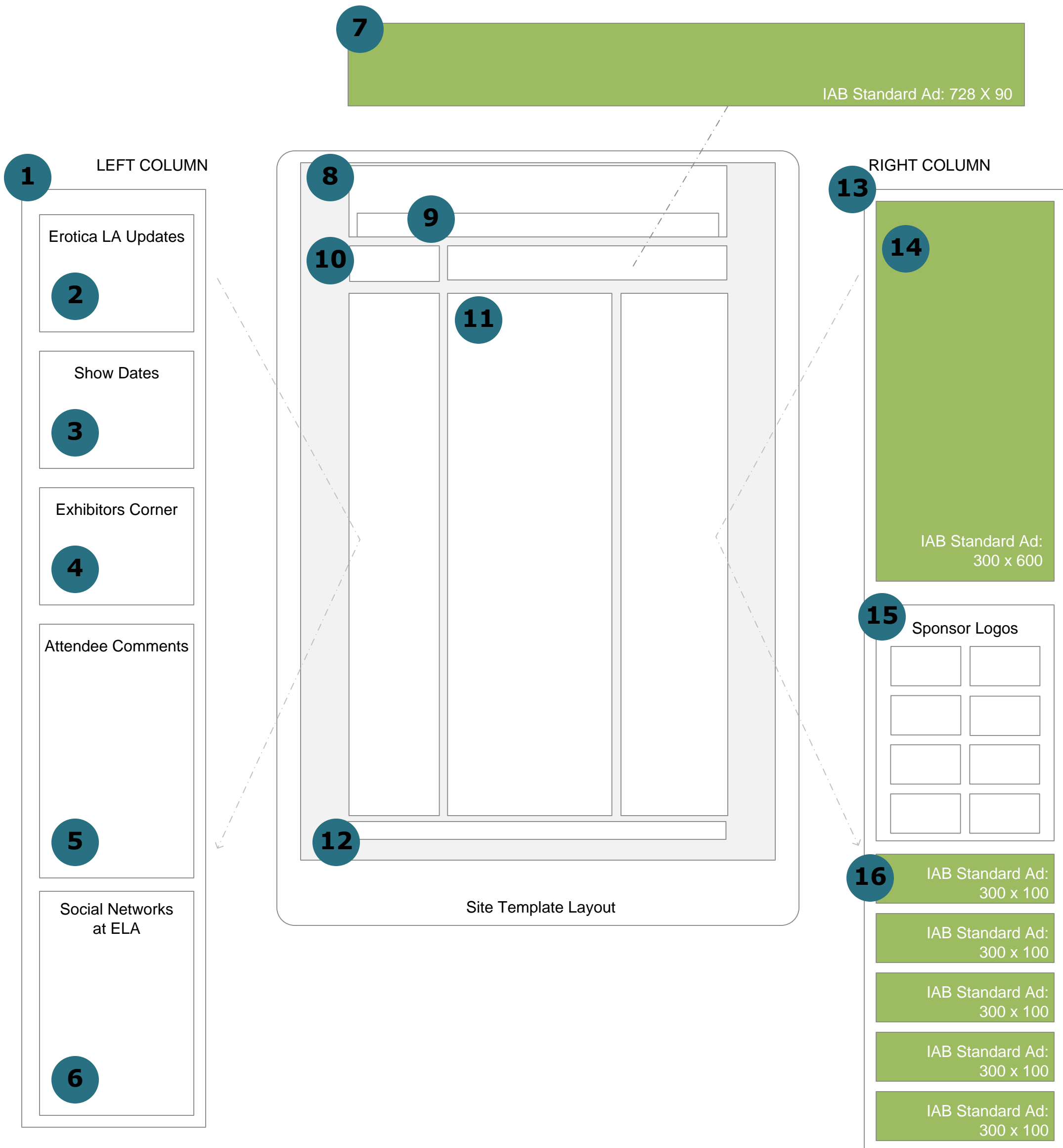


PAGE ID	T-1	PAGE TITLE	Site Wide Template
DATE	4/1/09	VERSION	v1



PAGE DETAILS

CONCEPT

T1 is the only template needed for the site. Right & left columns are the same on every page. Center content changes. Ads are IAB standard sizes.

