

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, is positioned in the upper right quadrant of the page. The background is a solid blue color with a complex pattern of white and light blue lines that resemble a circuit board or a network diagram, with lines of varying thickness and some containing small white chevrons pointing in different directions.

facebook

*media kit for
brand advertisers*

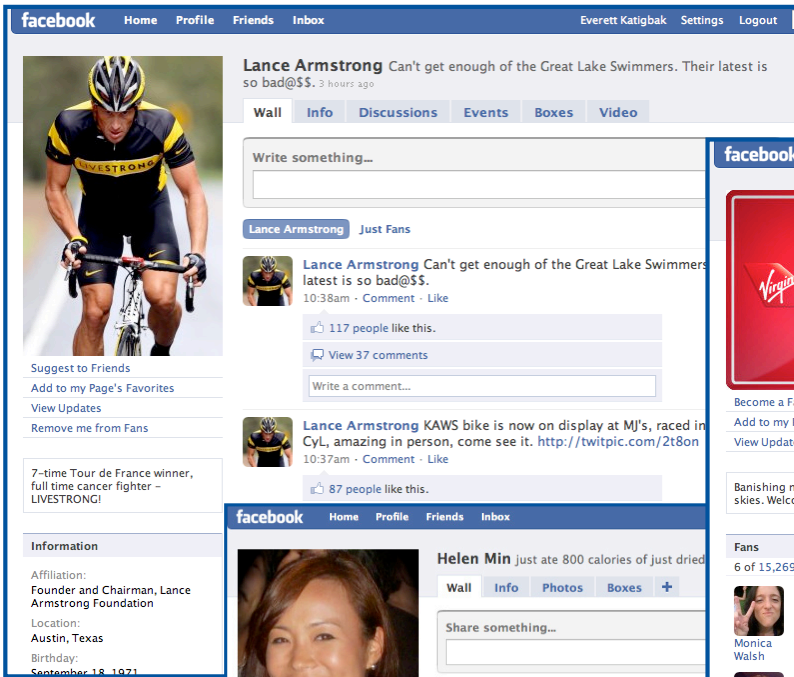
*give people the
power to share
and make the
world more open
and connected.*

real people sharing real information

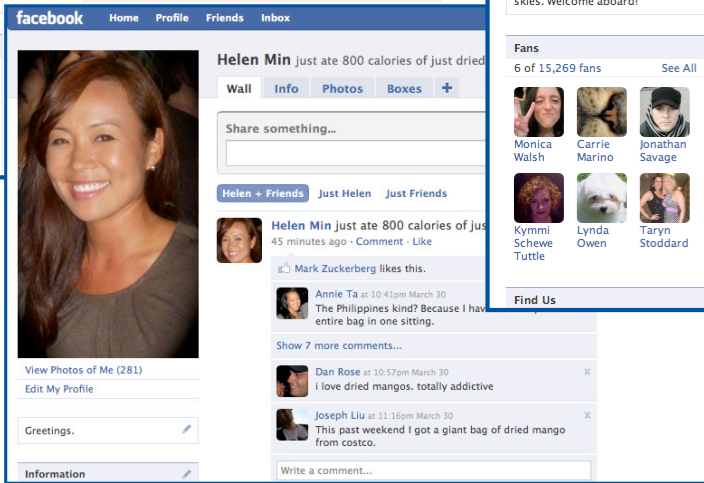
Facebook is an online representation of the connections we have in real life.

The screenshot displays the Facebook news feed interface. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Adam Mosseri', 'Settings', 'Logout', and a search bar. The left sidebar contains navigation options: 'News Feed', 'Design', 'Close Friends', 'Photo Stories', 'Links', 'Events', and 'More + Create'. The main feed area shows a 'What's on your mind?' prompt with a 'Share' button. Below this are several posts from users like Eugene Letuchy, Kyle DeLong, Daniela Perdomo, Olaoluwa 'Ola' Okelola, Eddie Suh, Ezra Callahan, Olivia Ma, Lauren Brockie, Laurie Young, and Olivia Ma. A comment by Mark S. Gross is visible under Olivia Ma's post. The right sidebar features 'REQUESTS' (3 friend requests, 5 event requests, 17 other requests), 'SUGGESTED CONNECTIONS' (Amy Gulfrida), and 'SPONSORED' content for 'SURF'S UP SFO+ORANGE COUNTY' and 'WIFI on Virgin America'. Other sponsored items include 'SFx2 - Days 1, 2, 3', 'Slumdog Millionaire', 'How We Get Sh*t DONE', 'GIVE BRET 5 STARS!', 'Mix Tape Competition', and 'Armstrong's bike stolen after race - CNN.com'.

