

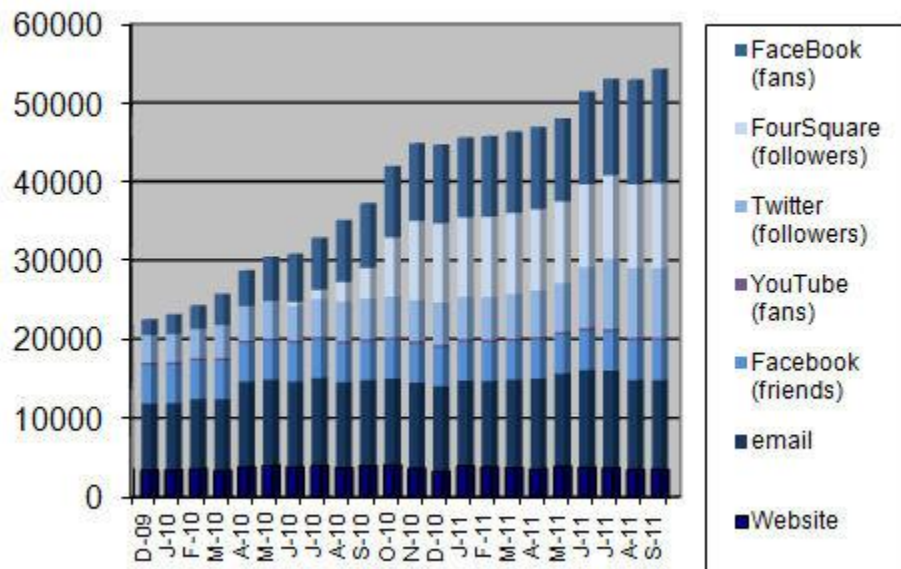
Mark's List Dominates the Social Media Conversation

How does your business benefit from Mark's List Social Media? Every week, using social media, email and the Internet, messages from Mark's List easily make over one million impressions. These impressions jump-start word of mouth about any business or event we choose to talk about, *and it's no secret we choose to frequently talk about our advertisers.*

Mark's List Media operates over 20 Social Media accounts, tailoring our message to the interests of the fans, friends and followers of each account. Each message reaches our contacts wherever they are (home, school, work, shopping) and in some cases, repeatedly, immediately engaging the **Three Touch Rule*** and jump-starting word of mouth about your business or event.

No other Florida LGBT publication has more Social Media contacts.

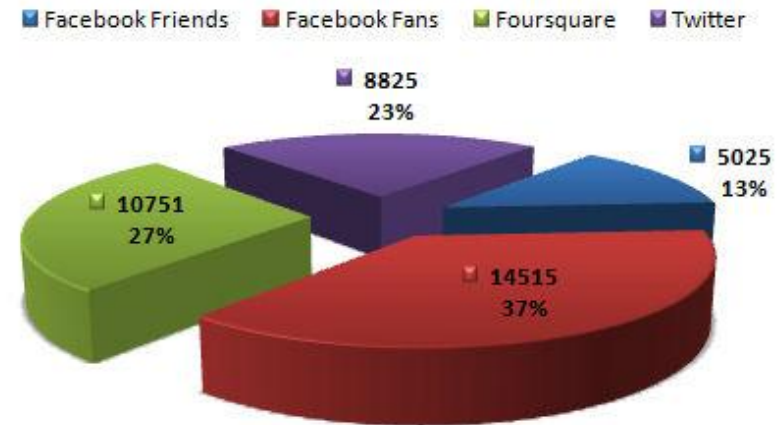
Mark's List Daily First Degree Contact Growth



* The **Three Touch Rule** in advertising suggests that a consumer will not react to a message until they have seen it three times.

No Spam Here

By using multiple Facebook, Foursquare and Twitter accounts Mark's List selectively targets updates to interested users, virtually eliminating the chance that the message will be perceived as Spam.



Real Messaging

Reposting ads is not Social Media! The Social Media gang at Mark's List entertain our friends, fans and followers with your message. We engage our users with hundreds of photos, movie trailers, restaurant reviews and links to events found on Mark's List. We use trackable short links that are reposted and cause our messages to go viral. In a typical week, thousands of people enter Mark's List through links found on Facebook, Twitter and Foursquare.

Real Case Studies

We constantly analyze data looking for ways to improve our results.

Case 1: Our Social Media Gurus post links to 12 photo galleries over a 4 day period in celebration of a nightclub's anniversary. The social media leads to a 430% increase in pages of photos viewed and a 77% increase in Landing Page traffic.

Case 2: Using a trackable hyperlink, our Social Media Gurus post several updates each week that lead hundreds of additional visitors to a business' Landing Page. This business' Landing Page traffic in the most recent quarter is now 358% higher than the same period in 2010.

Mark's List Social Media Works!