

1. About Shmula.com

Shmula.com is a blog focused on the intersection of Lean Manufacturing, Six Sigma, Operations Management, and Technology. Established in 2006, Shmula.com has grown into a respected media outlet and resource to individuals wishing to learn more about Lean Manufacturing, Six Sigma, and the Customer Experience.

2. Demographics and Visitor Information

A high-level summary of Unique Visitors, Pageviews, Demographics, Weekly Newsletter Subscribers, Daily RSS Subscribers, and Keywords ranking is below:

- Monthly Unique Visitors: 67,400
- Monthly Pageviews: 102,000
- 57% Male, 43% Female
- 32% of Visitors earn over \$100,000 Per Year
- Double Opt-in Weekly Newsletter Subscribers: 5,459 (as of 6/2011)
- Daily RSS Feed Subscribers: 3,525

In the Appendix, you may find detailed information on Shmula.com Visitors.

3. Advertising Opportunities

Currently, there are two opportunities to advertise on the Shmula.com homepage:

The screenshot shows the Shmula.com homepage layout. At the top is a navigation bar with links: HOME, QUEUEING THEORY, CONSULTING, ADVERTISE, ABOUT. Below the navigation bar is the Shmula logo and tagline "business, technology, and stuff in between". Social media icons for LinkedIn, Twitter, Facebook, RSS, and Email are displayed. A breadcrumb trail reads "You are here: Lean Six Sigma Home". The main content area features an article titled "Information Overload: Waste of Overprocessing and Overproduction" by PETE ABILLA on JUNE 9, 2011. The article has social sharing buttons for LinkedIn, Twitter, StumbleUpon, Facebook, and a "+7" button. Below the article is a comment section with "0 comments". At the bottom of the article is a section titled "If It is Good, Do it Quickly". On the right side of the page, there are two ad banners. Sh-1 is a 125x125 ad for SigmaXL software, featuring the text "SigmaXL + Excel = Easy Statistical and Graphical Analysis" and "DOWNLOAD A FREE TRIAL". Sh-2 is a 250x250 ad for Gemba Academy, featuring the text "LEAN WORKPLACE TRAINING ONLINE FOR GROUPS OR INDIVIDUALS" and "TRY A FREE ACCOUNT WATCH VIDEO". Below the ads is a "Join Our Mailing List" form with fields for Name and Email, and a "Sign Up" button. At the bottom of the page, there is a "POPULAR POSTS" section with a "3525 readers" badge and a "Follow @shmula" button.

- Sh-1 is a 125x125 Ad Banner in both GIF and JPG formats. The cost is \$1000/Month.
- Sh-2 is a 250x250 Ad Banner acceptable in both GIF and JPG formats. The cost is \$2000/Month.

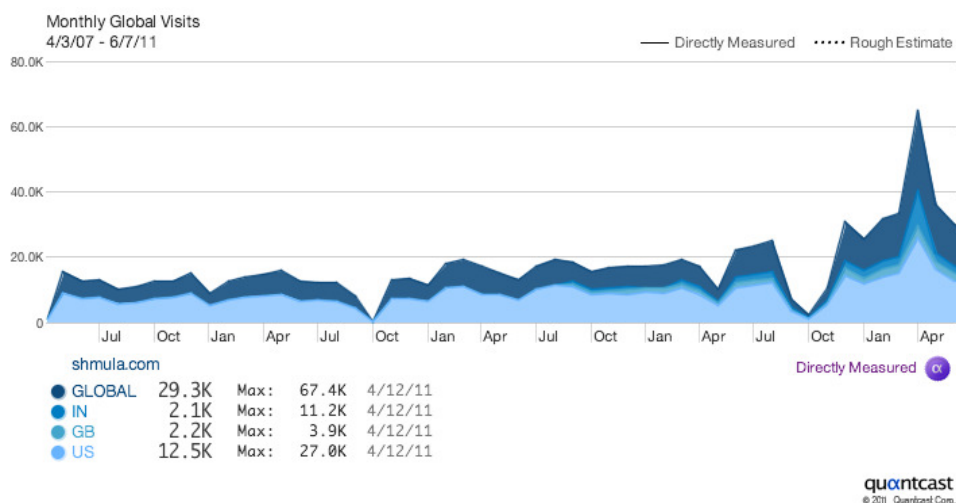
4. Payment and Terms

Advertising blocks are sold in increments of one calendar month. A 25% discount is offered for contracts of three or more months for the same advertising location. Payment is expected before the advertising run begins. Payment can be made via PayPal using all major credit cards (preferred to ensure payment is received prior to the advertising start date) or purchase order and invoice. We will provide our PayPal address when the advertising request is accepted.

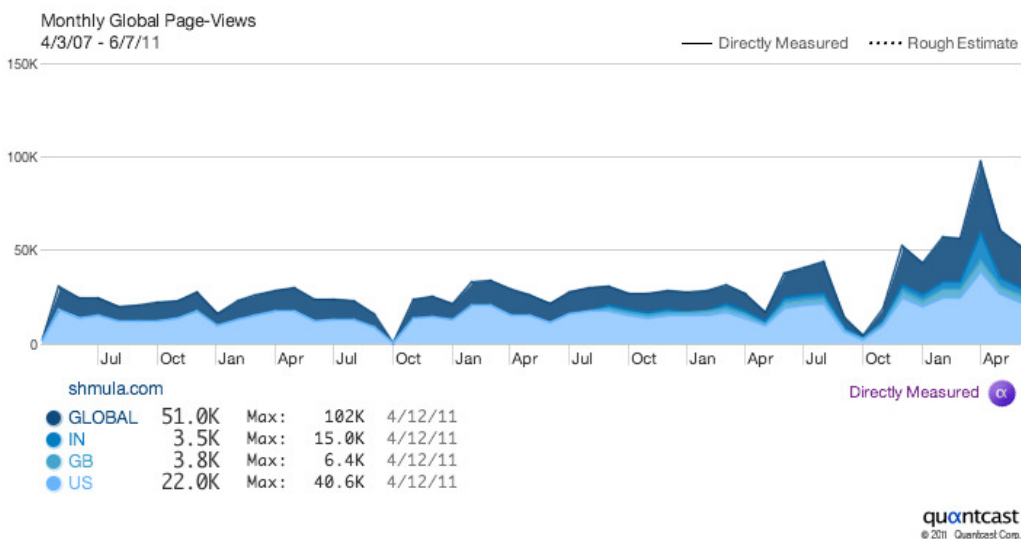
Please contact Pete Abilla if you are interested in advertising opportunities: psabilla@gmail.com

