

CELEBRATING
20 YEARS

onwallstreet

2011 MEDIA PLANNER

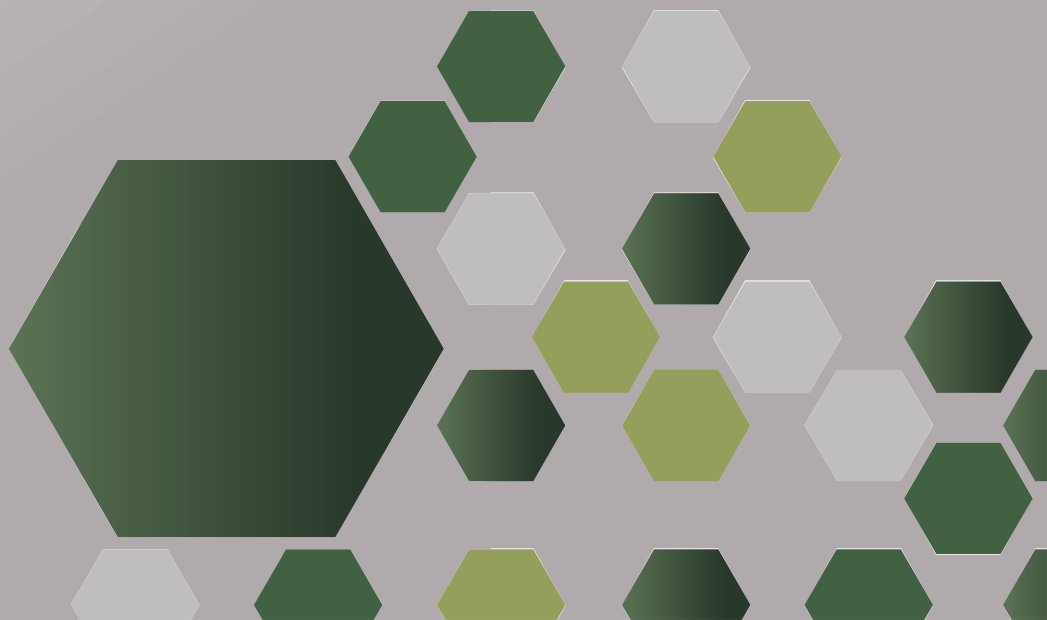
On Wall Street magazine and *OnWallStreet.com* deliver the essential market information and strategies wirehouse advisors need to better invest for their affluent clients. Our targeted circulation of 90,100 national and regional wirehouse advisors and 42,000 registered online users, gives advertisers the deepest penetration and greatest visibility within this important advisory channel.

On Wall Street's integrated platform – magazine, website, e-newsletters, conferences and custom publishing – are an invaluable resource for the entire wirehouse industry.