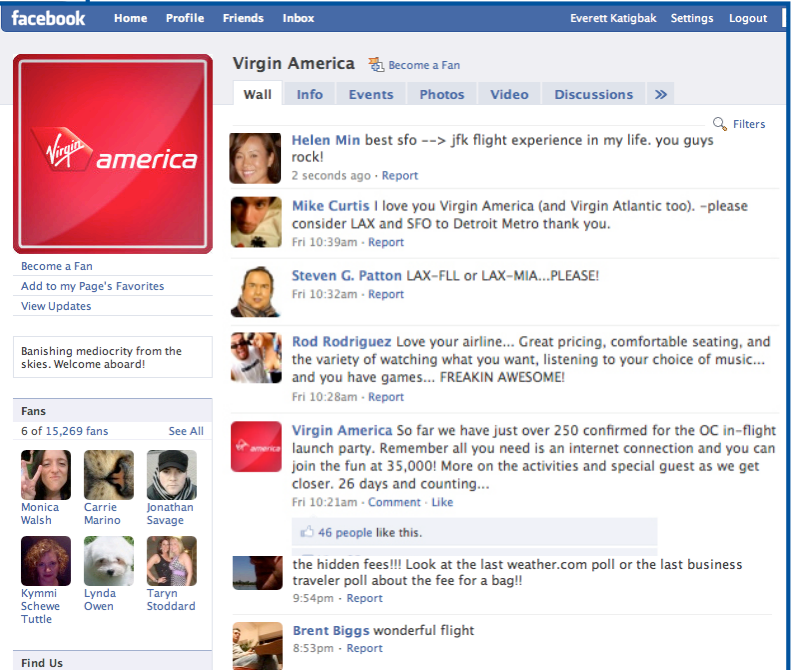
Personal Home Page



Public profile



User profile



Public profile

Facebook provides a safe forum to be expressive and share information.

A profile is any individual's online representation of self. Through their profiles, people share details about their interests, activities and even contact information. Tools on the site

allow users to share photos, videos and links, as well as create events, form common interest groups, and much more. These components make Facebook a dynamic environment where people exchange content and share information on everything from politics and pop culture to weekend plans.

sharing content

It's easy to share and receive information on Facebook.

The Facebook home page displays content that the users' connections share and engage with.

Stream Column

The stream shows users all posts from their connections in real-time. This keeps the user up-to-date on everything that is happening in their world.

Highlights Column

The Highlights column features photos, events, notes and other content that is most relevant to users. Stories are surfaced from an algorithm based on users' friends interactions.

The screenshot shows the Facebook home page for user Helen Min. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Helen Min', 'Settings', 'Logout', and a search bar. The main content area is divided into three columns:

