

CONTRACT LIGHTING

DOCTOROW COMMUNICATIONS, INC.

1011 CLIFTON AVENUE • CLIFTON, NEW JERSEY 07013 • TEL: 973-779-1600 • FAX: 973-779-3242

email@contractlighting.net • www.contractlighting.net

Banner Advertising Info

Production

The top or bottom banner ad is 468 X 60 pixels in size.

The side banner is 180 X 150 pixels in size.

The files should be saved as JPG files done in RGB color, at 72 DPI.

Please provide us with either a URL or an email address so that when someone clicks on your banner ad, it will take them to your web site or open their email software addressed to your email.

Pricing

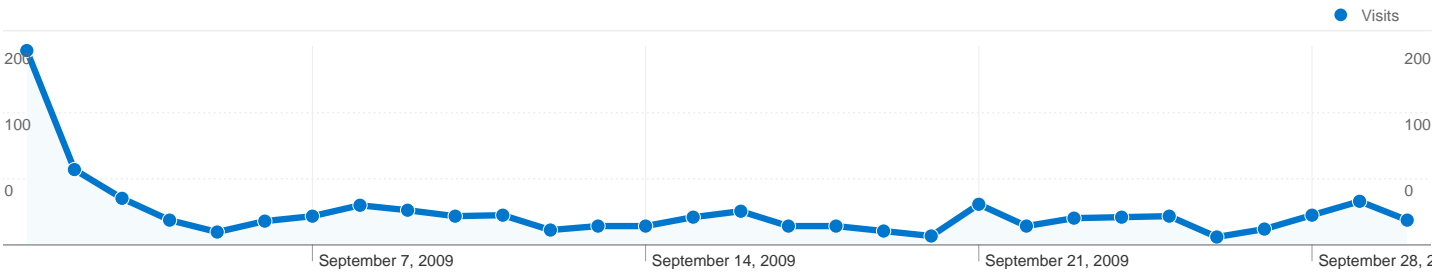
Top Banner	- \$500 per month
Bottom Banner	- \$300 per month
Top & Bottom	- \$800 per month
Side Banner	- \$300 per month

Contact

Jon Doctorow

banner@contractlighting.net

(973) 779-1600 Ext 202



Site Usage

987 Visits

44.68% Bounce Rate

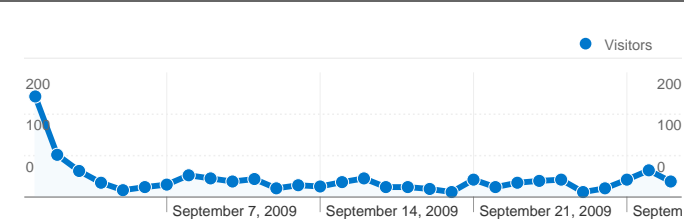
4,802 Pageviews

00:04:15 Avg. Time on Site

4.87 Pages/Visit

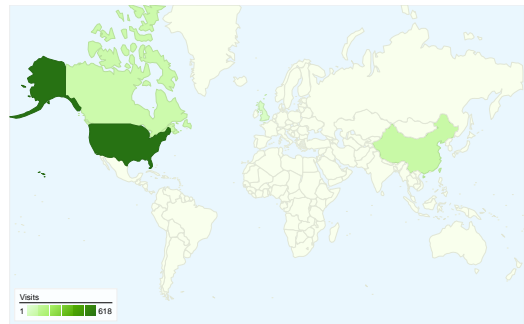
69.60% % New Visits

Visitors Overview

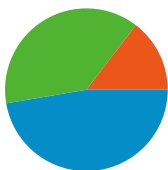


Visitors
764

Map Overlay world



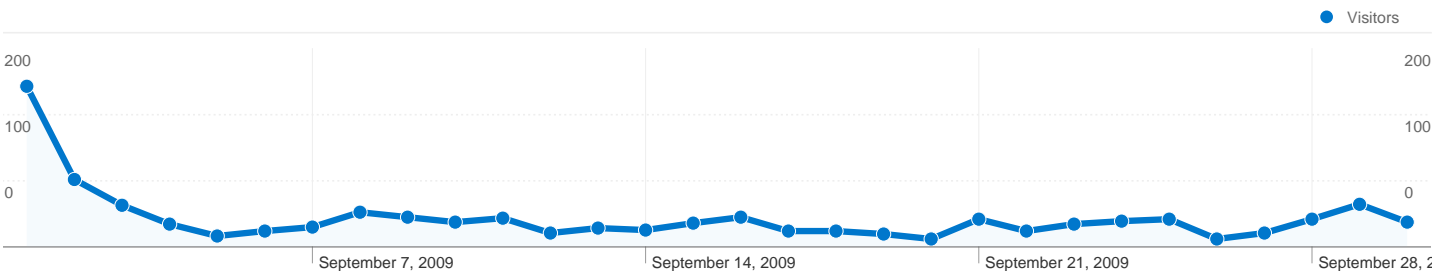
Traffic Sources Overview



- **Search Engines**
467.00 (47.32%)
- **Direct Traffic**
376.00 (38.10%)
- **Referring Sites**
144.00 (14.59%)

