



MEDIA KIT

**6816 SLIDE RD
SUITE #17, BOX 221
LUBBOCK, TEXAS 79424**

Updated October 05



COMPANY MISSION AND HISTORY

4Tests.com was started in 1999 by two recent college graduates. While they were preparing for their Microsoft Certifications they quickly realized that there were very few resources available on the internet. This inspired them to begin researching what areas of opportunity were still available on the web, and 4Tests.com was born.



Since its inception, 4Tests has grown to provide millions of users assistance in preparing for their upcoming exam. In addition to the growth in traffic, 4Tests has continued to expand its available market by incorporating many new age groups.

Now, 4Tests.com exists to serve the education and testing markets, which include high school students, college students, and professionals eagerly seeking to prepare for exams. Our easy-to-use advanced web technology immediately helps our users by providing sample tests and recognized resources allowing them to better prepare for their exam.

Furthermore, it is crucial to 4Tests that everyone of our users are truly satisfied by getting real use from our site every time they visit. We constantly strive to encourage our users to provide feedback whenever they feel this goal has not been met and we constantly review their comments as we continue to expand our services.

We look forward to working with you,

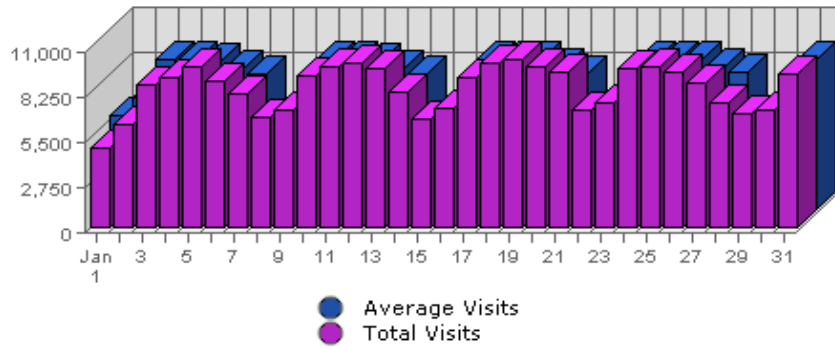
Marc Weinstein

Marc Weinstein
President, 4Tests.com

WEBSITE STATISTICS

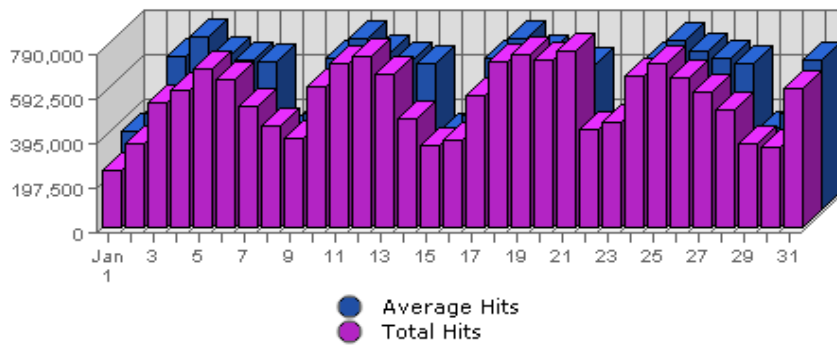
Average Monthly Users

264,186



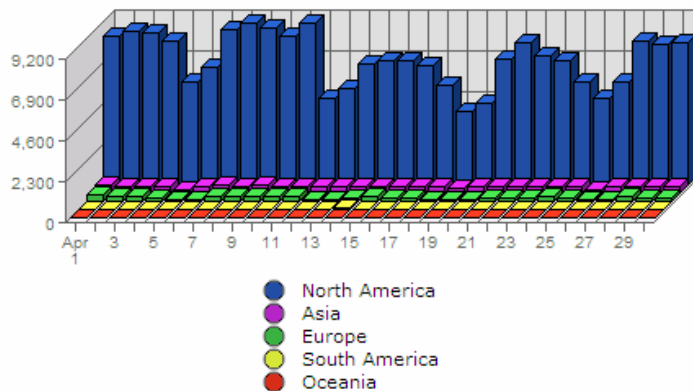
Average Monthly Hits

17,722,106



U.S. Traffic

93.7%





WEBSITE DEMOGRAPHICS

Age Group

Under 18: 31%
18-24: 31%
25-34: 22%
35-44: 8%
45-54: 6%
65-74: 1%
75+: 1%

Education Level

Some High School: 35%
High School: 24%
Some College: 12%
College Grad: 15%
Post Grad Work: 3%
Graduate Degree: 8%
Prefer not to answer: 3%

Likeliness to return to 4Tests.com

Very Unlikely: 8%
Somewhat Unlikely: 4%
Neutral: 20%
Somewhat Likely: 27%
Very Likely: 41%

Gender

Male: 47%
Female: 53%

Total Household Income:

\$100K+: 4%
75K-99.9K: 5%
50K-74.9K: 11%
35K-49.9K: 7%
20K-34.9K: 32%
Under 20K: 36%
Prefer not to answer: 5%

Occupation

Senior Management: 2%
Other Management: 3%
Professional: 10%
Technical: 14%
Sales: 3%
Administrative: 3%
Other Employed: 10%
Homemaker/FT Parent: 5%
Student: 44%
Retired: 1%
Not Employed: 6%



AD SPECIFICATIONS

4Tests supports a variety of advertising opportunities. These include web banner advertisements and email marketing information.

WEB BANNER SIZES

Banner Size	Price
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728 x 90	\$8 CPM
120 x 600	\$6 CPM
300 x 250	\$6 CPM
Pop Under	\$10 CPM

Additionally, 4 Tests.com will work directly with advertisers to include various campaign sizes and display locations throughout our site. If you are interested in a banner size not listed, please feel free to send your request to advertising@4tests.com.

EMAIL ADVERTISING OPPORTUNITIES

4Tests.com provides users who register on our site the opportunity to receive follow-up emails. Emails are sent in both HTML and Text format allowing the user to directly click through to the referring site.

Rate	Price
10,000 emails	\$20 CPM
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50,000 emails	\$12 CPM
75,000 emails	\$10 CPM
100,000 emails	\$8 CPM

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4Tests Forums

ACT, SAT & PSAT • SAT 1

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Author	Topic
jakorando	Posted - 22 April 2005 1:13
Carebearchick	Posted - 14 October 2005 12:22

Hi, Please send me the tips on how to handle the SAT 1 exam because i find it very hard exam is on the 7th of May.

do you think it is going to be harder than the actual SAT? This is already hard enough, tips let me know and i can try to help you the best i can.

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Pronouns

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Pronouns

Pronouns usually refer to other words, called their **antecedents** because they (should) come before the pronoun. A pronoun's antecedent may be either a noun or another pronoun, but in either case, it must be clear what the antecedent is. Consider this example:

Micheline told Ruth that **she** would take Jerry to the barn dance.

It is not clear whether the pronoun "she" in this sentence refers to Ruth or Micheline. Unless pronouns refer unmistakably to distinct, close, and single antecedents, the reader will never be sure who's going to the square dance with whom.

A PRONOUN SHOULD HAVE ONLY ONE POSSIBLE ANTECEDENT

If there is more than one possible antecedent for a personal pronoun in a sentence, make sure that the pronoun refers only to one of them:

[WRONG] Jerry found a gun in the knickers **which** he wore.

"Which he wore" could modify "knickers" or "gun."

[WRONG] Jerry called Steve twelve times while **he** was in Reno.

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CONTACT INFORMATION

If you have any questions or would like to set up an advertising campaign with us, please feel free to contact us at advertising@4tests.com.