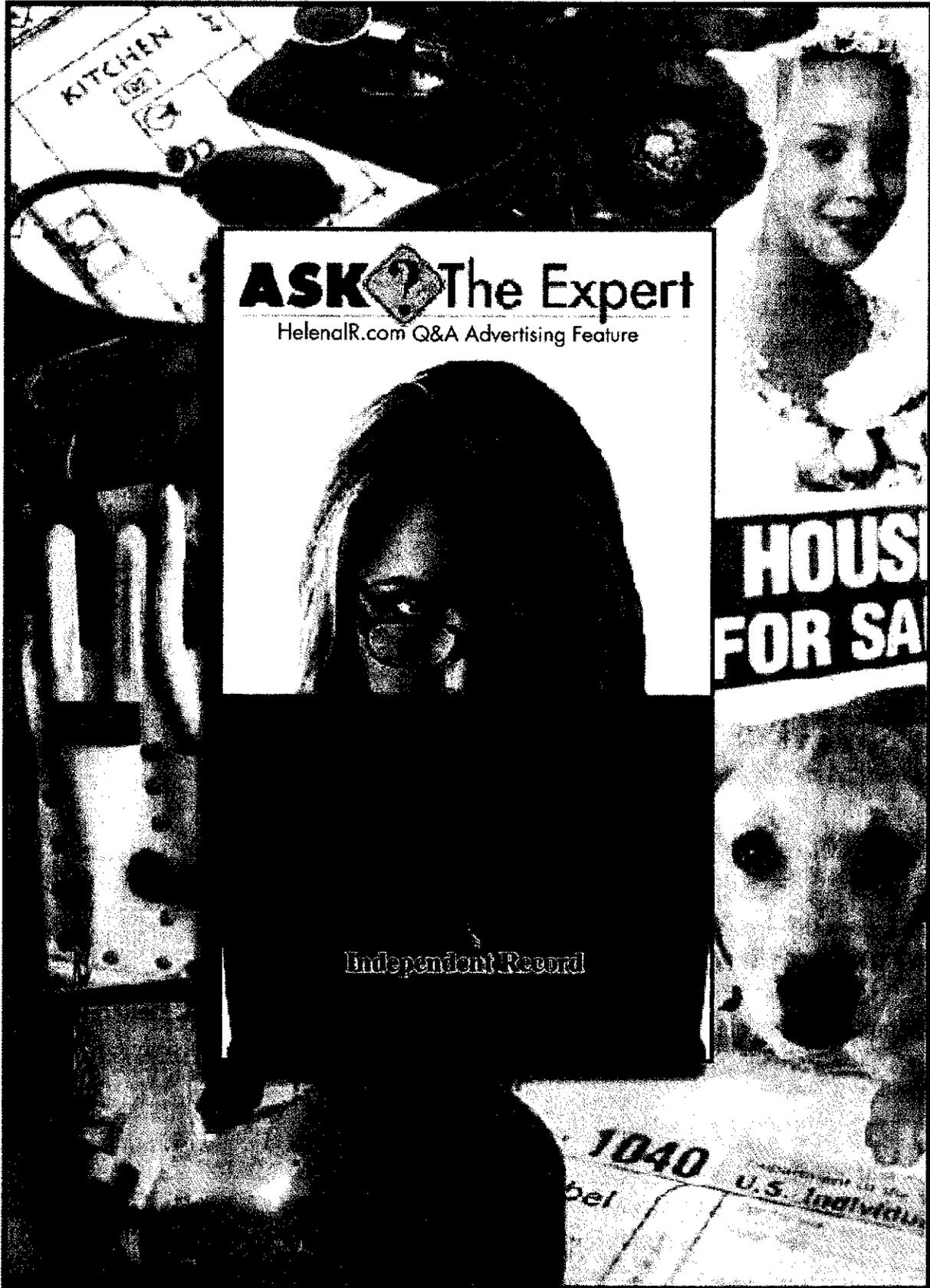


Exhibit No. 13
Date 3-11-05
Bill No. HB 474



ASK  The Expert
HelenAIR.com Q&A Advertising Feature

Independent Record

ASK The Expert

HelenaIR.com Q&A Advertising Feature

RATES:

A) Premium Package

PRICE = \$125 mo. (12 month contract required)

You receive:

- 1) "Ask the Expert" home page category listing that links to your personal "Ask the Expert" page.
- 2) Complete listing of ALL current and past questions & answers on your personal "Ask the Expert" page.
- 3) Easy to use direct reader to expert email form.
- 4) Personal Expert Online user tool. If you can use email you can use this tool but training is available at no extra fee.
- 5) Prime HelenaIR.com exposure.
- 6) A 160 x 600 pixel banner ad rotating on the "Ask the Expert" home page. You set yourself apart from the other experts and expose yourself to passive shoppers with this full color large banner ad PLUS, YOU SAVE 40% off of the standard rate card price of a banner of this size!

B) Standard Package

PRICE = \$75 mo. (12 month contract required)

You receive:

- 1) "Ask the Expert" home page category listing that links to your personal "Ask the Expert" page.
- 2) Complete listing of ALL current and past questions & answers on your personal "Ask the Expert" page.
- 3) Easy to use direct reader to expert email form.
- 4) Personal Expert Online user tool. If you can use email you can use this tool but training is available at no extra fee.
- 5) Prime HelenaIR.com exposure.

HelenaIR.com Demographics:

1,650,000 average page views per month!

That's 54,000 page views per day!

11,400 average unique visitors PER DAY!

Source: Urchin/Quantified Systems Inc

"Visitors show interest in a wide variety of both big-ticket and everyday consumer goods & services."
Belden Interactive

YOUNGER, EDUCATED, AFFLUENT

• Median Age = 40 (70% of readers are 25-54)

• Median Income = \$49,900

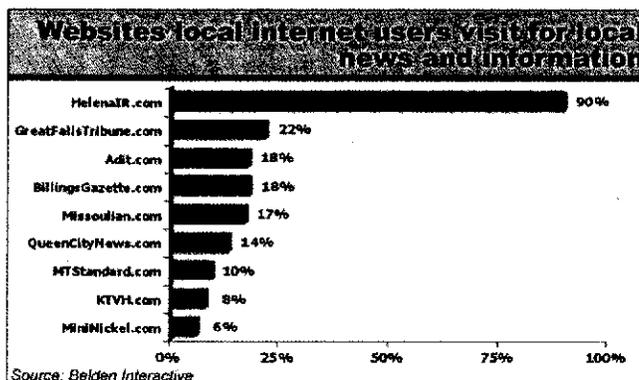
• Gender

Female - 59%

Male - 41%

• College Educated = 48%

Source: Belden Interactive



**For more information contact:
your advertising sales representative,**

Caitlyn Burda	447-4021	Ryan Brosseau	447-4044
Sharon Hencley	447-4022	Lisa Kuntz	447-4018
John Lagerquist	447-4041	Charlene Mayala	447-4025
Tonda Meyer	447-4015	Anna Nelson	447-4061
Reth Ries	447-4003	Debbie Spranget	447-4027

Independent Record

www.helenair.com/expert