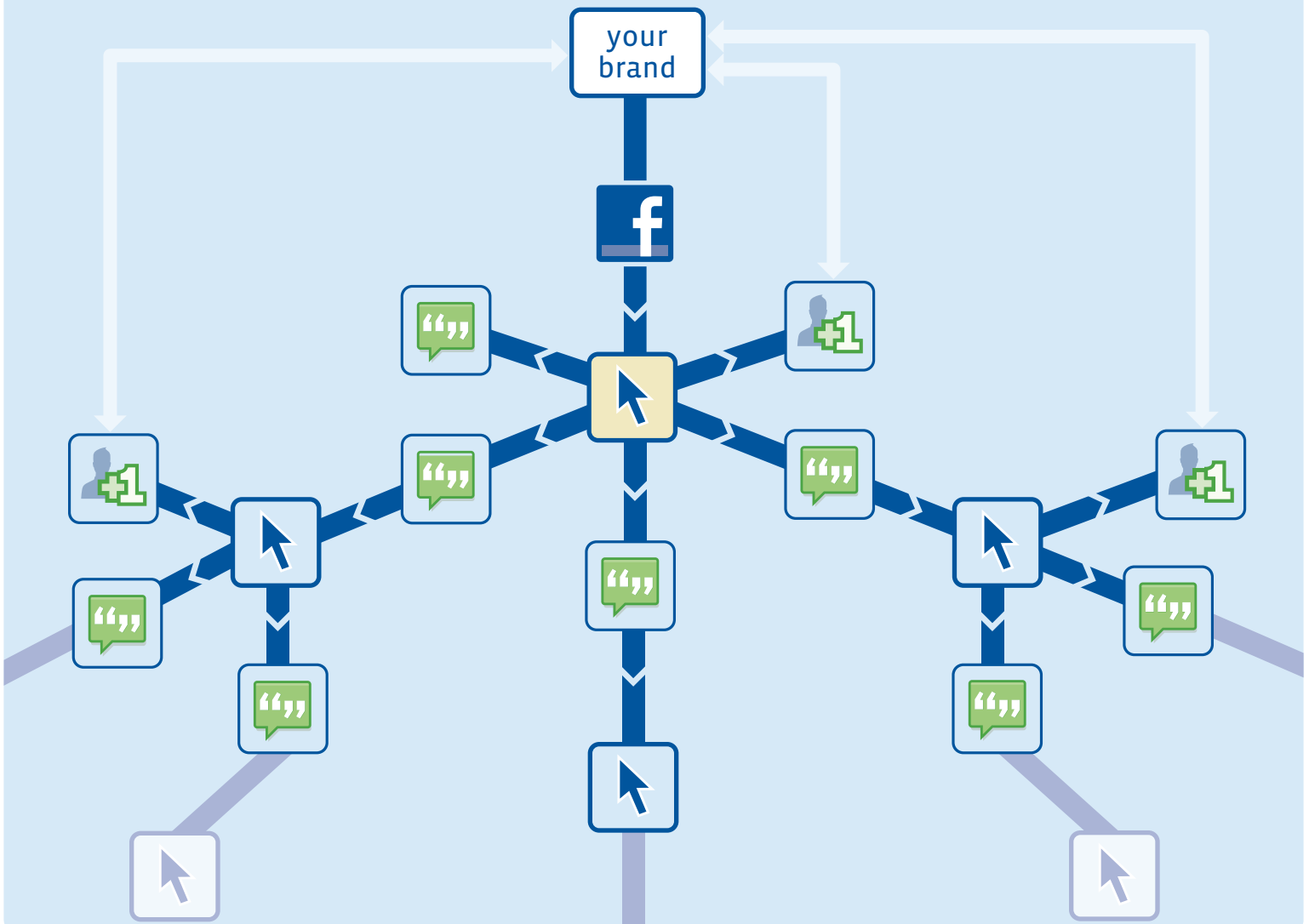
- Left Column (Navigation):** News Feed, Facebook, San Francisco, CA, Illinois, Public Profiles, Photos, Links, Video, Notes, LivingSocial, Netflix Updates, Outside World, More, Create.
- Center Column (Stream):** A 'What's on your mind?' text box with a 'Share' button. Below it are posts from Mike Fernandez (looking forward to the weekend), a Virgin America advertisement for 'FLY WITH WI-FI', and posts from Christina Holsberry (party was fab) and Lance Armstrong (ate pizza at Salvation Pizza).
- Right Column (Highlights):** REQUESTS (1 event invitation), SPONSORED (Invite friends from Gmail), HIGHLIGHTS (Orange County Launch!, Samoa Girl Scout Cookies, Mar 31, 2009 11:11pm by Brandon Brock, FLY WITH WI-FI, Profile Pictures by Caitlin O'Farrell, Nick Allen is in a relationship with Nicole Scott, Virgin America, Sounds of a free thinking society).

Composer

Publish your status, photos, notes and more into the stream. Posts show up both in your profile, and on your friends' home pages.

