Polish Monthly Pulse

For May 2009

Polish Banner Views

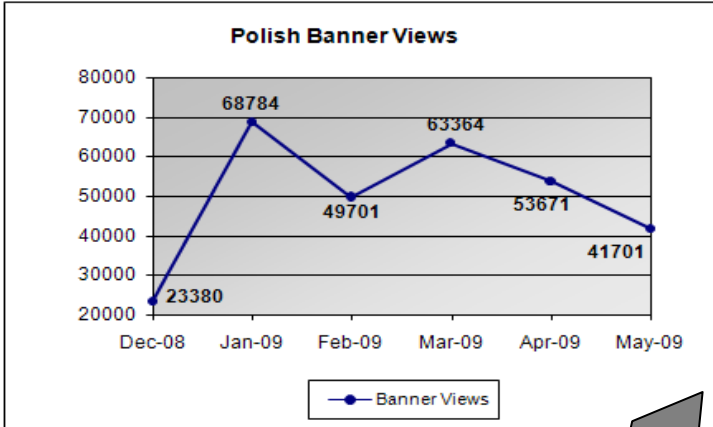**Polish Company Statistics**
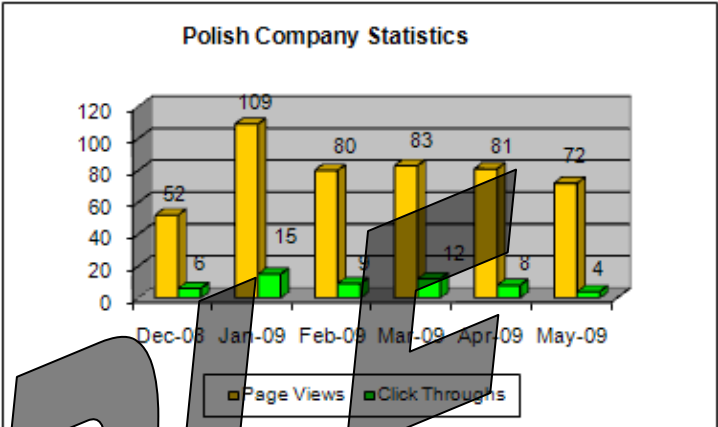
May was a very exciting month for Classic Car Community. We employed MultiMedia Pros to create a commercial that was aired on the SPEED Channel during the Barrett-Jackson Auction among other popular shows. The commercial was a great success with adding almost 1000 new members and a record month of visits to the site. We will be using this commercial throughout the year in hopes of driving more traffic to the site and ultimately to your service. In addition to the commercial, we are exploring other ways of marketing the site. We found a cost effective ad program through FaceBook. This ad is directed only to those that select the car club communities that are on that site. February should be another great month for Classic Car Community as we begin to enhance the site and drive more business to you. Thank you for you support.

Full Website Statistics

Full Website Page Views and Hits
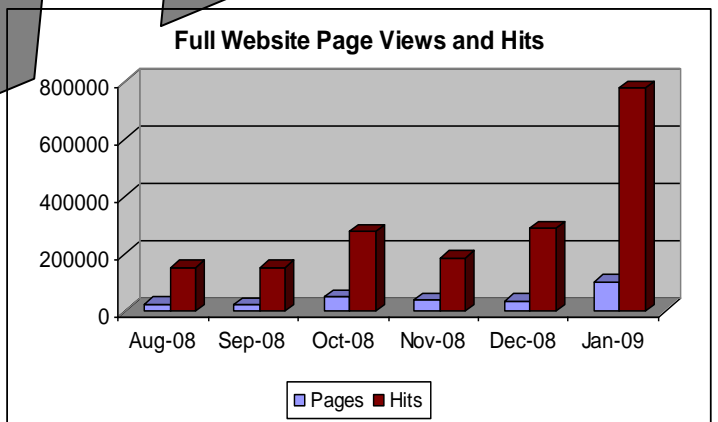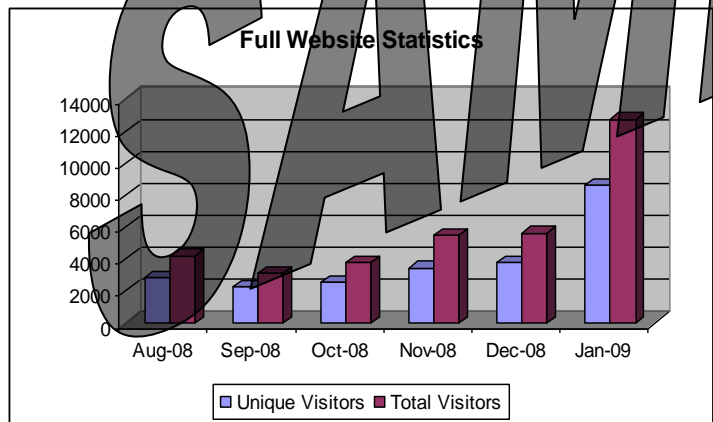
May Advertising Efforts
Newsletter
5/12/2009 – Updates – Mailed to 4,188 members
5/27/2009 – Being a Fan – Mailed to 4,528 members
Google TV Ads
5/13/2009 – 9 Spots on SPEED during Barrett-Jackson Auction
5/14/2009 – 10 Spots on SPEED during Barrett-Jackson Auction
5/14/2009 – 3 Spots on SPEED during Chop Cut Rebuild, NASCAR 39/10, Pass Time
5/15/2009 – 5 Spots on SPEED during Barrett- Jackson Auction
5/16/2009 – 6 Spots on SPEED during Barrett- Jackson Auction, SCCA Runoffs
5/17/2009 – 11 Spots on SPEED during Barrett- Jackson Auction, PINKs, Unique Whips
5/17/2009 – 1 Spot on SPIKETV during MuscleCar
5/18/2009 – 5 Spot on SPEED during Barrett- Jackson Auction, AMA Racing, SPEED Report, Ultimate Factories
FaceBook Ads
May 2009, 198626 Total Impressions, 860 Total Clicks, Unique

Definitions
Banner Views – number of times your banner was shown on the website
Page Views – number of times a member viewed your page on the website
Click Throughs – number of times a member left the website to your company's website
Example – a member views your banner and clicks on it, it then takes the member to view your page, from the page the member clicks through to your website.

Unique Visitors – number of first time visitors to the site
Total Visitors – number of first time visitors plus returning visitors to the site
Pages – number of web pages viewed by members
Hits – number of files sent to a browser by the server
Example – a person visits the site for the first time (unique) and from the home page clicks on the Car Encyclopedia (2 page