IN PRINT ■ IN PERSON ■ ONLINE

Total Audience 114,500

OnWallStreet.com





ISSUE MONTH	SPACE CLOSE	MATERIALS DUE	EDITORIAL FOCUS	RESOURCE GUIDES*	BONUS DISTRIBUTION
JANUARY	11/30	12/1	<ul style="list-style-type: none"> Recruiters Roundtable 2011 Outlook Equities Update 		<ul style="list-style-type: none"> FSI Broker-Dealer Conference
FEBRUARY	1/3	1/7	<ul style="list-style-type: none"> Training & The Talent shortage REIT Report 		<ul style="list-style-type: none"> TD Ameritrade IMCA NY Consultants Conf. T3 Technology Tools For Today
MARCH	2/1	2/4	<ul style="list-style-type: none"> Annual Compensation Issue 		<ul style="list-style-type: none"> ASPPA 401(k) Summit SIFMA Conference Women Advisors Forum (Miami)
APRIL	2/24	3/1	<ul style="list-style-type: none"> Investment Update: From Annuities to Alternatives Equities Update 	<ul style="list-style-type: none"> Sector Focus: Energy 	<ul style="list-style-type: none"> Women Advisors Forum (NYC) Capital Link Closed-End ETF Forum
MAY	4/2	4/6	<ul style="list-style-type: none"> Top Ten Branch Managers of the Year 		<ul style="list-style-type: none"> NAPFA National Conference IMCA Annual Conference ICI General Membership Meeting
▶ JUNE FREE AD TESTING	5/1	5/6	OWS 20TH ANNIVERSARY SPECIAL ISSUE		<ul style="list-style-type: none"> Pershing INSITE Morningstar Women Advisors Forum (Chicago)
JULY	5/25	6/1	<ul style="list-style-type: none"> Independence Betting on 529 College Savings Plans Equities Update 	<ul style="list-style-type: none"> Sector Focus: Consumer Staples 	
AUGUST	7/1	7/5	<ul style="list-style-type: none"> The Practice Management Issue ETF Update 		
SEPTEMBER	8/1	8/5	<ul style="list-style-type: none"> Building The Powerhouse Book The Best No-Load Mutual Funds 	<ul style="list-style-type: none"> 14th Annual Independent Broker-Dealer 	<ul style="list-style-type: none"> FPA Annual Conference
OCTOBER	8/25	8/31	<ul style="list-style-type: none"> The Retirement Issue: IRAs, Keoghs & SEPs 		<ul style="list-style-type: none"> IRI Insured Retirement Institute ETF 360 Conference Women Advisors Forum (Boston)
NOVEMBER	10/3	10/7	<ul style="list-style-type: none"> Estate Planning & Philanthropy Equities Update 	<ul style="list-style-type: none"> Sector Focus: Healthcare & Pharma 	<ul style="list-style-type: none"> SRI in the Rockies SIFMA Conference Schwab IMPACT Financial Behavior in Retirement Summit Women Advisors Forum (Santa Monica)
▶ DECEMBER FREE AD TESTING	11/1	11/4	<ul style="list-style-type: none"> Top 40 Under 40 		

Advertising opportunities are subject to availability and dates are subject to change.

Editorial calendar subject to change and is current as of October 2010.

*Please see Resource Guide editorial calendar for closing dates.



4-COLOR

FREQUENCY	OPEN	3X	6X	9X	12X	18X	24X	36X
FULL PAGE	\$14,910	\$14,612	\$14,239	\$13,866	\$13,494	\$13,046	\$12,450	\$11,704
2/3 PAGE	\$13,765	\$13,490	\$13,146	\$12,801	\$12,457	\$12,044	\$11,494	\$10,806
1/2 PAGE ISLAND	\$13,405	\$13,137	\$12,802	\$12,467	\$12,132	\$11,729	\$11,193	\$10,523
1/2 PAGE	\$12,165	\$11,983	\$11,800	\$11,618	\$11,313	\$11,009	\$10,644	\$10,158
1/3 PAGE	\$11,015	\$10,850	\$10,685	\$10,519	\$10,244	\$9,969	\$9,638	\$9,198

B&W

FREQUENCY	OPEN	3X	6X	9X	12X	18X	24X	36X
FULL PAGE	\$11,935	\$11,696	\$11,398	\$11,100	\$10,801	\$10,443	\$9,966	\$9,369
2/3 PAGE	\$10,405	\$10,197	\$9,937	\$9,677	\$9,417	\$9,104	\$8,688	\$8,168
1/2 PAGE ISLAND	\$9,595	\$9,403	\$9,163	\$8,923	\$8,683	\$8,396	\$8,012	\$7,532
1/2 PAGE	\$8,360	\$8,235	\$8,109	\$7,984	\$7,775	\$7,566	\$7,315	\$6,981
1/3 PAGE	\$7,435	\$7,323	\$7,212	\$7,100	\$6,915	\$6,729	\$6,506	\$6,208

COVER

RATES	COLOR RATES
BACK COVER	\$23,180
INSIDE FRONT COVER	\$21,588
INSIDE BACK COVER	\$18,299
	2-COLOR \$1,210
	3-COLOR \$1,420
	5-COLOR \$2,350

DISPLAY SPECIFICATIONS

NON-BLEED SIZE	WIDTH X HEIGHT
FULL PAGE	7 7/8" x 10 1/2"
2/3 PAGE VERTICAL	4 1/2" x 10"
1/2 PAGE ISLAND	4 1/2" x 7 1/2"
1/2 PAGE HORIZONTAL	7" x 5"
1/3 PAGE VERTICAL	2 1/8" x 10"
1/3 PAGE SQUARE	4 1/2" x 4 7/8"
BLEED SIZE	WIDTH X HEIGHT
SINGLE-PAGE BLEED	8 1/8" x 10 3/4"
SPREAD (GUTTER BLEED ONLY)	15" x 10"
SPREAD (FULL BLEED)	16" x 10 3/4"

Any ad unit that measures in excess of the non-bleed requirements is considered to be a bleed unit and is subject to a 15% bleed charge.

