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Babe of the Day Promotion -Advertising Opportunities

Babe of the Day 2.0 is an application with distinct parts. These parts are separated by tabs. The five tabs are: Models, Local Girls, Sports Babes, Wild Card and All Uploads

Models are in a calendar style format with a new model appearing every day in a thumbnail that when clicked will display the girl in a larger photo.

Local Girls is a section where each radio station can have users upload pictures to compete both locally or nationally for a professional photo shoot paid for by Dell Sports.

Sports Babes are simply hot girls involved in sports somehow... maybe they are athletes, sportscasters, fans, cheerleaders, etc.

The All Uploads tab is simply a way to see all user uploaded photos from around the country.

Finally, the "Wild Card" tab is optional and is given to each radio station to run their custom promotion. Each station dictates the name of the tab and what kinds of photos need to be uploaded in this section.

Unique Features:

- New Daily Models
- Top 10 Lists & Favoriting
- User Pictures & Commenting
- Daily Changing Content
- Social Networking Elements
- Local Contesting Option

Advertising Opportunities: Babe of the Day is very advertiser friendly. Each media partner can place unlimited ads around the application. The average media partner gets over 1 million page views per month!