Vertical Ad Network Project
The Media Consortium, Air America Radio, Alternet, The Nation, Mother Jones
Suggested next steps — July 2, 2008

1. Finalize partnership and joint venture MOU
   a. Determine organizational structure between the four founding partners and the Media Consortium
   b. Determine governance
   c. Determine if joint venture can quickly create a Newco entity in order to start Adify onboarding process; determine transition path as alternative

2. Develop and finalize business plan outline for joint venture
   a. Outline revenue sharing models, including compensation models for:
      i. Network manager (Air America Radio)
      ii. The Media Consortium (for R&D, recruitment, initial start-up support)
      iii. Founding partners (for their management’s efforts and time, their brands and inventory in a semi-exclusive arrangement as part of the initial start-up phase)
      iv. Revenue share for 1st tier publishers (semi-exclusive, non-founding partners)
      v. Revenue share for 2nd-tier publishers (non-exclusive, no obligation to share inventory)
   b. Brief plan on how the network will operate
   c. Staffing plans for start-up phase and beyond
   d. Brief outline on sales plan and go-to-market approach
   e. Outline operational roles of founding partners, the Media Consortium and Marketchnique LLC and any other relevant partners (e.g. rep firm)
   f. Develop timeline and project specifications so as to enable partners to manage start-up phase and launch vertical ad network within approved timing and budget parameters

3. Define mission of ad network, including elevator pitch of positioning
   a. What does this new brand stand for, what is differentiation from Click-2-Blue, FireDogLake, and other progressive and vertical networks already launched?
   b. Develop brand name and market positioning

4. Prepare initial market mapping information:
   a. How many sites are in this vertical? MC and non-MC sites.
   b. How many endemic advertisers? Which categories are “endemic?”
   c. What categories/advertisers does the network “aspire” to win?

5. Prepare initial ad operations documents
   a. Identify ad taxonomies across four publishers, categorizing the ad packages available for sale
   b. Develop rigorous inventory forecast for initial sales efforts
   c. Pre-plan and coordinate ad tagging projects necessary for Adify implementation

6. Develop initial rate card pricing and revenue share models
   a. Discover and analyze competitive intel from existing progressive network entrants as well as related vertical ad networks
   b. Develop working P&L models for approval by four founding partners

7. Prepare initial recruitment market map
   a. Identify premier partners from within MC ranks (e.g., TPM, TAP)
   b. Identify mid- and long-tail sites within MC ranks, that are ideal for recruitment into ad network
   c. Identify premier, mid- and long-tail sites from outside MC ranks