SHORT RATE

Advertisers will be short-rated if, within a 12-month period from date of first insertion they do not use the amount of space (frequency) upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have used sufficient additional space to warrant a lower rate than at which they have been billed. Rebates will be offered as a credit toward future advertising scheduled or as a cash reimbursement.

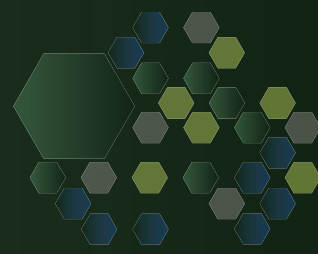
CANCELLATION

Cancellations accepted only before final date for reservation and must be in writing. 90-day advanced notice is required for preferred positions. Cover positions are non-cancellable. Advertisers will be responsible for late cancellations.

**ALL RATES ARE GROSS UNLESS OTHERWISE NOTED.
RATES ARE SUBJECT TO CHANGE.**

SEND MATERIALS TO:

SourceMedia/On Wall Street
One State Street Plaza, 27th Floor
New York, NY 10004
Attn: On Wall Street Trafficking
Tel. 212.803.8451



BANNER SPONSORSHIPS

UNIT	SPECIFICATIONS	NET RATE
LEADERBOARD	728 x 90, max file size 30k	\$2,286
RECTANGLE	300 x 250, max file size 30k	\$2,286
SKYSCRAPER	120 x 600, max file size 30k	\$1,913
SKYSCRAPER	160 x 600, max file size 30k	\$1,913
BUTTON	120 x 90, max file size 10k	\$1,058

NEWSLETTER SPONSORSHIPS

E-NEWSLETTERS	FREQUENCY	DELIVERY	NET RATE*
OWS DAILY • 728 x 90 OR 300 x 250	Daily	19,000	\$700
OWS ONLINE • 728 x 90 OR 300 x 250	Monthly	33,000	\$1,155
WEALTH ADVISOR • 728 x 90 OR 300 x 250	Monthly (2nd Wed.)	21,000	\$4,500
WHAT YOU MISSED IN ON WALL STREET • 728 x 90 or 300 x 250	Monthly	5,000	\$1,155

► Top and bottom positions available for 728x90 or 300x250 units

*Price is per e-newsletter per banner unit. Text ad pricing available upon request.

CHANNEL SPONSORSHIPS

CHANNELS	INCLUDES	RATE
Choose your Channel: • Economy • Estate Planning • ETFs • High-Net-Worth • Insurance • Investment Products • Mass Affluent • Mutual Funds • Recruitment • Retirement • Roth Conversion Center • Washington	<ul style="list-style-type: none"> • Exclusive 300x250 and 728x90 units on the channel of your choice • Company name on top of channel page • Up to five links to white papers or other content on your website • Dedicated email to opt-in subscribers 	\$2,673 per month/ 6 month minimum per channel

CO-BRANDED EMAIL (YOUR HTML CONTENT)

OPT-IN AUDIENCE	RATE
46,000*	\$350 per 1,000 with \$5,000 minimum

*Source: *On Wall Street's* opt-in print and web users

QUICK POLL SPONSORSHIPS

PRICE PER MONTH	INCLUDES
\$2,000	Your logo prominently displayed on home page next to question

CUSTOM E-NEWSLETTERS

Work with an experienced editor to create an original e-newsletter article on the subject of your choice. From *"Retirement Planning"* to *"The Best Overseas Investments"*, customized e-newsletters cover a variety of topics and can be sent to 46,000 *On Wall Street* readers. Call for pricing.

