



MEDIA KIT

Updated May 22, 2012



COMPANY MISSION AND HISTORY

4Tests.com was started in 1999 by two recent college graduates. While they were preparing for their Microsoft Certifications they quickly realized that there were very few resources available on the internet. This inspired them to begin researching what areas of opportunity were still available on the web, and 4Tests.com was born.



Since its inception, 4Tests has grown to provide millions of users assistance in preparing for their upcoming exam. In addition to the growth in traffic, 4Tests has continued to expand its available market by incorporating many new age groups.

Now, 4Tests.com exists to serve the education and testing markets, which include high school students, college students, and professionals eagerly seeking to prepare for exams. Our easy-to-use advanced web technology immediately helps our users by providing sample tests and recognized resources allowing them to better prepare for their exam.

Furthermore, it is crucial to 4Tests that everyone of our users are truly satisfied by getting real use from our site every time they visit. We constantly strive to encourage our users to provide feedback whenever they feel this goal has not been met and we constantly review their comments as we continue to expand our services.

We look forward to working with you,

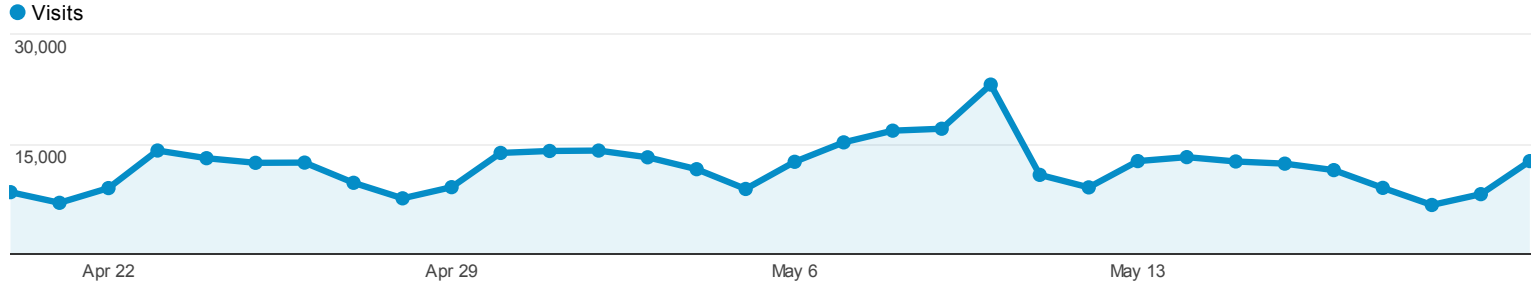
Marc Weinstein

Marc Weinstein
President, 4Tests.com

Visitors Overview

100.00% of total visits

Overview



266,488 people visited this site

- Visits: 380,775
- Unique Visitors: 266,488
- Pageviews: 7,366,351
- Pages/Visit: 19.35
- Avg. Visit Duration: 00:11:52
- Bounce Rate: 39.90%
- % New Visits: 66.74%



67.12% New Visitor
255,564 Visits

32.88% Returning Visitor
125,211 Visits

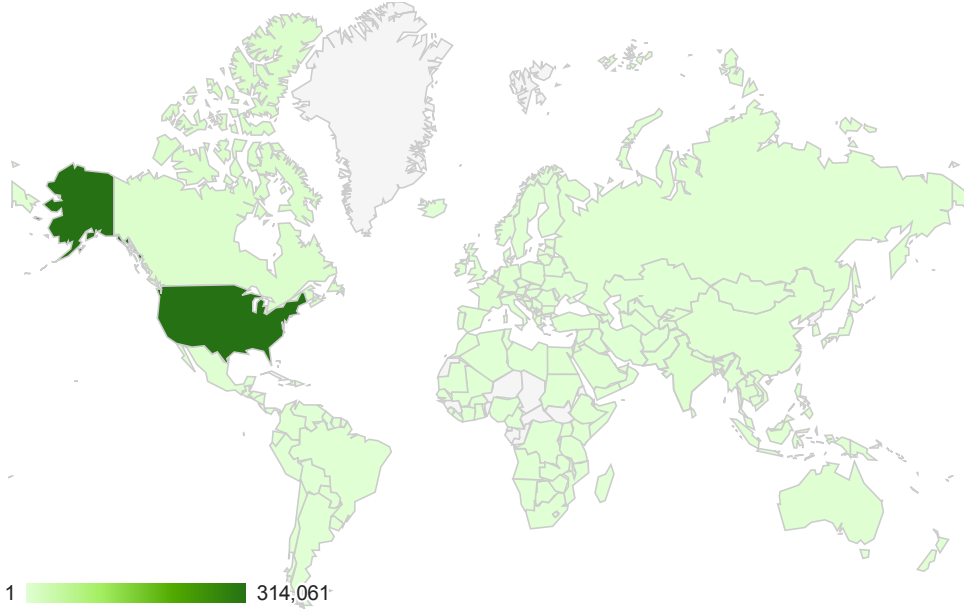
Language	Visits	% Visits
1. en-us	338,943	89.01%
2. en	19,363	5.09%
3. en-gb	3,391	0.89%
4. es	2,807	0.74%
5. fr	1,861	0.49%
6. es-es	1,819	0.48%
7. fr-fr	1,384	0.36%
8. vi	883	0.23%
9. ru	805	0.21%
10. ar	724	0.19%