Content Overview

Pages	Pageviews	% Pageviews
/links.cfm?pgLinks=manufactur	1,121	23.34%
/index.cfm	636	13.24%
/profile.cfm	490	10.20%
/links.cfm	407	8.48%
/links.cfm?pgLinks=Designers	370	7.71%



764 people visited this site

987 Visits

764 Absolute Unique Visitors

4,802 Pageviews

4.87 Average Pageviews

00:04:15 Time on Site

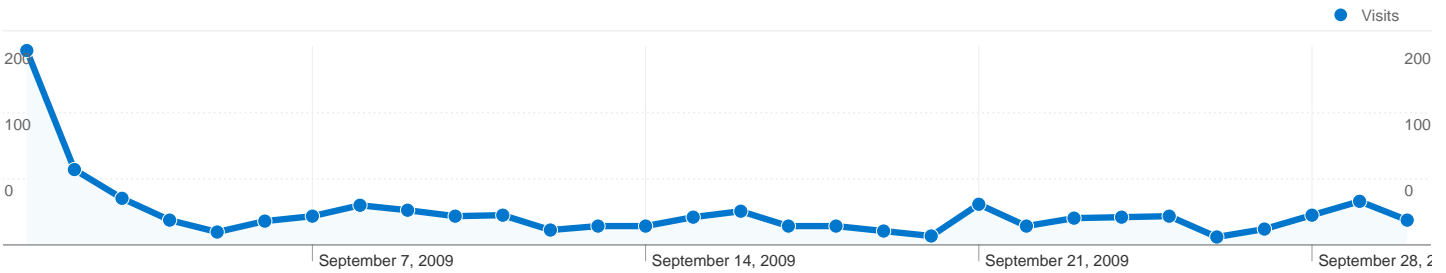
44.68% Bounce Rate

69.60% New Visits




Technical Profile

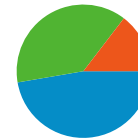
Browser	Visits	% visits
Internet Explorer	671	67.98%
Firefox	204	20.67%
Safari	67	6.79%
Chrome	21	2.13%
Opera	10	1.01%

Connection Speed	Visits	% visits
Unknown	380	38.50%
Cable	295	29.89%
DSL	217	21.99%
T1	73	7.40%
Dialup	18	1.82%



All traffic sources sent a total of 987 visits

-  **38.10%** Direct Traffic
-  **14.59%** Referring Sites
-  **47.32%** Search Engines