ADVISOR TV

AdvisorTV is hosted by *On Wall Street* editors and promoted throughout our website and e-newsletters. Sponsorship includes run-of-site advertising, a 15 second pre-roll and a posted video asset in a select area on the landing page. \$4,000 per month

DISCUSSION BOARD SPONSORSHIP

NET RATE	INCLUDES
\$5,000 per month/ 6 month minimum	120x600 static banner on the discussion board pages

CUSTOM E-MEDIA

SOLUTION	NET RATE
Web Seminar	\$17,500 per event
Podcast	\$12,000 per event
Video Streaming	Call for pricing

For all other custom marketing solutions, contact your account sales manager for pricing. Solutions include: Custom Surveys & Research, Digital Show Dailies, Microsites and Virtual Roundtables.

ALL ONLINE AND ENEWSLETTER RATES ARE NET.

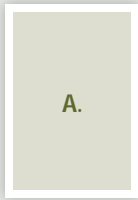
ACCEPTED FORMATS

SourceMedia uses DART for Publishers. DART for Advertisers clients are encouraged to submit Internal Redirects. Other accepted formats are Static GIF, Animated GIF, JPEG, Flash and a variety of DART approved third-party Rich Media Agencies such as Atlas, Mediaplex, Point Roll, EyeBlaster, etc.

FOR MORE INFORMATION, CONTACT YOUR ACCOUNT MANAGER OR:
 Betty Lai
 Digital Ad Coordinator
 Betty.Lai@sourcemedia.com
 212.803.8586

AVERAGE MONTHLY METRICS-AT-A-GLANCE

► Page Views: 99,234 ► Visits: 53,410 ► Unique Visitors: 32,530 ► Time Spent: 9.2**
 Source: 2010 Google Analytics Report — July - September **2010 Lodestar Online User Survey



A. FULL PAGE
7 7/8" (w) x 10 1/2" (h)



B. 2/3 PAGE VERTICAL
4 1/2" (w) x 10" (h)



C. 1/2 PAGE ISLAND
4 1/2" (w) x 7 1/2" (h)



D. 1/2 PAGE HORIZONTAL
7" (w) x 5" (h)



E. 1/3 PAGE VERTICAL
2 1/8" (w) x 10" (h)



F. 1/3 PAGE SQUARE
4 1/2" (w) x 4 7/8" (h)

PDF SPECIFICATIONS

We prefer to receive digital advertising files in Adobe's PDF format created from an Adobe application using the PDF/X-1a:2001 specification. Typically, PDF files are created from Postscript files utilizing Adobe Acrobat Distiller, but PDF's created directly from InDesign will work as well. We do NOT recommend exporting PDF files directly from your native operating system, Quark or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications because the profiles listed below were not used in the creation process.

CREATING PDF'S FROM AN INDESIGN FILE

Adobe PDF Presets menu

- Choose PDF/X-1a:2001
- Then choose Export from the File menu

CREATING PDF'S FROM A QUARK FILE

First you will need to create a Postscript file from Quark and then create the PDF with Acrobat Distiller using the PDF/X-1a:2001 settings.

POSTSCRIPT AND PDF CHECKLIST

Check Page Size

- Page size should not be larger than the maximum allowable dimensions. Maximum single page image area is: 11" W X 17" H and maximum spread image is: 22" W X 17" H.
- All pages should be built to trim size. All bleed elements should extend 1/8" or more beyond trim size. Please keep all images and copy within the live area, at least 1/4" away from trim. The trim sizes for our publications are detailed in our rate card.
- Crop marks indicating trim size should be placed at least 1/4" or more beyond bleed so they do not appear within that area where images may print.

Check Colors Used

- Ensure all color NOT intended to separate as a spot color is defined as Process color (CMYK)

Check Fonts

- Ensure that all fonts used are PostScript type 1 or Open Type fonts. We do not accept TrueType or MultipleMaster fonts.

Check Images

1. All images must be CMYK or Grayscale TIFF or EPS, with a minimum resolution of 200 DPI for newsprint ads and 300 DPI for magazine ads.
2. Do not nest EPS file into another EPS file.
3. Do not embed ICC profile with images.
4. Total ink density should not exceed 280% for magazine ads, or 240% for newsprint.

Proofs

All color documents must include a SWOP standard color proof. We will attempt to color-match on press, as closely as possible, to what is provided. All B/W documents must include a composite laser.