Location

100.00% of total visits

Map Overlay

Site Usage



Visits 372,374 % of Total: 100.00% (372,374)	Pages/Visit 19.35 Site Avg: 19.35 (0.00%)	Avg. Visit Duration 00:11:52 Site Avg: 00:11:52 (0.00%)	% New Visits 66.74% Site Avg: 66.74% (0.00%)	Bounce Rate 39.89% Site Avg: 39.89% (0.00%)
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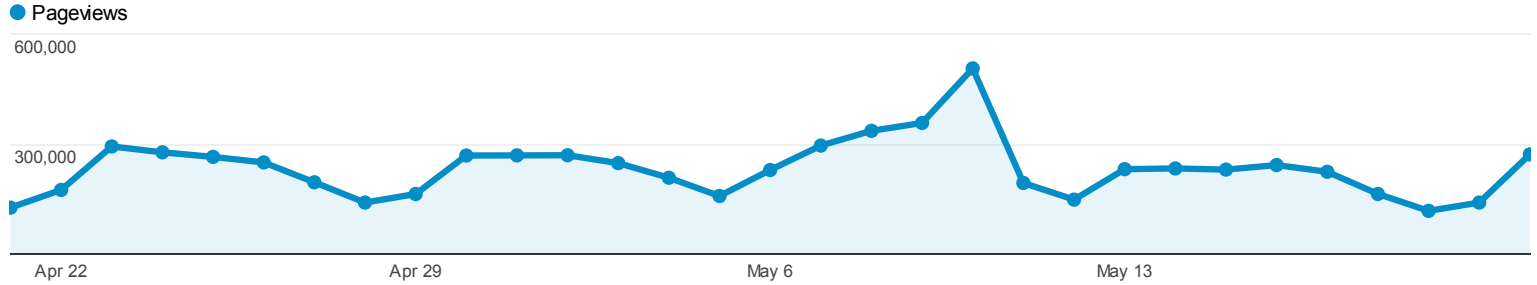
Country/Territory	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. United States	314,061	20.44	00:12:18	66.48%	38.83%
2. Canada	6,417	16.18	00:10:30	69.07%	43.10%
3. India	5,924	11.51	00:08:49	76.77%	42.18%
4. United Kingdom	2,979	12.23	00:06:57	77.84%	46.39%
5. Philippines	2,336	14.80	00:10:27	76.24%	44.56%
6. Vietnam	2,230	11.60	00:06:38	77.09%	33.36%
7. Mexico	2,168	15.98	00:10:47	59.59%	45.53%
8. France	2,139	12.59	00:06:52	65.12%	57.13%
9. (not set)	1,883	11.16	00:08:49	76.05%	41.48%
10. Puerto Rico	1,514	27.85	00:18:47	53.37%	39.83%

Rows 1 - 10 of 187

Content Overview

100.00% of total pageviews

Overview



Pages on this site were viewed a total of 7,206,642 times

- Pageviews: 7,206,642
- Unique Pageviews: 1,502,830
- Avg. Time on Page: 00:00:39
- Bounce Rate: 39.89%
- % Exit: 5.17%
- AdSense Revenue: \$0.00
- AdSense Page Impressions: 0
- AdSense Ad Units Viewed: 0

Page	Pageviews	% Pageviews
1. /exams/questions.asp?googlebot=38	1,562,851	21.69%
2. /exams/questions.asp?googlebot=67	1,380,047	19.15%
3. /exams/questions.asp?googlebot=17	509,327	7.07%
4. /exams/questions.asp?googlebot=13	291,465	4.04%
5. /exams/questions.asp?googlebot=39	240,479	3.34%
6. /exams/examdetail.asp?eid=38	143,535	1.99%
7. /exams/questions.asp?googlebot=57	139,081	1.93%
8. /exams/questions.asp?googlebot=31	132,617	1.84%
9. /exams/questions.asp?googlebot=6	122,078	1.69%
10. /exams/questions.asp?googlebot=120	120,153	1.67%



AD SPECIFICATIONS

4Tests supports a variety of advertising opportunities. These include web banner advertisements and email marketing information.

WEB BANNER SIZES

Banner Size	Price
468 x 60	\$6 CPM
728 x 90	\$8 CPM
120 x 600	\$6 CPM
300 x 250	\$6 CPM
Pop Under	\$10 CPM

Additionally, 4 Tests.com will work directly with advertisers to include various campaign sizes and display locations throughout our site. If you are interested in a banner size not listed, please feel free to send your request to advertising@4tests.com.

SAMPLE PAGES



CONTACT INFORMATION

If you have any questions or would like to set up an advertising campaign with us, please feel free to contact us at advertising@4tests.com.