using the most powerful impression in media

typical impression



The Facebook Difference

amplified reach

enhanced engagement

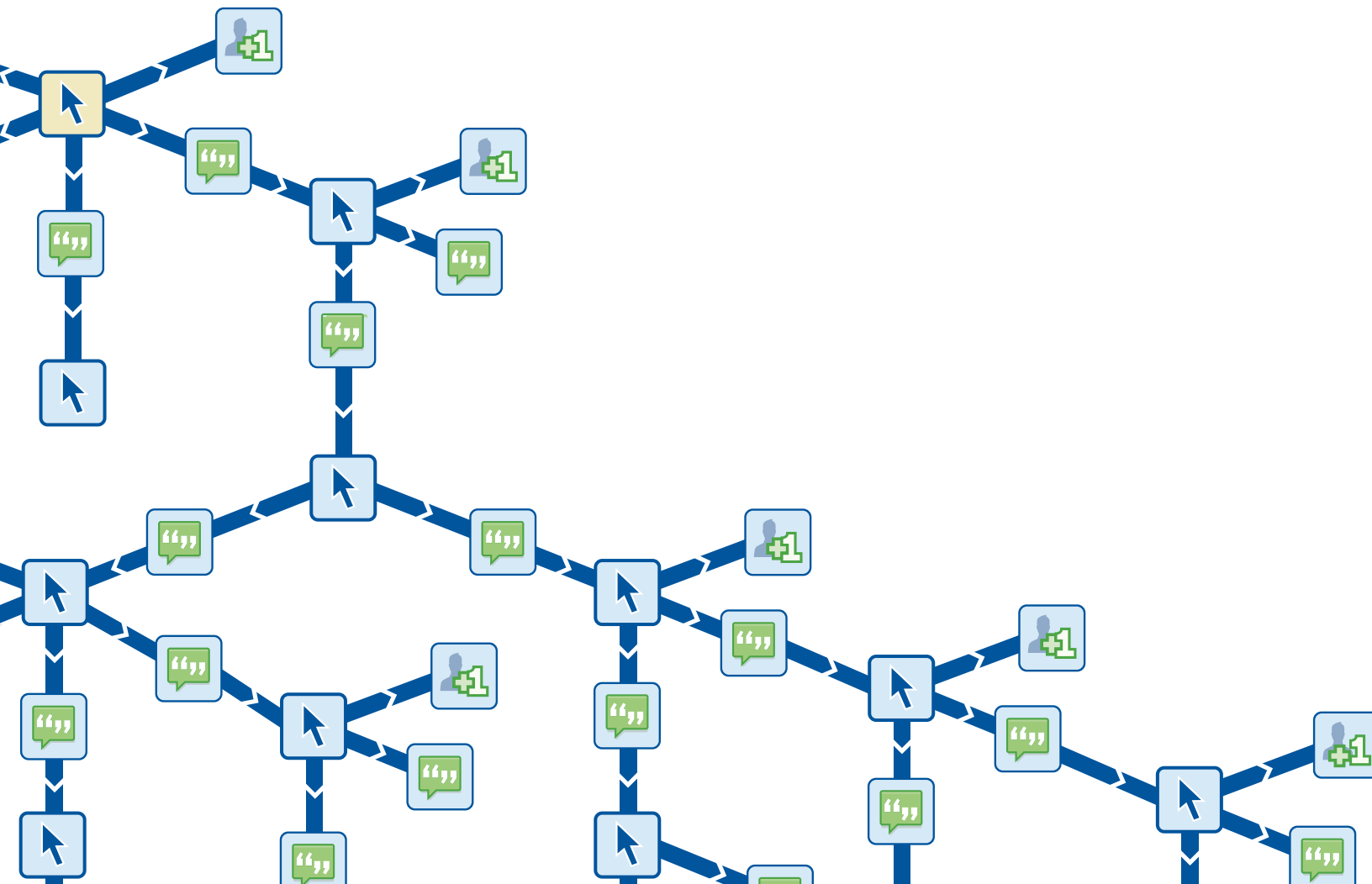
meaningful connections

deeper insights

amplified reach

Facebook offers free, extended reach through socially generated impressions. A socially generated impression is an impression that was generated by, and refers to, engagement with Facebook content (including ads) by a friend.