5. Appendix

Monthly Unique Visitors



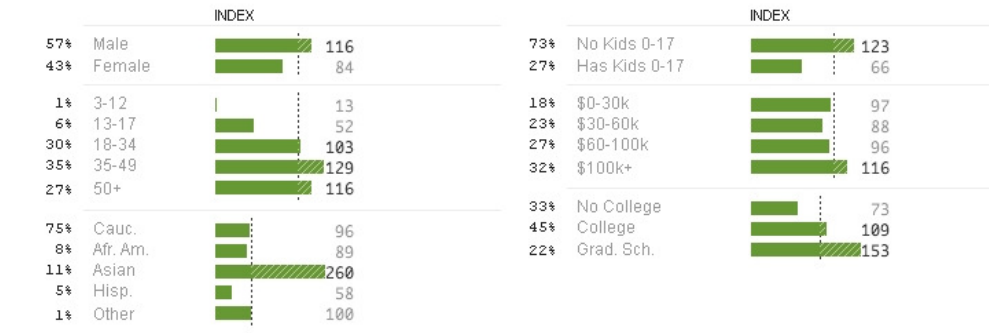
Monthly Pageviews



Shmula.com Reader Demographics

US Demographics

Updated Jun 6, 2011 • Next: Jun 15, 2011 by 9AM PDT



Visitor Geography



* Data is from 2009 – 2011 to capture cross-section of visitor geography to shmula.com.

Top 20 Visited Content Pages

1.	/31/my-interview-job-offer-from-google	86,393	6.45%
2.	/http://www.shmula.com	73,781	5.51%
3.	/japan-earthquake-2011-queueing/8321/http://www.s	61,000	4.55%
4.	/363/the-toyota-a3-report	52,247	3.90%
5.	/382/ask-why-five-times-about-every-matter	50,990	3.81%
6.	/304/the-apple-iphone-supply-chain	27,719	2.07%
7.	/291/toyota-motor-corporation-company-history	22,718	1.70%
8.	/my-interview-job-offer-from-google/31/http://www.s	18,375	1.37%
9.	/91/queueing-theory-part-1	15,252	1.14%
10.	/298/the-face-of-wisdom-teeth-removal	15,218	1.14%
11.	/308/forecasting-unweighted-and-weighted-moving-s	14,909	1.11%
12.	/queueing-theory	14,407	1.08%
13.	/987/jeff-bezos-5-why-exercise-root-cause-analysis	14,387	1.07%
14.	/the-toyota-a3-report/363/http://www.shmula.com	10,368	0.77%
15.	/475/barack-obama-yes-we-can-a-powerpoint-deck	9,709	0.72%
16.	/205/information-technology-at-toyota	8,869	0.66%
17.	/319/process-measures-productivity-and-efficiency	8,811	0.66%
18.	/the-apple-iphone-supply-chain/304/http://www.shm	8,670	0.65%
19.	/174/neighbor-dog-pooing-on-my-lawn	8,149	0.61%
20.	/180/5s	7,204	0.54%

* Data is from 2009 – 2011 to capture cross-section of Top Content Pages.

Sample of Keywords in Google where Shmula.com Ranks in the Top 5:

Query	Clicks	Avg. position in Google
visual cues	50	1
process cycle time	70	1
medical billing	700	1.1
apple iphone supply chain	12	1.2
productivity efficiency	30	1.3
3 period moving average	30	1.4
critical to quality metrics	12	1.7
process cycle efficiency	250	1.7
a3 example	22	1.9
input-process-output model	16	1.9
toyota product development	16	1.9
apple shenzhen	16	1.9
productivity vs efficiency	50	1.9
ask why 5 times	30	2

input process output model	50	2
efficiency and productivity	30	2
six sigma problem statement	60	2
how to calculate mad	60	2
weighted moving average forecasting	16	2.3
six sigma motorola	12	2.3
toyota company history	170	2.4
little's law definition	60	2.4
toyota product development system	16	2.6
process cycle efficiency formula	12	2.7
productivity and efficiency	35	2.7
a3 form	60	2.8
warehouse metrics	16	3
linear regression in business	12	3
a3 reporting	16	3.1
a3 examples	12	3.1
a3 process	90	3.1
solution selection matrix	35	3.5
control charts for dummies	70	3.5
shadow boards	50	3.6
critical to quality examples	30	3.7
toyota motor corporation history	16	3.8
critical to quality tree	60	3.8
dmaic framework	60	4
genchi-genbutsu	90	4.1
a3 reports	30	4.1
writing a problem statement	110	4.1
lean finance	12	4.2
queuing theory in operation research	12	4.2
toyota information system	50	4.2
regression	400	4.2
apply the learning curve theory	16	4.6
selection matrix	16	5.2
lean consumption map	35	5.3
kano diagram	70	5.4
critical to quality	320	5.4
little's law example	16	5.9
a3 problem solving	200	6
check sheet	250	6.6
affinity diagram	2,500	8.4