Files can be sent on:

1. CD/DVD ROM
2. FTP

SUBMISSION INFORMATION

Set your FTP Client software to the following configuration: (with proofs sent to the indicated address)

FTP Site Address: [ftpfiles.sourcemedia.com](ftp://ftpfiles.sourcemedia.com)

User Name: AdDrop

Password: rainbow

Upload files to: /dropbox/AdMaterials

- When files are uploaded, please notify Manufacturing Department.

SEND FILES WITH PROOFS TO:

SourceMedia/On Wall Street
One State Street Plaza, 27th Floor
New York, NY 10004
Attn: On Wall Street Trafficking

BANNER SPONSORSHIPS

AD SIZE (SEE DIAGRAM)	DIMENSIONS (PIXELS)	MAX FILE SIZE (-15 SECOND ANIMATION)*
A. LEADERBOARD	728 x 90	30k, GIF, JPG, Flash
B. RECTANGLE	300 x 250	30k, GIF, JPG, Flash
C. SKYSCRAPER	120 x 600	30k, GIF, JPG, Flash
D. SKYSCRAPER	160 x 600	30k, GIF, JPG, Flash
E. BUTTON	120 x 90	10k, GIF, JPG, Flash

*:15 animation includes multiple loops

ONLINE SPECIFICATIONS

ACCEPTED BANNER FORMATS:

- GIF (Static or Animated)
- JPEG (static or animated)
- Flash (see instructions below)

SOURCEMEDIA ALSO ACCEPTS REDIRECTS FROM A VARIETY OF DART APPROVED THIRD-PARTY RICH MEDIA AGENCIES SUCH AS ATLAS, MEDIAPLEX, POINT ROLL, EYEBLASTER, ETC.:

- All files must be 30K or less
- Max looping: indefinite
- Max animation: 15
- Max frame rate for flash: 18fps
- Audio must be user initiated

NOTE: For e-newsletters we cannot serve any 3rd party tags, rich media redirect tags or Flash files. Also, while we accept animated .gif files for newsletters users of Outlook '07 will not be able to view them correctly. We recommend using static images for newsletters.

- e-newsletter ads are set live for six (6) months
- e-newsletter materials are due: 5 business days prior to issue date

RICH MEDIA

Standard Rich Media File Formats Accepted

1. Approved 3rd Party Rich Media
2. Flash
3. HTML

Approved Rich Media Vendors

Banner: DoubleClick, Atlas, Eyebalster, Mediaplex, PointRoll, Unicast, Viewpoint, BlueStreak, Flash, HTML,

Expandable/Out-of-Banner: DoubleClick, Eyebalster, Linkstorm

Interstitial Floating Ads: DoubleClick, Eyebalster, Atlas, Mediaplex

Lead Time for Standard RM Banners: 3 business days prior to campaign's start date.

Lead Time for Special RM Formats (Interstitial Welcome Ads, Peel-Backs, Expandables): Ad Materials due 10 business days prior to campaign's start date.

FLASH CODING GUIDELINES

Please note that Flash ads must conform to the IAB interactive ad specs and guidelines—including file size, animation, and content—in addition to the specific coding specs noted in the SourceMedia Production Guidelines.

NOTE: If a third party is serving the ad, please follow that vendor's instructions for coding the Flash click through. All the aspects of the ad (i.e. file size, animation, etc.) must be in accordance with SourceMedia ad specifications.

SourceMedia Flash Production Guidelines

Flash version: We support up to Flash version 10

CLICK THRU WITH FLASH

To track when a user clicks within a flash, a ClickTag variable **MUST** be embedded in the .fla file. Please follow this example and instruction:

1. Add an invisible button making entire area of the banners clickable.
2. Attach the following object action to the button:

```
on (release) {
  getURL (_level0.clickTag, "_blank");
}
```

****This will embed the ClickTag variable in the FLA file. This allows the click-through URL to be modified at anytime during the campaign, as opposed to hard-coding the click command in the .SWF file.**