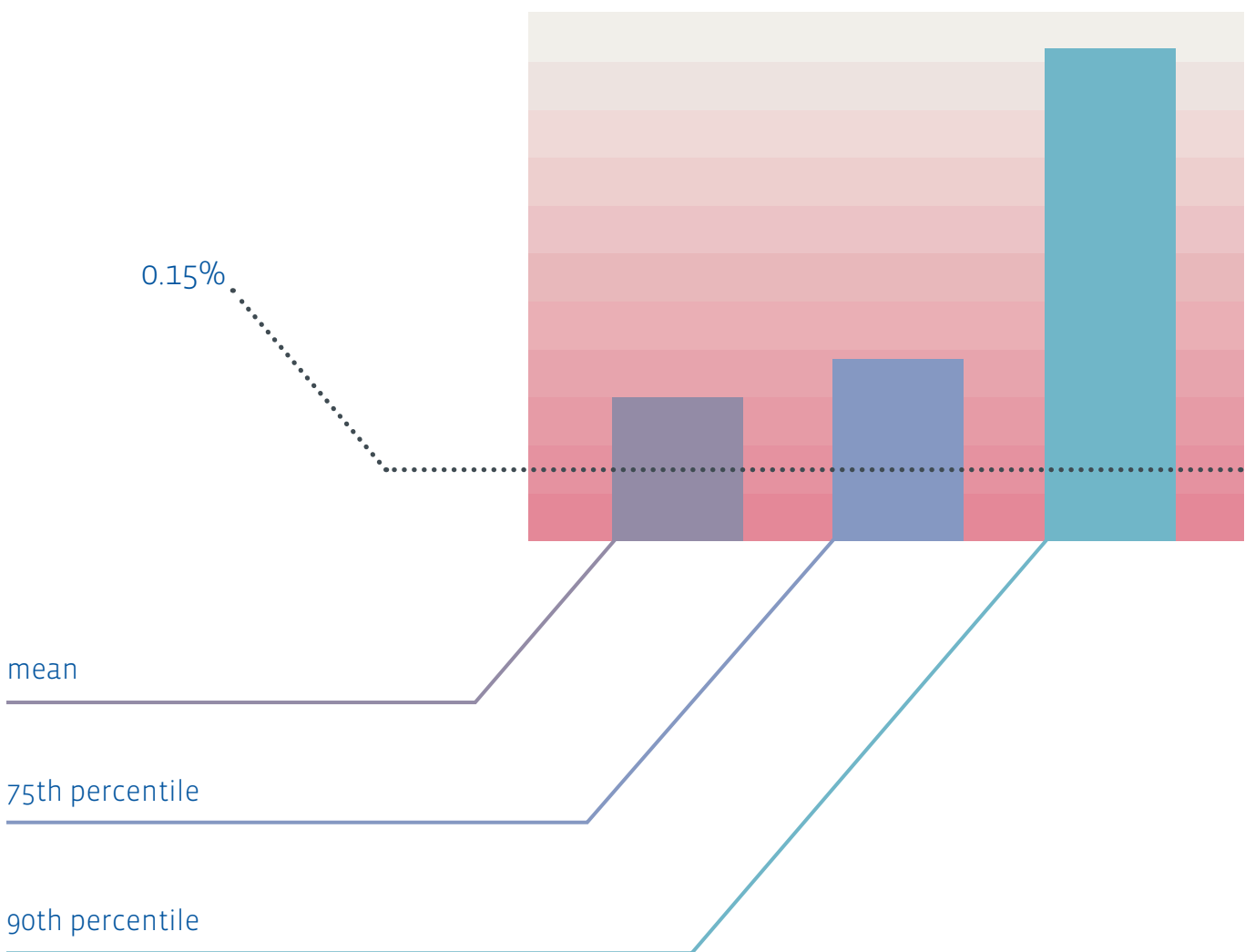
Users return everyday to look at and interact with their connections' new content. A captivating photo, video, link or post—whether user-generated or professionally produced—has an enormous lifecycle as a result of other users re-posting, commenting and “liking” content directly from stories that appear on their home page.



enhanced engagement

Facebook Engagement ads have high action rates. What's more, socially generated impressions from Engagement ads yield even higher action rates. All 5 Facebook Engagement ads (Video Comment, Fan, Virtual Gift, Event and Poll) have higher action rates than the industry average CTR of 0.15%.

