



“Classes are being skipped. Work is being ignored. Students are spending hours in front of the computer in utter fascination. Thefacebook.com craze has swept through campus.”

-- The Stanford Daily, 03/05/2004

**MEDIA KIT
SPRING 2004**

What Is thefacebook.com?

Thefacebook.com is an expanding online directory that connects students, alumni, faculty and staff through social networks at colleges and universities. This online directory allows for user connections on the basis of friendship, courses and social networks (including intra and inter-school networks), and has a built-in messaging system.

User Profile

Each thefacebook.com user maintains and updates a profile that includes:

1. Contact Information

2. Personal Information

relationship status and procurement, political views, clubs, jobs and favorite music, books, movies and quote

3. Course Information

the site has a built-in database of school courses and concentrations and automatically builds a user's class schedule

4. Picture

Additionally, thefacebook.com automatically adds to each user profile links to school news articles that refer to the user, the last user away-message in the AIM system and the last user access location (the site has a built-in database of school dormitories and halls).



Social Networking

Intra-School Networking

Each thefacebook.com user can browse their school's social network through the following mediums:

1. Social Net

Displays ten random people from the user's school

2. Course Rosters

Displays all students enrolled in given courses

3. Advanced Search Engine

Allows for search based on every user profile parameter

Additionally, each user can add a friendship list to their profile, pending second-source verification of friendship status. Thefacebook.com automatically adds to each user profile a visualization of their friendship network and an indication of the user's connection to viewers of the profile (i.e., friends, friend's friend).

Inter-School Networking

Each user can also browse the social network of other schools through the global search function. Each user can add a friendship list for each school in thefacebook.com network.

The screenshot shows the 'My Courses' page on thefacebook.com. At the top, there is a navigation bar with 'home', 'search', 'courses', 'socialnet', 'invite', 'faq', and 'logout'. Below this, the page title is '[My Courses]'. A table lists the courses being taken:

I am taking ...	
Economics 1745, Corporate Finance	Hard [Remove] [Add]
Economics 1550, International Monetary Economics	Cooper [Remove] [Add]
Economics 1661, Environmental and Resource Economics and ...	Stavris [Remove] [Add]
Economics 1335, Latin America and the Washington Consensus	Shye [Remove] [Add]

Below the table is a grid showing the schedule for these courses. The grid has time slots on the y-axis (8:30 to 6:00) and course numbers on the x-axis. The courses are: 1745, 1550, 1661, and 1335.

8:30				
9:00				
9:30				
10:00				
10:30				
11:00	1745		1550	1661
11:30	1550		1530	1630
12:00				
12:30				
1:00	1745		1745	
1:30	1745		1745	
2:00	1745		1745	
2:30		1661		1661
3:00		1661		1661
3:30		1661		1661
4:00			1335	
4:30			1335	
5:00			1335	
5:30			1335	
6:00				

At the bottom of the grid, there is a section 'Add a course:' with a dropdown menu labeled 'Choose the field:'.

At the very bottom of the page, there is a footer: 'a Mark Zuckerberg production Thefacebook © 2004'.

Our Schools – *The Expansion*

Thefacebook.com was launched on February 4, 2004 at Harvard University. As of April 19, 2004, the expansion of thefacebook.com network has yielded the following member schools:

Ivy-League

<u>Launch Date</u>	<u>Name</u>
February 4, 2004	Harvard University
February 24, 2004	Columbia University
March 1, 2004	Yale University
March 7, 2004	Dartmouth University
March 7, 2004	Cornell University
March 14, 2004	University of Pennsylvania
April 4, 2004	Brown University
April 4, 2004	Princeton University

Other Schools

<u>Launch Date</u>	<u>Name</u>
February 26, 2004	Stanford University
March 14, 2004	MIT
March 21, 2004	New York University
March 21, 2004	Boston University
April 4, 2004	UC Berkeley
April 11, 2004	Duke University
April 11, 2004	Georgetown University
April 11, 2004	University of Virginia
April 19, 2004	Tufts University
April 19, 2004	Boston College
April 19, 2004	Northeastern University
April 19, 2004	University of Illinois

The Expansion Plan

The mission of thefacebook.com is to expand to include most of the schools in the United States. By September 1, 2004, thefacebook.com network will have more than 200 member schools.

Our Audience – *The College Addiction*

There are 15 million college students in the United States. With an estimated purchasing power that exceeds \$85 billion, college students have money in their pockets for your services and products. This year they will spend \$21 billion on restaurants and food, \$9 billion on automobiles, \$5 billion on clothes, \$4 billion on phones and \$46 billion on other amenities. College students are also active job seekers.

User Base Demographics*

Total Users	70,000*
Ivy-League	55%
Other Schools	45%
Students	87%
Alumni	11%
Faculty and Staff	2%
Men	48%
Women	52%
Age 18 to 24	92%

Site Usage*

Daily Unique Users	65%
Monthly Unique Users	95%
Daily Traffic in Pageviews	3 million*
Monthly Traffic in Pageviews	90 million*

Usage Growth Rate

The growth rate of the total number of users is increasing, with the addition of 10,000 thefacebook.com members in the first week of April, 2004.

The percentage of daily unique users has slightly increased through time.

The monthly traffic in pageviews has grown through time in proportion to the growth rate of the user base.

**“I have a new addiction. It is powerful.
It is disturbing. It is thefacebook.com.”**

--The Daily Pennsylvanian, 03/25/04

*Based on March 2004 Monthly Statistics

*Based on April 19, 2004

Our Services – *Online Marketing Services*

Advertisement

Thefacebook.com website allows your company to reach college students, alumni, faculty and staff at the library, their work, home or dorm rooms. You can target users using traditional horizontal/vertical banners, links and other more contextual ad placements. We will help you identify the most effective placements to reach the goals of your campaign.

Targeted Advertisement

Thefacebook.com allows for targeted advertisement on the basis of any (or a combination of) the following parameters:

College/University
Degree Type
Concentration
Courses Taken
Class Year
House/Dormitory
Age
Gender

Sexual Orientation
Home City/State/Zip Code
Relationship/Dating Interests
Personal Interests
Clubs and Jobs
Political Bent
Number of Intra/Inter-School Friends
Site Usage

Rates

Banner ads rates vary based on scope, duration and targeting. Available sizes include 468X60, 120X240, 120X90 and 125X125.

Link rates vary based on targeting.

Please contact us for further information and a rate card. Please indicate your advertising intentions, including the duration, targeting and budget.

Contact Us

If you are interested in our online marketing services, please contact us via e-mail. We will help expose your product, service or recruitment effort to thousands of college students, alumni, faculty and staff throughout the country.



Contact Information

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“The wonderful thing about the Facebook is its ability to connect so many people through so many different avenues, including courses, interests, houses, politics, concentration, and favorite movies.”

--The Harvard Independent, 03/04/04