NOTES

	Type	Element	Description
1	Column		Left column, 250 wide, expands down, same content site wide
2	Convert	Form	Newsletter opt-in form: ELA Weekly & AVN Daily; Send to a Friend
3	Content	Text	Event dates and times
4	Links	Textual	Hyperlinks in unordered form for "Exhibitor's Corner" pages
5	Content	Text	"Attendee Comments"
6	Links	Textual	Hyperlinks in unordered form for "Social Networks at ELA" (open blank)
7	Ads	Banners	728 x 90 pixels; 1 for sale, 5 deep in rotation (open blank)
8	Logo	Image	Site logo, may be as large as width of site, 1010 pixels wide
9	Links	Nav	Main navigation, text links
10	Ad	Banner	Marketing's contest advertisement
11	Column		Center column, 450 wide, expands down, content changes per page
12	Links	Nav	Bottom navigation, text links
13	Column		Right column, 310 wide, expands down, same content site wide
14	Ads	Banners	Sponsor logos; sizes vary but must fit into 300 wide; right column will expand down to accommodate more sponsors (open blank)
15	Ads	Banners	300 x 600 pixels; 1 for sale, 5 deep in rotation (open blank)
16	Ads	Banners	300 x 100 pixels; 5 for sale; 1 deep in rotation (open blank)

CORPORATE EMPLOYEE, 1 OF 200 ON STAFF



Mark Shapiro
Accounts Payable Clerk

- * 51-years-old
- * Single, never married, no kids, lives with his mom
- * Middle-class income, English-speaking only
- * Uncomfortable using a computer, beginner-level Internet user; doesn't use a computer at work
- * Uses email very little; surfs the web about 1.5 hours a day from home; watches porn on DVD
- * Cell phone doesn't have Internet

"I will be back from lunch in 29 minutes."

Mark spends most of his time at work Crossing "T's" and dotting "I's" in the accounting department. His day is steeped in routine from eating the same breakfast each day, takes the same bus to work, eats lunch at the same time (left-over dinner from the night before packed in Tupperware), to the way he ends each night - surfing porn at home from his bedroom, alone, before bedtime at 9:45pm.

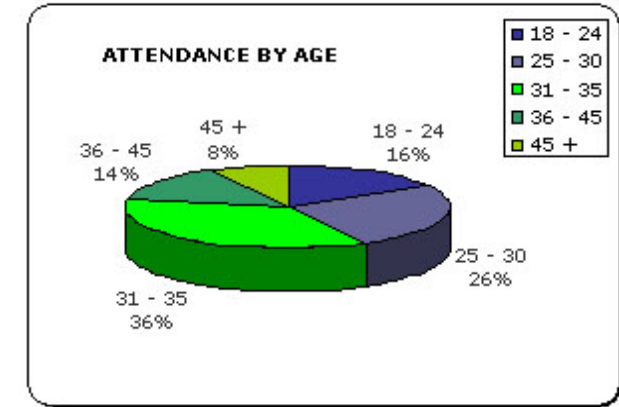
Key Attributes

- * Focused on routine daily goals
- * Follows the letter of the law
- * Buys romantic plot-lined porn films and keeps them tucked away in his private collection

Personas are based on the 2009 Erotica L.A. marketing plan and demographics from the past year's attendee surveys.

2008 Demographics

- * 43% Friends or group of friends
- * 24% Couples
- * 33% Single or for business
- * 35% are Women, and 65% are Men



COUPLE: GRAPHIC DESIGNER & HIS STAY-AT-HOME WIFE (WHO THROWS IN-HOME SEX TOY PARTIES)



Ravi & Melissa Mendoza
Graphic Designer (Husband)

- * 34-years-old
- * Married, 1 child, owns a condo with his wife
- * Middle-class income, Multi-lingual
- * Graduated college with BA
- * Comfortable using a computer, expert Internet user, employed fulltime but also works from home on outside projects
- * Surfs the web for free porn based on scenes; shares what he finds exciting with his wife
- * iPhone user; cam user

Stay-at-Home Mom (Wife)

- * 32-years-old
- * Married, 1 child
- * English-speaking only
- * Former hairdresser, now doesn't work (with the exception of hosting in-home sex-toy parties to make extra money)
- * Uses the web for social media such as Facebook & blog sites for updates on celebrity gossip & music
- * Is up to date on the latest sex toy news & reviews
- * Still fits into her "single-life party clothes" but doesn't have an occasion to wear them
- * Cell phone has internet

"Mom, can you watch the baby for a few hours while I get my paws & claws done? Ravi's at the track with his motorcycle club and the babysitter canceled."