Facebook Engagement ads action rate

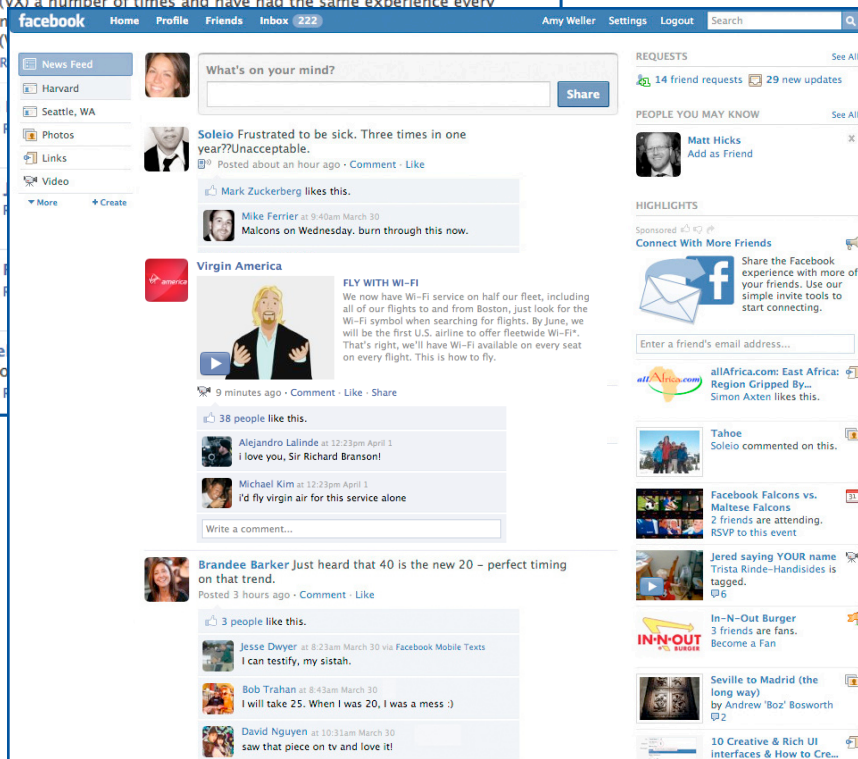


meaningful connections

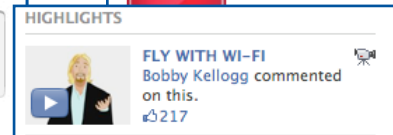
Facebook provides an opportunity for brands to have sustained and authentic relationships with users through Facebook Pages and organic distribution of branded content with social actions. This gives brands an increasing connection value at a declining cost per touch.



