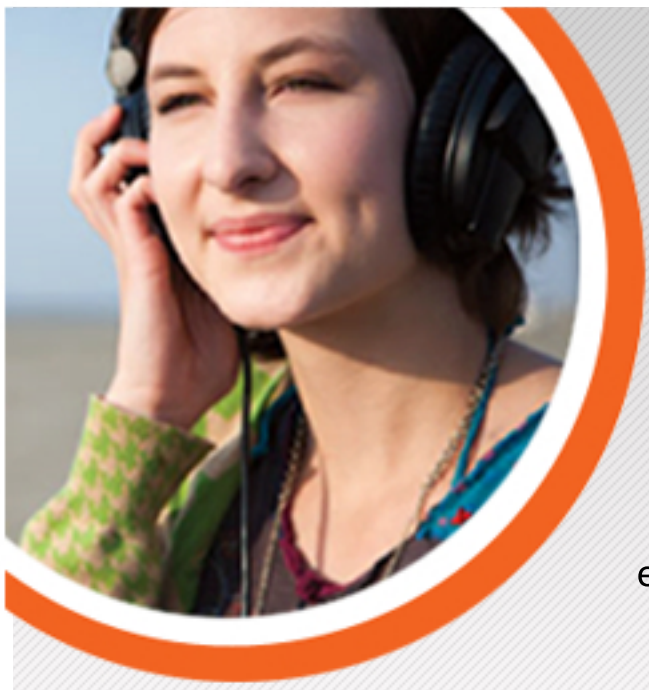




# AD SMART QUARTERLY UPDATE

OCTOBER 2011 > ISSUE 1



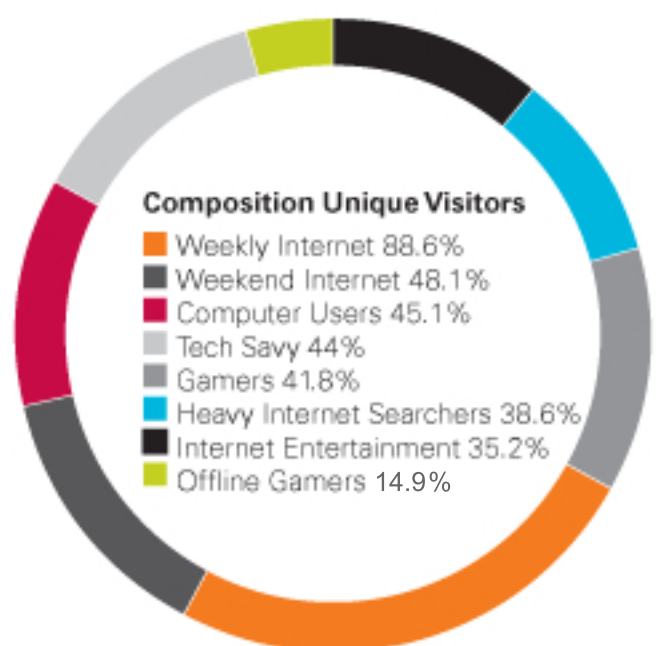
## TAP INTO AN AUDIENCE THAT PLUGS IN, BOOTS UP AND LOGS ON.

Have a message for computer users, gadget buyers, electronics geeks or the techie next door? Reach, target and engage them with **Snagajob Ad Smart**.

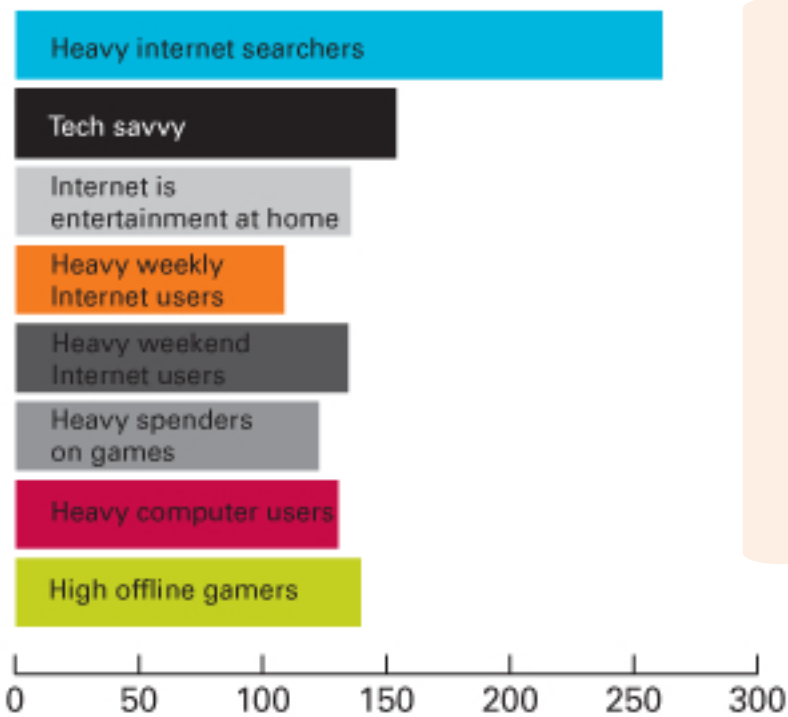
### Composition of Our Unique Visitors

Snagajob is playing host to computer and electronics enthusiasts, especially during the week when they're planning how to spend their paychecks.

\*data provided by independent digital market intelligence service comScore



### Composition Index



Snagajob's 30-million-strong membership of job seekers are online with an additional purpose: to learn about and buy new computer equipment, video games and electronics.

\*data provided by independent digital market intelligence service comScore

### ComScore Category

ComScore Category	Composition Index	% Composition Unique Visitors
Super heavy internet searchers	262	38.6%
Internet is large source of entertainment in home	154	35.2%
Tech savvy (users of computer equipment, iPod, electronic products, handheld video games, portable audio player, etc.)	126-145	44%
Heavy weekly Internet users	109	88.6%
Heavy weekend Internet users	129-141	48.1%
Heavy spenders on video games and online game usage	112-134	41.8%
Heavy computer users (including laptops, scanners, printers, desktop, etc.)	131	45.1%
High offline gamers	106-173	14.9%

Learn more at [www.snagajob.com/ad-smart](http://www.snagajob.com/ad-smart) or 804.236.9934



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