

Vertical Ad Network Project  
The Media Consortium, Air America Radio, *Altnet*, *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 1<sup>st</sup> tier publishers (semi-exclusive, non-founding partners)
    - v. Revenue share for 2<sup>nd</sup>-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 Marketech 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