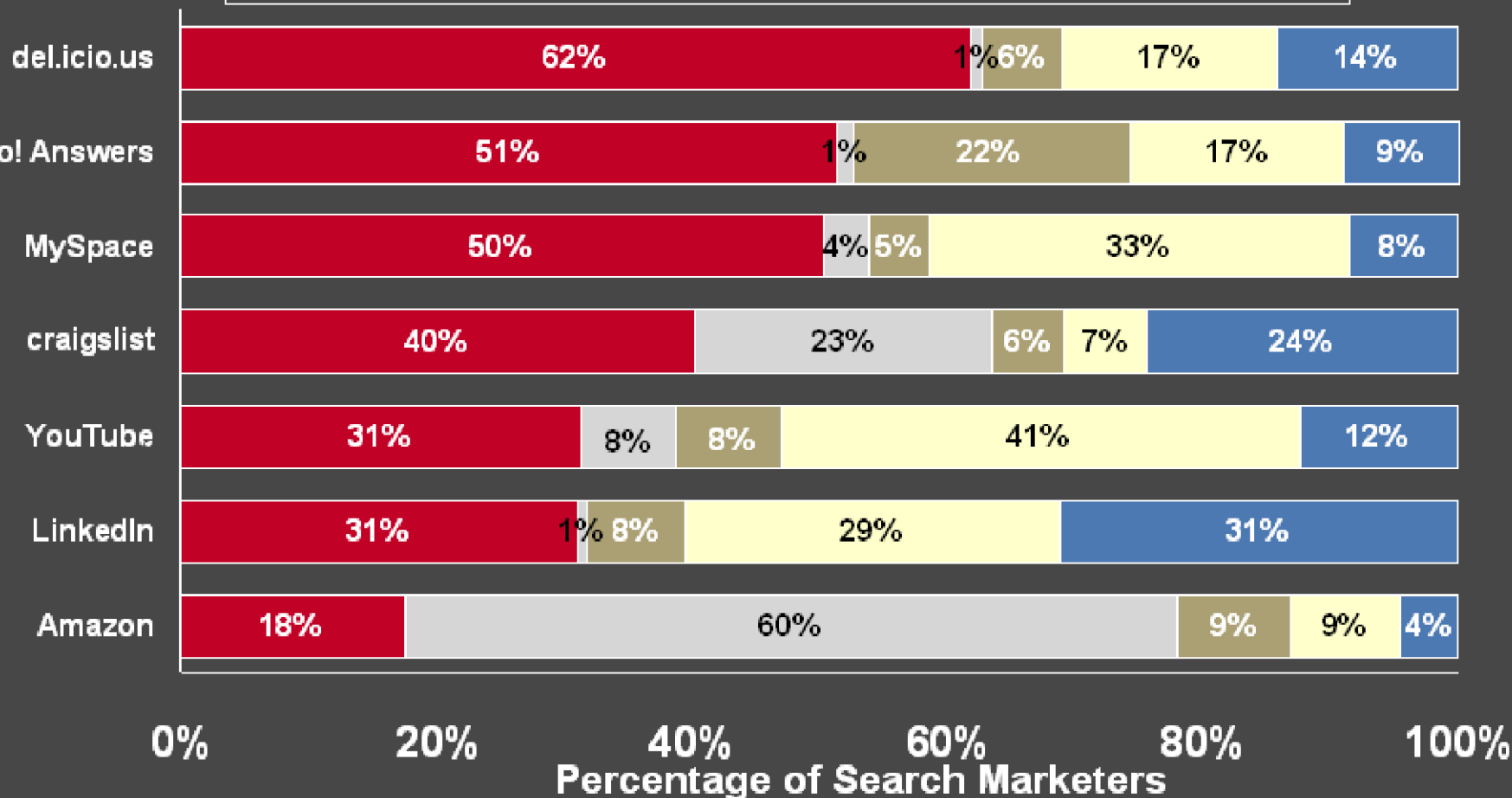


Driving Traffic, Brand Awareness Are Key Reasons For Proactively Placing Content

Note: Insufficient sample for TripAdvisor, iVillage, and FaceBook



■ Drive Traffic to Your Site ■ Directly Sell Product
■ Influence Purchase Decision ■ Brand Awareness
■ I used it for another purpose

Question: Of those website on which your organization has proactively and purposely placed content, what is the purpose of that content? (Select one for each.)