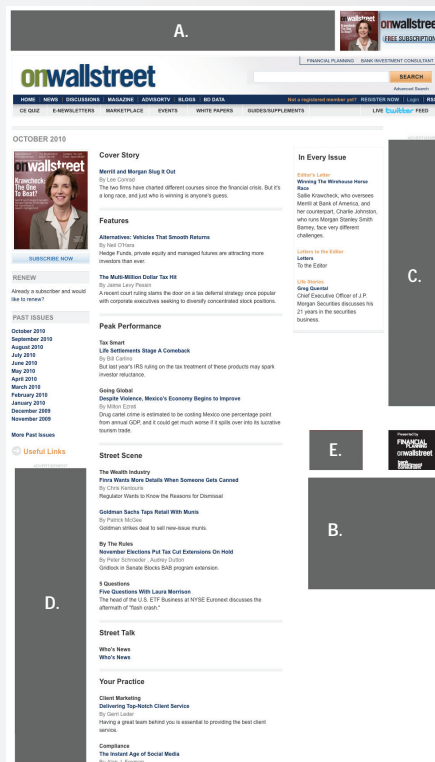
Target="_blank" is required in the "Basic Actions" to make sure the click thru opens a new window.

NOTE: The implementation is different for each version of Flash, please refer to Macromedia documentation for specific instructions and syntax for using ClickTag variable and the getURL action. <http://www.macromedia.com/resources/richmedia/tracking/>

When submitting Macromedia Flash banner(s) you must supply:

1. A compiled .swf file – 30K
2. A back-up standard GIF/JPEG image file for non-Rich Media enabled browsers – 20K
3. A click-through URL

Below reflects ad size not actual position. For more information on banner ad position please visit www.OnWallStreet.com.



FILENAMES

1. All files should begin with the same file name and may not exceed 12 characters excluding the extension name. (Example: abc468x60 fla, abc.468x60.swf, abc468x60.gif)

The following characters should not be included in the filename:

Ampersands: & ; Asterisks: * ; Slashes: / or \ ; Spaces: ; Question Marks: ?

2. In order to preview the background color of your .swf file in DFP, ensure it is not set in Flash. Instead, set the bottom/last layer to have a graphic that spans the complete movie, so no matter what the background color is set to the user will always see the background color.

SUBMISSION INFORMATION

One-pixel border: SourceMedia highly recommends inserting a one-pixel border around the ads that have a white background so the user may be able distinguish it from white background areas of the site.

Referring URL/link and Tracking: SourceMedia will not schedule any campaigns with inactive referring URL/link (destination page/site) or 1x1 tracking pixels.

FTP INFORMATION

Email or FTP Information: Send materials and files using the following FTP. Please use the name of the folder or the subject line of the email to specify the name of the product where your ad will run. Email materials/notification to your Digital Ad Coordinator at betty.lai@sourcemedia.com

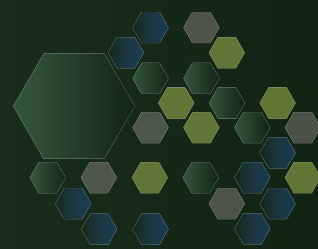
FTP Site Address: <ftpfiles.sourcemedia.com>

Username: aduser

Password: fulcrum29

FOR MORE INFORMATION, CONTACT:

Betty Lai, Digital Ad Coordinator
betty.lai@sourcemedia.com | 212.803.8586



ADVERTISING PACKAGES

E-NEWSLETTERS

On Wall Street Daily, On Wall Street Online, Wealth Advisor

- 728x90 leaderboard or 300x250 rectangle, 30K max. GIF or JPG

We recommend using static images for e-newsletters.

CHANNELS

Exclusive 300x250 rectangle and 728x90 leaderboard, 30K max. **15 Seconds Max Animation, looping restriction – 30K**

- Company name & logo – 88x31, 10K max.
- Up to 5 hyperlinks to white papers or other content on your website – Text title 90

Character Max

- It will take 5 to 10 business days to set-up your Channel
- You can change your ad creative and hyperlinks once a month
(Allow 3 to 5 business days to implement any updates)

DISCUSSION BOARDS

- 120x600 and 468x60 full banner positioned at top of Discussion Board page, **30K max. 15 Seconds Max Animation, looping restriction 30K**

E-ADVERTORIAL

- Your message (HTML) will be sent out under the *On Wall Street* brand, highlighting your association with our publication
- Files must be submitted in text and HTML format, 25K max.
- Includes links to your website

In accordance with CAN-SPAM law and SourceMedia policy, clients must supply opt-out link and suppression file. Below is our Checklist for email campaigns

Client Email Checklist

Please send the following materials to michael.streeter@sourcemedia.com

- ✓ HTML file, including an opt-out link at the bottom
- ✓ TXT version of the mailing (optional but recommended)
- ✓ Suppression file (can be .txt, .xls or .csv format, and must contain all e-mail addresses of individuals who have opted out of past mailings)
- ✓ A completed Checklist

QUICK POLL SPONSORSHIPS

- Quick Poll with “brought to you by sponsor” branding spot (sponsor logo)
- 88 x 31 clickable Logo, 15k max.

