 425-4925

General Inquiries: [info@millionpixeltrack.com](mailto:info@millionpixeltrack.com)

Customer Support: [support@millionpixeltrack.com](mailto:support@millionpixeltrack.com)

The rate card: [www.millionpixeltrack.com/ratecard2006-01.pdf](http://www.millionpixeltrack.com/ratecard2006-01.pdf)

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