College Media Network ™

a member of the accessNETWORK

PRODUCTS, SOLUTIONS AND SERVICES

IT'S ON!
THE WEB
THE iPHONE
THE ANDROID...

ABOUT US

GET MOBILE
CREATE CITY GUIDES
STAY FOCUSED
MAKE MONEY

■ Provide Mobile Applications for your Content

Easy to use tools to get your daily news and city guide content on Smartphones.

■ Create portfolio building opportunities for students

Enable student journalists to write reviews for local establishments—restaurants, bars & clubs, retailers, hotels, spas and salons.

■ Let us manage your technology infrastructure

For news, city guide content and/or content. You create it, we make it run!

■ Generate more revenue

Create additional content with customizable city guides to extend revenue generating Access Perks (deals) to the academic community—students, faculty , Alumni— online and on mobile devices.

Incentivize the student sales team to go beyond classifieds and banner ads and gain "real world" experience with opportunities to negotiate and manage deals for local businesses and mobile advertising using the Merchant Manager Platform.

OUR OFFERINGS:

■ City Guide CMS

■ News CMS; standard & pro versions

■ User interfaces; online & mobile

■ Local marketing & mobile Perks

■ Deal of the Day

■ Group buying; Paper Perks

FOR FULL DETAILS AND A COMPLETE LIST OF OUR PRODUCTS AND SOLUTIONS VISIT WWW. ACCESSNETWORK.COM

WELCOME!
SAVE MONEY
WITH PAPER PERKS

COLLEGE GROUP BUYING OPPORTUNITY

10% PRICE REDUCTION ON YOUR CURRENT NEWSPRINT COSTS FOR ALL OF 2011

A special welcome from Access Network to the College Media Network

The College Media Network member papers spend over $46 million per year on newsprint. We'd like to put $4.6 million back in your pockets in 2011 - money you can use toward producing even better editorial content to drive more traffic to your sites.

WHAT IF I FULLY OUTSOURCE MY PRINTING?

We can still give you the price reduction, which your printing partner should pass on to you. You can refer us directly to your printer, and we'll take it from there.

PAPER PERK PARAMETERS:

- The grade of paper you are currently using is prime quality newsprint. We cannot offer secondary grade products.

- Minimum order quantity of one truckload, (approx. 44,000 lbs), and larger orders in even truckload increments.

- Our manufacturing partners provide a limited transportation allowance.

- The more College Media Network partners that sign for this Paper Perk, the more competitive we can be with our shipping costs. While we believe we can be competitive on shipping costs, our guarantee only applies to the physical paper costs.

- Availability of newsprint and other paper grades is subject to market fluctuations and acceptance of our price offer does not guarantee availability of the product in the time frame you may require.

- All price quotes are subject to price prevailing at time of shipment, a standard industry policy.

GET HYPER-LOCAL.
CREATE GUIDE REVIEWS
PRODUCT: CITY GUIDE PUBLISHER

Engage your local audience and provide stand-alone city guides or use one of our plug-ins to attach to most news content management systems. Our City Guide Publisher (CGP) provides the tools to create, edit, and centrally manage local, GPS-based content which can be distributed either online and/or through mobile interfaces.

- We provide the directory data for over 2 million dining, nightlife, shopping, hotel, health & beauty listings on and off campus.

- You can enable student editors to create & manage reviews and customize into their own lists.

- Add custom features, lists, and attributes such as Student Favorites, Spring Break Hotspots, Cheap Eats, 24hr Study-Friendly.

- Already have content? Use our import tools!

GOT ONLINE NEWS COVERED? If you are using a publishing platform like Wordpress, you can use our custom City Guide Publisher plug-in solution to add city guides to your current site.