CUSTOM E-NEWSLETTERS

- Includes your HTML Logo 250x90, 5k max. .jpeg, .gif only
- Written and produced by our special projects department on the topic of your choice, up to 750 words
- Ad Unit 120 x 600 skyscraper 25k max. .jpeg, .gif only
No looping restrictions, Flash files not accepted
- 3rd Party Tracking.* Fully working URL Standard ad tags URL for creative images
Must be provided by client/agency
- Can be sent to 60,000 *On Wall Street* readers
- Includes 500 reprints

* SourceMedia does not provide click-through reports when 3rd-party tracking is implemented. (Client/agency is exclusively responsible for generating post-launch metrics.)

ADVISORTV

- Sponsor logo 300 pixels wide, .EPS format with transparency
- Pre-roll clip (for asset provided by sponsor): 12-15 seconds, 580 x 320 minimum screen size, HD Quicktime .MOV format preferred or .AVI, or inquire about custom creation
- 728 x 90 leaderboard and 300 x 250 rectangle, .gif or .jpg under 30k - animation or Flash ok
- Video (for asset provided by sponsor): title and abstract (1-2 sentences about the video), HD Quicktime .MOV format preferred or .AVI
- Optional video screenshot or thumbnail for placement of video asset: 580 x 320, 320 x 180, 140 x 79 .jpg or .gif

WEB SEMINARS

- Logo and acknowledgement of sponsorship on all marketing promotions, EPS or JPEG format (for registration page and email message)
- 728x90, 300x250, 30K max. banners for promotion on website and e-newsletters.
- Turnkey event management provided by a dedicated project manager (event registration, speaker support, telemarketing, production and execution of live event and deliverables)

Client deliverable Checklist:

- ✓ Title and Content brief: Copy for marketing materials
- ✓ Speakers Names (optional): To include in the registration page and email campaign
- ✓ Qualifying Questions (optional): 1 to 3 for registration page
- ✓ Seeded questions: 3 to 5 questions for Q&A session
- ✓ Polling questions (optional): 1 to 3 questions)
- ✓ Presentation: Final version, in PowerPoint
- Detailed reports providing valuable information gathered through the registration process or from audience interaction during the live event
- Archiving of the event on *OnWallStreet.com* for three months with link to the registration page

PODCASTS

- Acknowledged as sponsor on webpage created exclusively for the podcast series
- Prominently displayed linked logo on podcast homepage
- Five additional links on relevant material on you're website
- 20-second pre-roll and 10-second closing message
- Logo and acknowledgement of sponsorship on all marketing promotions including print, online and email elements to drive traffic to your podcast
 - Full-page, 4-color print ad
 - Email marketing campaign
 - 728x90, 300x250, 30K max. banners promoting podcast on *OnWallStreet.com* and e-newsletters
 - 728x90, 300x250, 30K max ads on the our site for three months
- Polling to all registered participants
- Lead generation capabilities

VIDEO STREAMING

- Custom-branded content video recording, editing and development with original or repurposed materials
- Online video hosting, streaming or downloadable video formats provided
- Inclusion of pre-roll sponsorship logo or message for added brand exposure
- Fully comprehensive audience development including dedicated emails, ROS ad banners, and promotion in daily e-newsletters
 - 728x90, 300x250, 30K max. banners promoting video on *OnWallStreet.com* and e-newsletters

AVERAGE MONTHLY METRICS-AT-A-GLANCE

► Page Views: 99,234 ► Visits: 53,410 ► Unique Visitors: 32,530 ► Time Spent: 9.2**

Source: 2010 Google Analytics Report — July - September **2010 Lodestar Online User Survey