Melissa calls herself the family's "cruise-director". Ravi is typically over-committed on projects, but true to his creative nature never gives the impression of stress of pressure from time-lines. Ravi is easily side-tracked by the opportunity for fun with friends and/or his wife.

Key Attributes

- * Creativity
- * Engaging, talkative couple
- * Entertain often
- * Will spend money to be entertained
- * Open about sexuality

COWORKERS (MECHANICS) FROM A FAMILY OWNED CAR REPAIR SHOP



Roberto & Carlos Rosales (Brothers)
Alfonso Garcia (Coworker)
Brian Jimenez (Coworker)

- * All are 24-years-old
- * All went to high school together, none went to college
- * All have cell phone with Internet
- * Roberto & Brian rent an apartment together
- * Carlos rents his own apartment
- * Alfonso lives at home with his parents & younger brother
- * These guys travel to Las Vegas each year for AVN's Annual Porn Awards Show
- * All watch free porn online
- * All have girlfriends but no one is serious
- * Each tries to "one-up" the others with stories about their flings, romances, date-night out with a girlfriend
- * Sex toys are look upon as "kinky"

Key Attributes

"Where are we watching the fight this weekend?"

This crew of coworkers mimic each other's actions. They drink Rockstar energy drinks in the morning for "breakfast" on-site at the shop; they work together, lunch together at a near-by taco truck, and drink beer together after work.

- * Openly talk about how proud each is of "satisfying" his girlfriend
- * Openly talk about recently watched porn
- * Money is tight but if the experience makes a "good story" each will spend money

COUPLE: SELF-EMPLOYED PLUMBER & CASHIER AT WALMART (DATING 2 MONTHS)



Manuel Perez
Self-Employed Plumber (Boyfriend)

- * 28-years-old
- * Divorced, 1 child, lives in his own apartment
- * Middle-class income, Multi-Lingual
- * Comfortable using a computer, intermediate Internet user
- * Self sufficient in business, uses QuickBooks for his accounting, used an online printing service to make his business cards and stationary
- * Tattoo of his son's name on his right shoulder
- * Watches porn online, has a membership to each of his favorite porn stars' sites
- * Cell phone has internet; cam user; Facebook user; Match.com user; visits YouTube daily

Roxy Gomez
Auto-Zone Cashier (Girlfriend)

- * 22-years-old
- * Never been married
- * Multi-lingual; evening classes to finish her GED
- * Lives with her parents
- * Cell phone has internet; cam user; Twitter user; Facebook user; MySpace user; Match.com user

"This week is crazy; how about I take you out to my favorite bar Saturday night so you can wear that little jean skirt I like so much."

He is booked with work a few days in advance but always keeps his eyes open for new clients. Manuel is passionate about being single right now but likes talking about the "hot" younger girl he is dating. He watches porn daily and emails his guys friends what he's watched frequently as if to chuckle at the often silly movie titles.

Key Attributes

- * Newly dating
- * He is the leader in the relationship
- * He has the money in the relationship and is willing to spend it for his entertainment
- * Both are open about sexuality

COUPLE: BROKER & PERSONAL TRAINER (MARRIED, LIFESTYLERS)



Daniel and Ming James
Personal Trainer (Husband)

- * 26-years-old
- * Married, no kids
- * Middle-class income, Multi-Lingual
- * Comfortable using a computer, intermediate Internet user
- * Watches porn online, has a membership to each of his favorite porn stars' sites
- * iPhone user; cam user; maintains joint account with his wife on multiple swinger/lifestyle sites
- * Travels with his wife when there's a lifestyle party to attend

Financial Broker (Wife)

- * 31-years-old
- * Multi-lingual; holds a masters degree
- * Comfortable using a computer, intermediate Internet user
- * Makes low six-figure income, invests in stocks, travels often for work & pleasure
- * Owns a home she bought before she got married
- * iPhone user; cam user; Skype user; Facebook user

Key Attributes

"The Valentines Day party in Vegas is a hotel take-over, so I want you to make sure we get a suite on the same floor as the Harpers, thanks baby."

His days are flexible; her days are tightly scheduled, but she will always make time for a sexy outing with her husband. The both like to be considered part of the "pretty-people" crowd.

- * She is the leader in the relationship financially
- * He is the leader in the relationship socially
- * Both are open about sexuality
- * They have an entertainment budget which allows for traveling to a lifestyle party every other month.

