

2008 Innovation #1: Triple Your Advertising Message

TRIBUNE INTERACTIVE

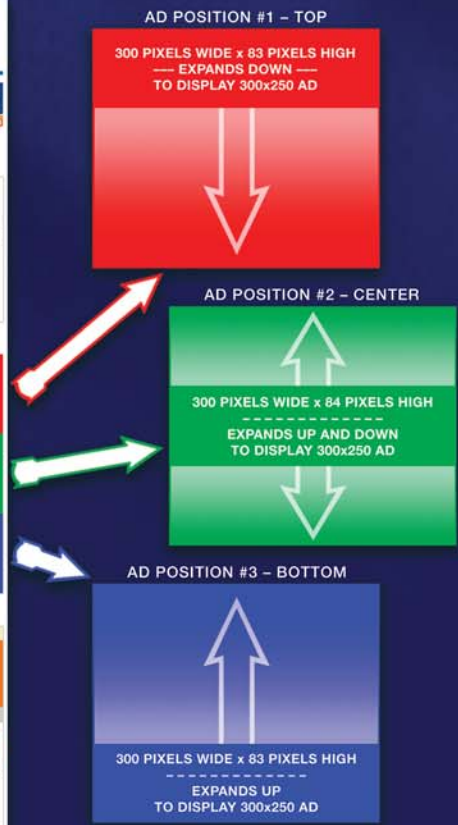
The Triple Cube:

What is it? It's the first in a line of Tribune Interactive innovations for 2008. We invented this unit for advertisers with multiple objectives. If you have three items you want to promote as part of one sale, this is your answer. Do you have two partner brands you want to promote as part of a co-branded campaign? Answer: the Triple Cube from Tribune Interactive.

The Triple Cube is a medium rectangle ad (300 pixels x 250 pixels), which highlights three products or services in one highly-visible ad on Tribune Interactive news and entertainment Web sites.

Advantages:

- Provides pioneering flexibility within one ad unit for advertiser
- Appears above the fold on the site's home page for maximum exposure
- Allows an advertiser to highlight three products or services in one ad
- Expands to display additional information and links directly to three different locations within the advertiser's Web site



Please contact a sales representative in your area for more information about Tribune Interactive online advertising opportunities.