- Geo-locate search and content
- Add content widgets & customizations
- Advertising & monetization integration
- Standard banner advertising
- Content sponsorships (e.g., edit features)
- Interstitials ads
- 20%* forecasted additional traffic
  [*Based on full implementation of all guide cities and venue types]
- API feed mobile interface solutions

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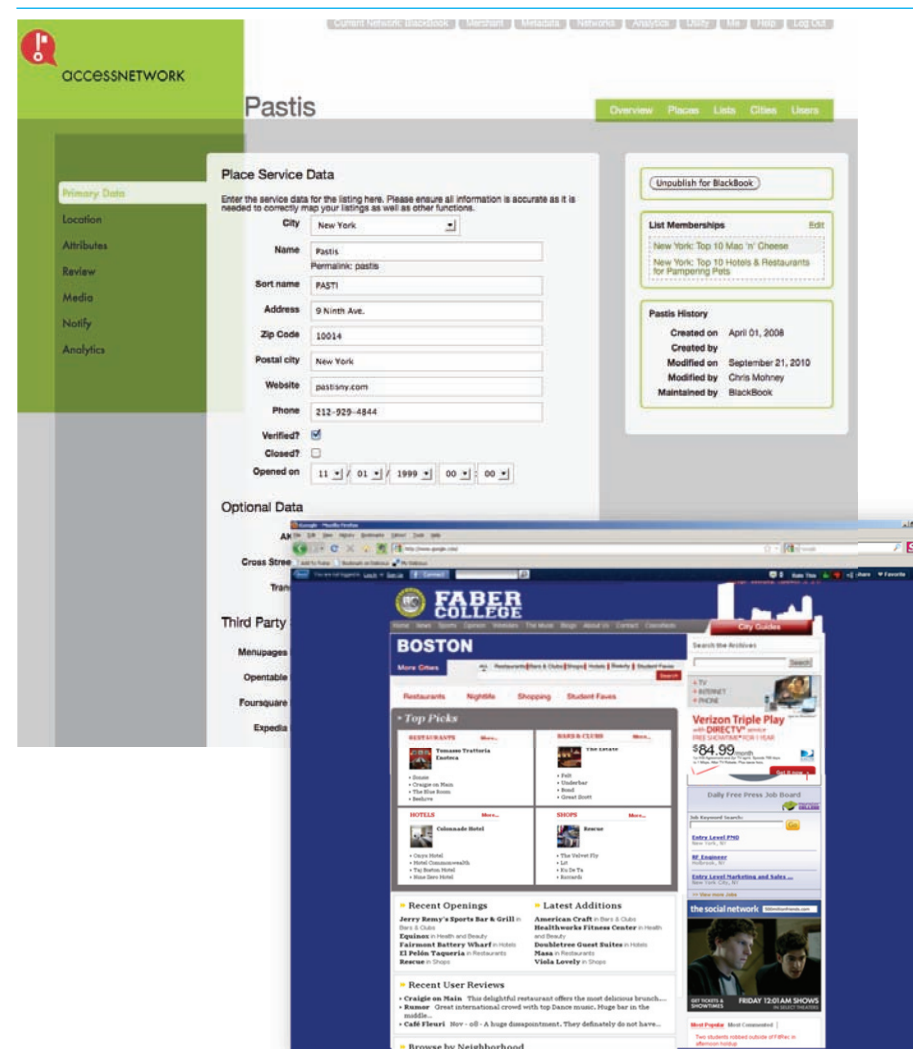
PUBLISH ONLINE.
PRODUCT:
COLLEGE PUBLISHER 5
& CP5 PRO

Publish, distribute and monetize your daily content online and on web-enabled mobile devices. Let us manage the headaches of changing technology, hosting and database administration.

■ Monetize content through flexible pricing options.

■ Industry-leading content management solution allowing online customization with an easy to use drop and drag interface.

■ Advanced tools for publishing content in a 24/7 news cycle.

BENEFITS:

■ We manage the platform, you focus on developing great conten.t

■ Includes optional revenue share on national advertising campaigns and secondary revenue opportunities.

■ CMN professionals maintain the design and hosting of your site as well as offering training and technical support.

■ We're mobile-web ready!

NEW! COLLEGE PUBLISHER 5 PRO

■ Your own hosted instance of the College Publisher application with extensive customization options.