Public profile



Highlight story

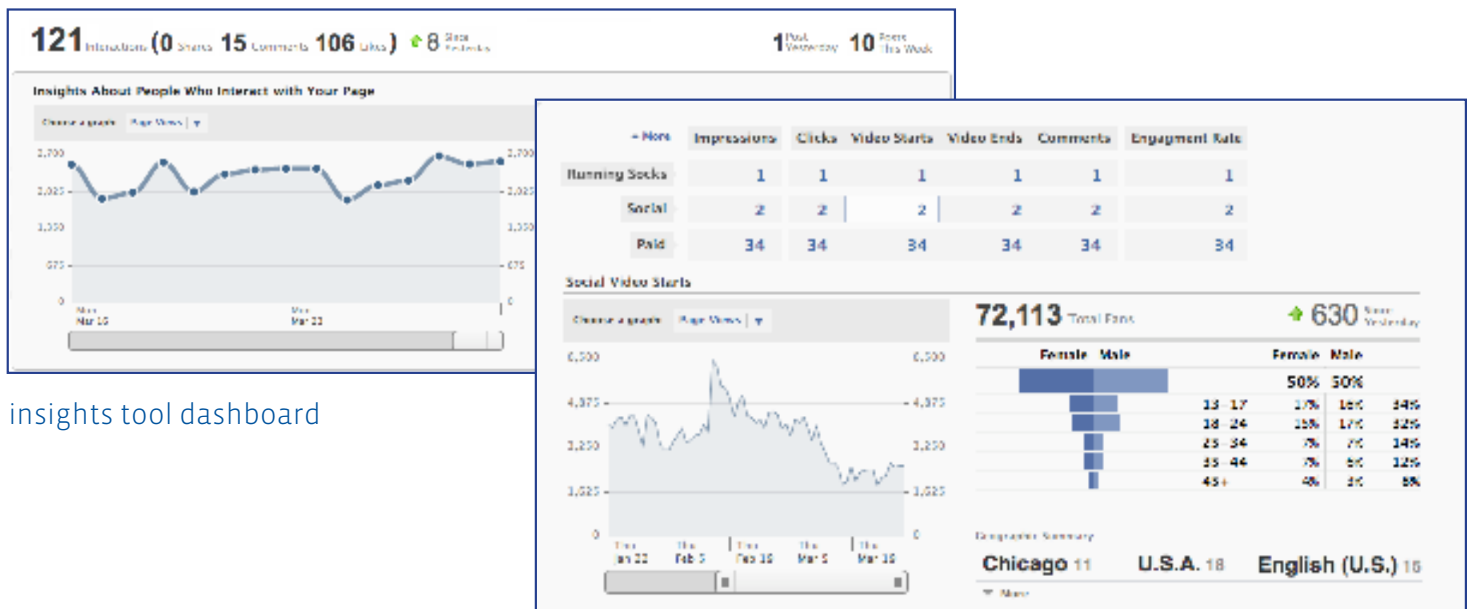


Home page

deeper insights

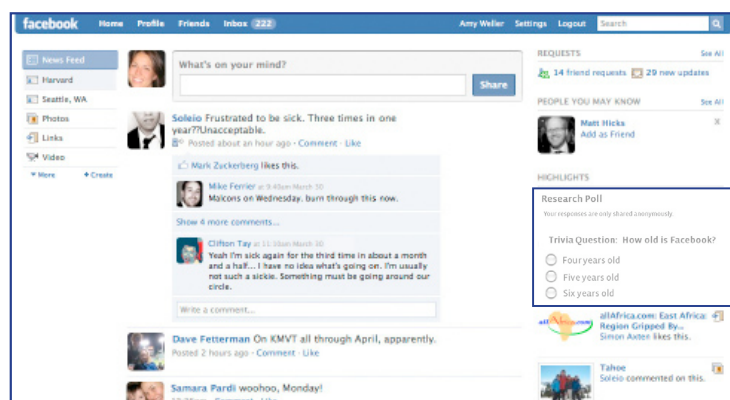
Facebook provides sophisticated delivery metrics on socially generated impressions, action rates (also broken out by type of engagement), connection value and brand lift with their campaign reports.

Facebook Research Polls (Beta) measure the impact of a campaign's message on the awareness and perception of users.



insights tool dashboard

facebook research poll



Facebook Products

engagement ads

reach block

targeting

engagement ads

Engagement ads allow users to engage with ads in the same way they interact with other content on Facebook, without leaving their home page on Facebook. When a user takes an action within an Engagement ad, it sparks organic sharing through the home page to the user's friends, giving advertisers viral impressions

Video commenting

WiFi on Virgin America



Virgin America offers WiFi on most flights now, and on all flights by July. Check for availability. This is how to fly!

▼ 6 more comments

 **Chris Pan** at 11:09pm April 3
sweet!

 **Libby Leffler** at 2:54pm April 6
this looks awesome

Comment on this video...

Comment

Poll

If you could fly with WiFi you would?

Neha Kulkarni, Sharam Fouladgar-Mercer, and 4 other friends voted on this poll.



Update your status


Take pictures and post

Gloat to your friends

Event

WiFi on Virgin America

Daniel Tretola, John McKeeman, and Andrew Poole are attending.



Join Virgin America online with guest celebrity for inaugural San Francisco to Orange County flight. This is how to fly! RSVP now.


Date: April 29 at 1:15pm

Location: At 35,000 ft between San Francisco and Orange County

RSVP: Yes Maybe No


Virtual gift


Plane Gift (Free)



Virgin America offers WiFi, movies, TV, music, seat-to-seat chat, on-demand food, and more. This is how to fly!

Give this gift to a friend.

 **Thomas Carriero** to **Daniel Tretola**:
Let's go to Vegas and see if we can find us some pink boas!


 **Alexandre Roche** to **Everett Katigbak**:
High flying with Virgin!

▼ 6 more gifts

Become a fan

WiFi Onboard

Jamie Patterson, Matt Wyndowe, and 6 other friends are fans.



Virgin America offers WiFi on most flights, and on all flights by July. Check for availability. This is how to fly! Become a fan now.

Become a Fan of Virgin America

reach block

Reach 100% of all targeted users (visiting Facebook) in 1 day.