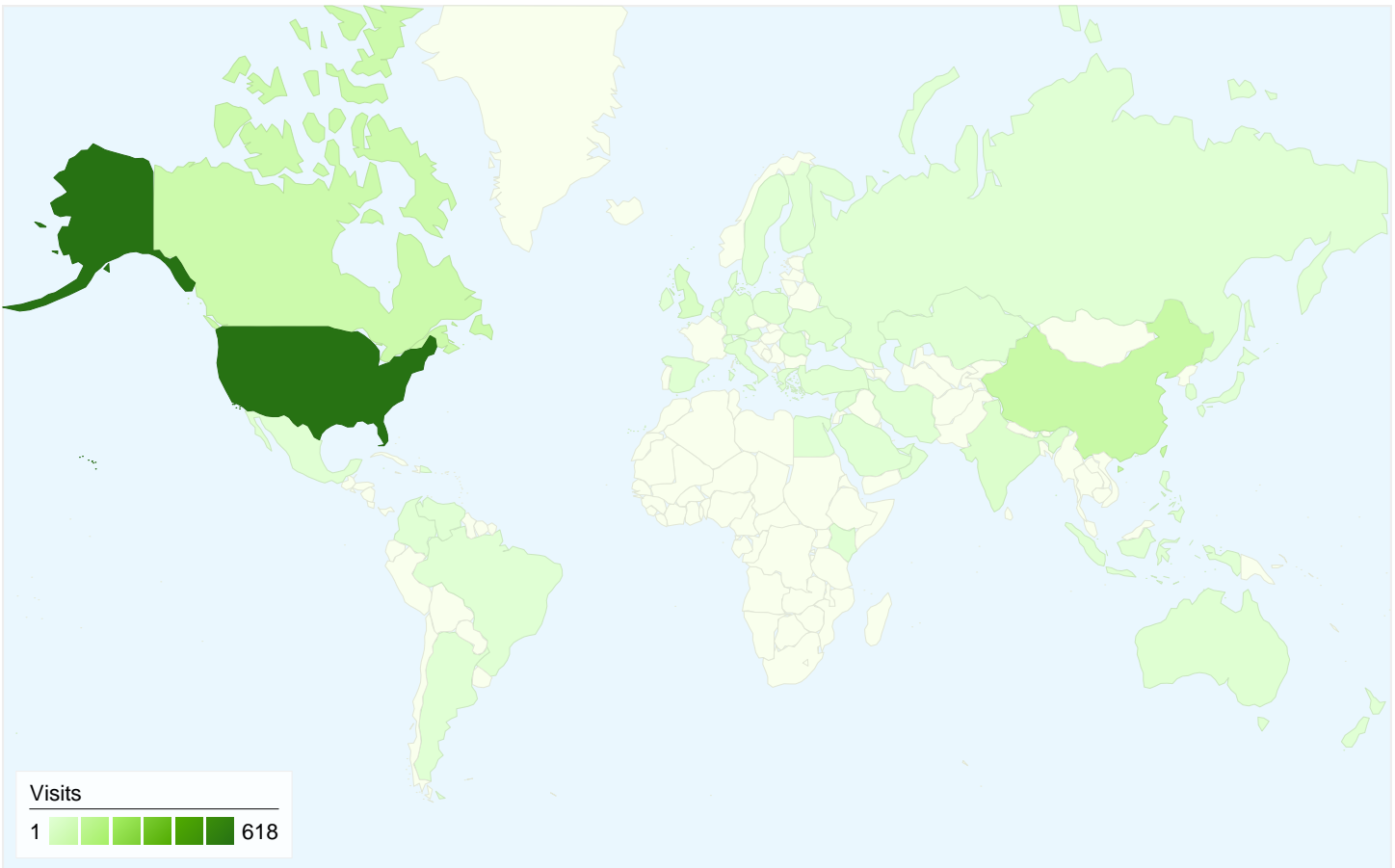


- **Search Engines**
467.00 (47.32%)
- **Direct Traffic**
376.00 (38.10%)
- **Referring Sites**
144.00 (14.59%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	377	38.20%
(direct) ((none))	376	38.10%
yahoo (organic)	59	5.98%
homelighting.com (referral)	52	5.27%
bing (organic)	23	2.33%

Keywords	Visits	% visits
contract lighting	82	17.56%
lighting magazine	25	5.35%
contract lighting magazine	24	5.14%
harmony lighting inc	21	4.50%
contract lighting design	5	1.07%

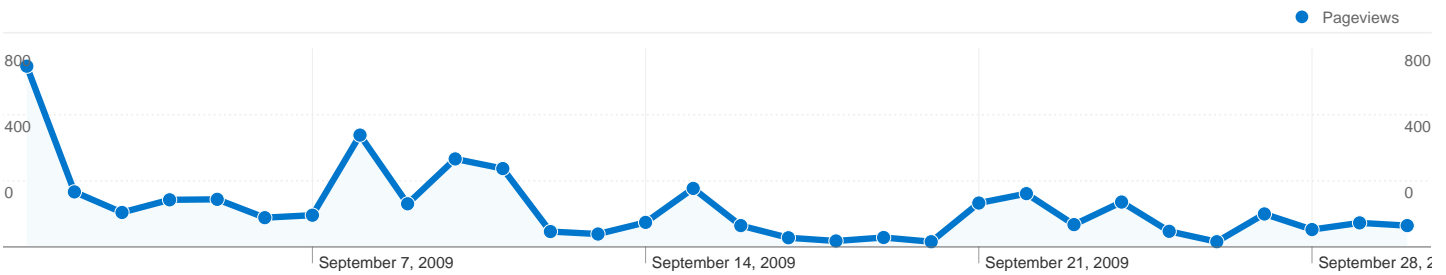


987 visits came from 52 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	618	3.99	00:02:29	73.95%	45.63%
China	85	7.78	00:12:20	41.18%	31.76%
Canada	74	4.68	00:02:39	66.22%	39.19%
Taiwan	44	20.93	00:27:12	15.91%	29.55%
United Kingdom	30	1.93	00:01:04	93.33%	50.00%
India	16	2.38	00:00:54	93.75%	31.25%
Philippines	9	1.78	00:00:10	66.67%	44.44%
South Korea	6	1.83	00:00:07	100.00%	66.67%
Italy	6	2.17	00:01:13	83.33%	50.00%

Germany	5	1.80	00:02:05	100.00%	60.00%
					1 - 10 of 52



Pages on this site were viewed a total of 4,802 times

4,802 Pageviews

2,040 Unique Views

44.68% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/links.cfm?pgLinks=manufacturer	1,121	23.34%
/index.cfm	636	13.24%
/profile.cfm	490	10.20%
/links.cfm	407	8.48%
/links.cfm?pgLinks=Designers	370	7.71%