FEATURES:

■ Upload & geo-tag content site-wide

■ Improved Analytics

■ Comment dashboards & threads

■ Podcast manager

■ newsletter & mailing manager

GET WITH IT.
DISTRIBUTION:
MOBILE INTERFACE

MOBILE ENABLE YOUR CONTENT! PUSH NEWS & GPS ENABLED CITY GUIDE CONTENT TO A COLLEGE BRANDED APP!

Statistics show users do not read newspaper content on mobile. City Guides are the answer!

- The go-to campus resource for local eats, bars, hotels, retailers, spas, salons and Perks.

- Include campus maps, push alert notifications for events and sports scores, college branded games & check-in badges—the opportunities are endless!

- RSS feeds from City Guide Publisher, Wordpress or any campus publication or blog.

- Check-in and shout out with Foursquare integration.

- Includes Perks from a network of local businesses which your team can sell!

- iPhone & Android interfaces ready.

MOBILE REVENUE OPPORTUNITIES:

Dynamic Ad Units
- Geo-targeted
- Link to watch video
- Link to m-commerce sites (click to purchase)

Ad Unit Size
- 320x50 banner unit (bottom)
- 320x430 interstitial unit

Custom Integration

Integrate a custom rotation of curated venues for a specific advertiser
- "Presented by [advertisier]"
- 320x60 unit with brand colors, fonts, graphics & logos
- Skinned dedicated section

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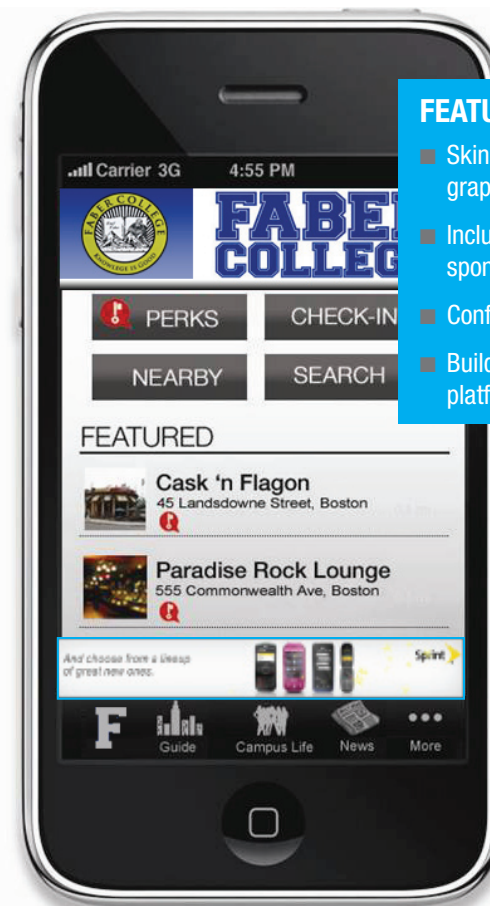
FEATURES:
- Skin the app with school colors, fonts, graphics & logos
- Include dynamic ad modules & interstitials for sponsors
- Configure Push Alerts for Access PerksSM
- Build the app across multiple mobile platforms iPhone, Android, iPad & Blackberry

BANNER ADS
- Served by any mobile ad server, can link to a preferred url, custom page or special promotion

LOCAL REVENUE PRODUCT: ACCESS PERKS & MERCHANT MANAGER

PROVIDE MERCHANTS ABILITY TO OFFER PERKS ON YOUR GUIDES

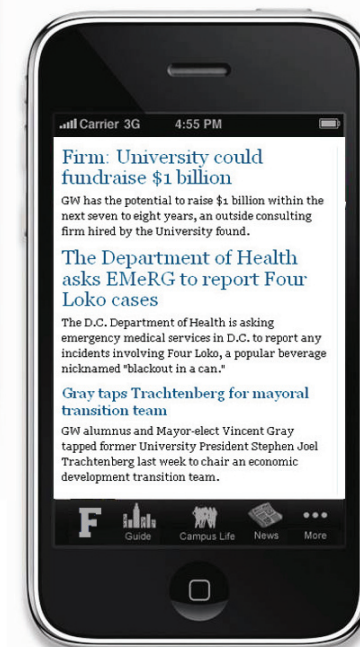From coffee shops, pizza joints and local retailers to chic restaurants and hotels for (when the family comes to town) — dynamically tailor perks for everyone!