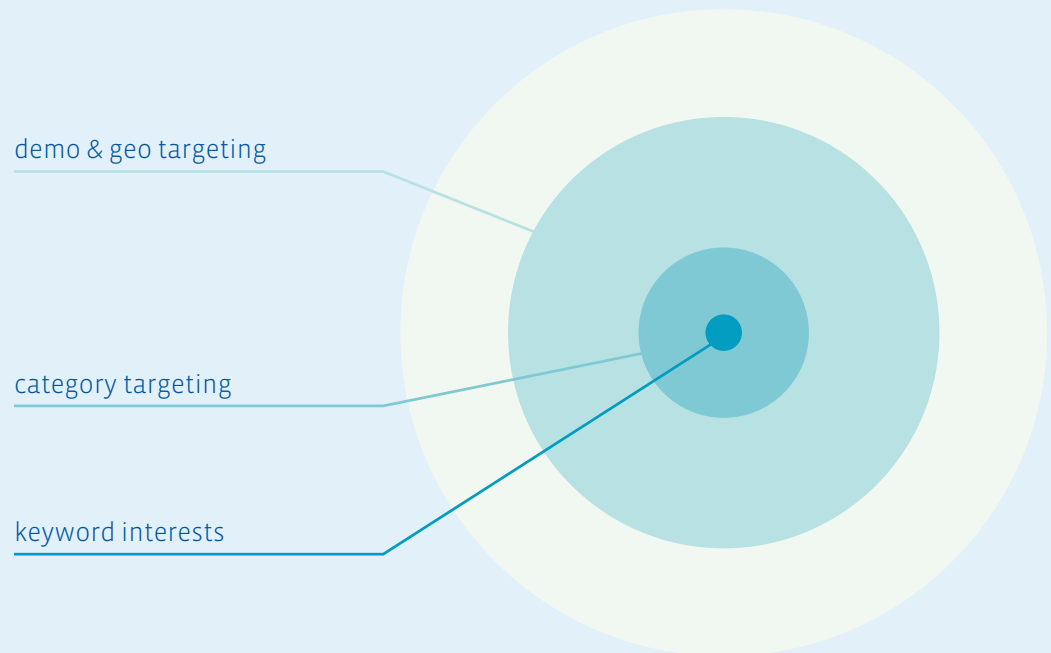
A reach block is an efficient way to serve impressions to as many users (in your specified target) as possible. Once a user sees the Engagement ad 5 times (the frequency cap), they will not

see that advertisement anymore, and your remaining impressions reach other users in the target

The image shows a screenshot of a Facebook news feed. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Adam Mosseri', 'Settings', 'Logout', and a search bar. The left sidebar contains navigation options: News Feed, Design, Close Friends, Photo Stories, Links, Events, and a 'More' button. The main feed area shows a status update form at the top with the text 'What's on your mind?' and a 'Share' button. Below this are several posts from users like Eugene Letuchy, Kyle DeLong, Daniela Perdomo, Olaoluwa 'Ola' Okelola, Eddie Suh, Ezra Callahan, and Olivia Ma. On the right side, there are sections for 'REQUESTS' (3 friend requests, 5 event requests, 17 other requests), 'SUGGESTED CONNECTIONS' (Amy Guiffrida), and 'SPONSORED' content. The sponsored content is a video advertisement for 'WiFi on Virgin America', which is highlighted with a green border. The ad features the Virgin America logo and text stating: 'Virgin America offers WiFi on most flights now, and on all flights by July. Check for availability. This is how to fly!'. Below the video, there are two comments: 'Chris Pan at 11:09pm April 3 sweet!' and 'Libby Leffler at 2:54pm April 6 this looks awesome'. A 'Comment on this video...' input field and a 'Comment' button are also visible. At the bottom of the feed, a comment from Mark S. Gross is partially visible: 'Mark S. Gross at 12:58am March 21 first time??? Isn't it just the most amazing experience???'.

targeting

Reach the exact audience you want with Facebook targeting. The Facebook targeting spectrum ranges from broad reach demographic and geographic preferences like networks and colleges to more granular and specific profile interests.



facebook Home Profile Friends

Amy
Wall

Basic Information

Networks:	Harvard Alum Seattle, WA
Sex:	Female
Birthday:	October 20, 1983
Relationship Status:	Single
Interested In:	Men
Looking For:	Friendship

Personal Information

Favorite Music:	madonna, ani difranco, lifehouse, weezer, sstij, snoop dogg, DMB, pearl jam, U2, the killers, pink floyd, rage against the machine, broken social scene, 2Pac, NWA, daft punk
Favorite TV Shows:	Friends
Favorite Movies:	life is beautiful, old school, good will hunting, meet the parents, bad boys, office space, training day, boiler room, old school, movie nights with the girls and doritos
Favorite Books:	catcher in the rye, lolita, where the wildthings are, the moviegoer, the education of littletree, zen and the art of motorcycle maintenance, oresteia, oscar wilde – collected plays, the winter of our discontent, midnight's children, one hundred years of solitude, goodnight moon
Favorite Quotations:	"We must be the change we wish to see." – M.K. Gandhi
About Me:	Just ask!

Information

Networks:
Harvard Alum
Seattle, WA
Relationship Status:
Single
Birthday:
October 20, 1983

Friends
27 friends See All

Contact

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Current Address: 1421 Barrington St.