- Venues post special offers on their personal listing details page using the Merchant Manager. Offers appear online and on mobile apps (when applicable).
- Users look for the special "key" icon" next to venues that are offering special incentives.
- Users show the Perk message to merchant on a mobile device to redeem!

ACCESS PERKS PRICING:

- Merchant pays $99/month per venue
- CMN & College partner split 50/50

MERCHANT MANAGER

A self-service CRM platform for your local merchants to manage their business information and benefit from local marketing services to target students.

MERCHANTS CAN:

- Claim their listing through your online college newspaper site and then edit and maintain key business information.
- Create & manage real-time Access Perks.
- Offer "daily deals" Pop-Up Perks (group buy offers) to users for a limited or by a limited number.

BENEFITS TO COLLEGE PUBLISHERS

Additional product to sell to customers utilizing a single management interface for CRM.
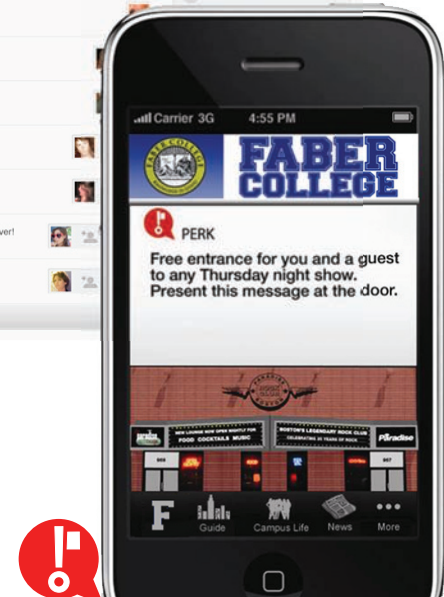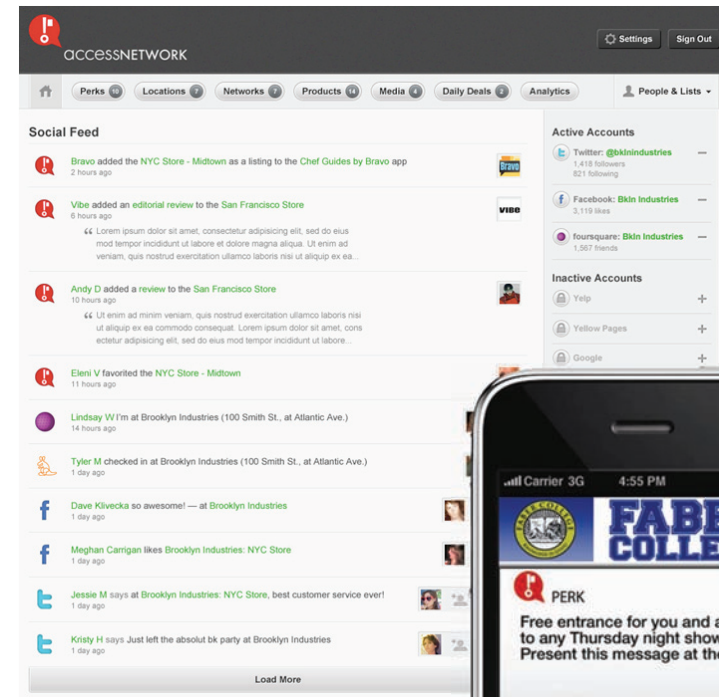
PERKS EXAMPLE

Free entrance for you and a guest to any Thursday night show. Present this message at the door.

POWER NUMBERS:
POP-UP PERKS

HARNESS THE POPULARITY OF THE GROUP BUYING PHENOMENON

- Enable brands & local merchants to directly target a college audience with flash sales.

- 24HRS, 3HRS, 30 MINUTE OFFERS—IT'S UP TO YOU!

EXAMPLES
- Grounded coffee shop Pop-Up Perk during finals or study periods!
- % off Amtrak for holiday travel
- Buy one, get one free bathing suits at Circle Swim for spring break
- Quickly embed group buying and flash sales into your site and mobile applications.
- Blast out to the Access Network email list

SUCCESS STORY: GAP & GROUPON
On August 19, 2010 441,000 people bought Groupon's deal with the Gap: $50 worth of merchandise from any Gap store in the country for $25. It brought in $11 million in one day.

BUILD YOUR OWN.
DISTRIBUTION: API

The City Guide Publisher includes our APIs – the ideal resource for independent, savvy partners who wish to incorporate deep integration into existing platforms or build their own.

- Add Access Perks to any pre-existing city guide s. Ability to match listings database to database.

- Search Services.

- Social & UGC Services: Provide developers with a number of resources that allow users to interact with content and each other through third-party applications.

- Third Party Services: Allows developers to directly interact with other, third party web services without having to leave the Access Network interface.

- User Services: Provides developers with the resources needed to create & manage users.
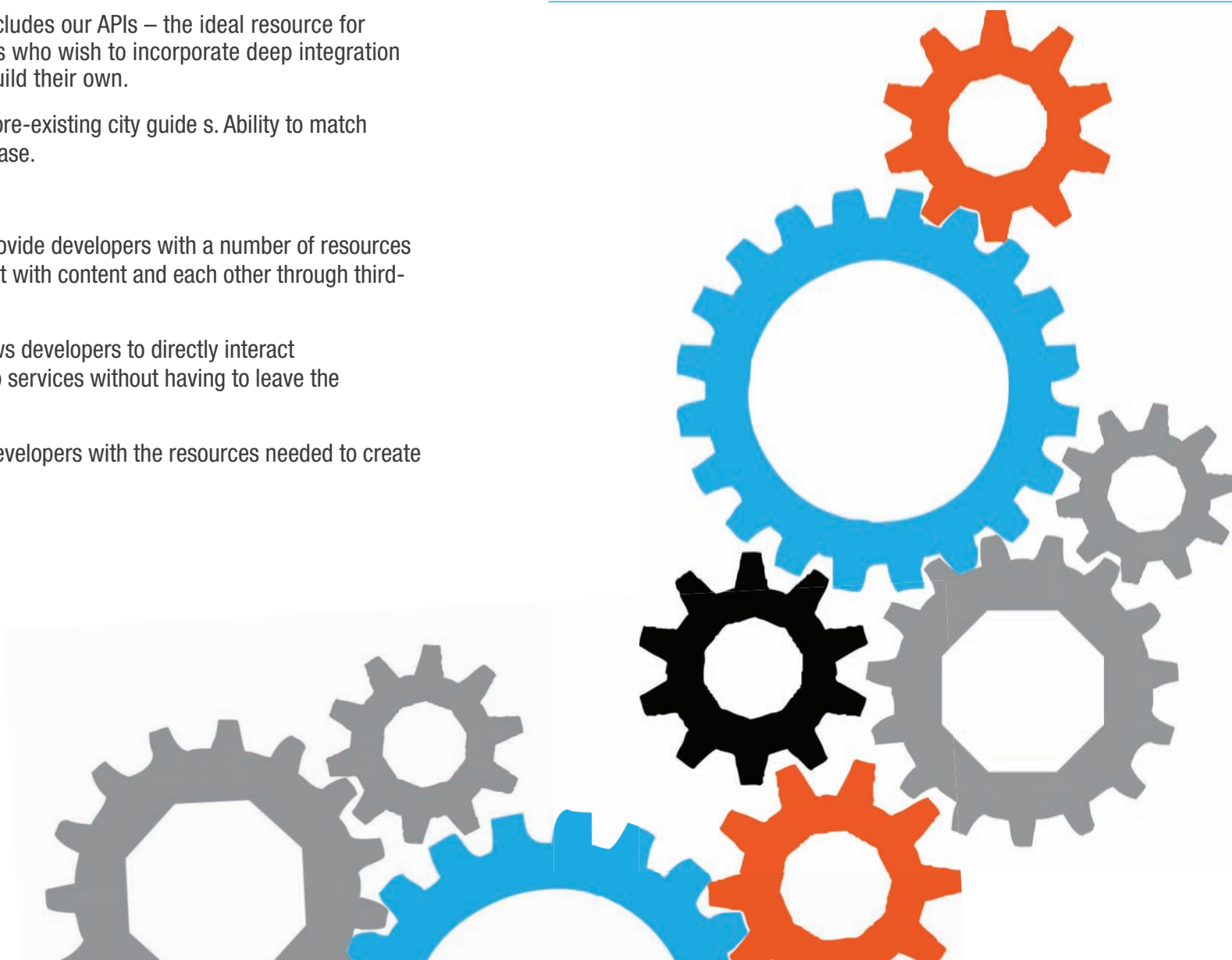
ABOUT
ACCESS NETWORK

- 22 MILLION ONLINE USERS

- 20+ MOBILE PARTNERS [IPHONE & ANDROID APPS]

- MORE THAN 600 COLLEGES & UNIVERSITIES REACHING OVER 7 MILLION STUDENTS, FACULTY & ALUMNI

OUR NETWORK

The Access Network[SM] is the premier online city guide content management software platform for premium brands, publishers, and local merchants. Via our proprietary software platform, we enable premium brands and publishers to create their own branded city guides—optimized for GPS-enabled smart phones—and provide a channel for local merchants to offer location-aware special offers Access Perks[SM] to nearby consumers.

- National Publishers and Brands

The Access Network's proven products and solutions have built lasting partnerships with many of today's most respected publishers and brands including Bravo, Showtime, CBS, *Elle* magazine, Corcoran Real Estate, *Town & Country* magazine and Uptown magazine. Full list here.

- Merchants

The Access Network's strength in brand partnerships and known audience has helped to secure strong relationships with national and regional businesses with local presences.

- Colleges & Universities

The Access Network recently acquired College Media Network, over 615 college newspaper websites reaching students, faculty & alumni.

TERMS & CONDITIONS

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NOTES ON DESIGN ELEMENTS

The design elements in this proposal are for marketing and illustrative purposes only. They have been generated by The Access Network Company marketing team to be used only in order to demonstrate the basic iPhone City Guides features and functionalities outlined.

Upon a formal engagement, The Access Network Company design team will meet with your team to understand your strategic branding objectives, and we will work with you to incorporate your brand elements into a number of proposed basic layouts. Upon your approval, The Access Network Company's technical design team will incorporate the preferred designs into user interfaces that comply with the applicable software developer kits. You will have final sign off on all of the design elements.

ABOUT THIS PROPOSAL

The opportunities outlined in this proposal are offered on a first-come, first-served basis. Nothing in this proposal or any material supplied herewith shall constitute an offer that is susceptible to acceptance by you. Participation in the opportunity proposed is subject to, among other things, space and budgetary restrictions, sufficient participation and third-party cancellations, and is contingent upon your execution of a long-form agreement on terms and conditions acceptable to The Access Network Company. Until otherwise agreed by the parties, the opportunity described in the proposal is in development and is subject to change or cancellation at any time and for any reason, at The Access Network Company's sole discretion.

The ideas, concepts, strategies, trademarks and materials contained in this proposal and accompanying materials (if any) (collectively, the "Materials") are being provided to you for the sole purpose of your evaluation and consideration. All such Materials are and will remain The Access Network Company's exclusive property (regardless of whether a physical embodiment of such Materials is in your possession), and The Access Network Company shall retain all right, title and interest therein. Other than as expressly set forth herein, any disclosure, reproduction, use of exploitation of the Materials, in whole or in part, without The Access Network Company s prior written consent, is strictly prohibited.