

# Google AdSense ALTERNATIVES

**A Reference Guide For Alternatives to Google  
VOLUME ONE - AUGUST 2006**

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## TABLE OF CONTENTS

<b>Clicksor.com</b>	<b>3</b>
<b>TargetPoint.com</b>	<b>5</b>
<b>AdBrite.com</b>	<b>6</b>
<b>Bidclix.com</b>	<b>7</b>
<b>Chitika.com</b>	<b>9</b>
<b>AffiliateSensor.com</b>	<b>10</b>
<b>Bidvertiser.com</b>	<b>11</b>
<b>Veoda.com</b>	<b>13</b>
<b>Kanoodle.com</b>	<b>15</b>
<b>Enhance.com</b>	<b>17</b>
<b>Quigo.com (Adsonar 3.0)</b>	<b>19</b>
<b>Searchfeed.com</b>	<b>22</b>
<b>VibrantMedia.com – IntelliTXT &amp; SmartAD</b>	<b>24</b>
<b>Nixxie.com</b>	<b>27</b>
<b>Valueclickmedia.com</b>	<b>29</b>
<b>Contextweb.com</b>	<b>32</b>
<b>Kontera.com</b>	<b>36</b>



## **Clicksor.com – Contextual Advertising**

### ***Publishers***

Clicksor.com offers webmasters the opportunity to earn additional income by simply underlining a selection of clickable text or displaying targeted contextual banners on their websites or blogs.

#### **Revenue Sharing and Payment:**

Aside from earning a 70% profit share from displaying their contextual ads, you are also able to earn up to 85% ad revenues for displaying your own ads. Payments are based on a net 15 terms on a bi-weekly schedule. You may select to receive your payments by Check (min. payout: \$50), or Paypal (min. payout: \$20). Revenue totaling less than the minimum payout amount will be rolled into the following period.

#### **Media Offerings:**

- Inline Text Links
- Text Banners
- In-page Graphical Banner
- Pop-Unders
- XML Feeds
- Layer Ads
- Search box

#### **Referrals:**

When you join their affiliate program, you will also be enrolled for the webmasters referral program. For every Webmaster you refer that joins their contextual advertising affiliate program, you will receive a 10% commission from the daily earnings of Publishers referred.

### ***Advertisers***

Clicksor.com is a Targeted Contextual Advertising Network that serves over 360 million impressions each month by partnering with over 10,000 specialized websites. Your ad listings will instantly appear in their affiliated websites that have related contents to your product or service.

Contextual Advertising means that your advertisement is only shown on a website that is 'in Context' to your specific product or service. Their online advertising technology works by publishing your text and/or rich media advertisement on the relevant affiliated websites that would best match your selected targeted keywords or channels.

Their Internet advertising network is set on an auction model (CPV, CPC and CPM metrics) where you may bid for placement ranking. The higher your bid, the higher placement and frequency of your ad listing will be shown on their publishers' website.

**Media Offering:**

Ad Formats	Cost Metrics	Minimum Price
Text Banners	CPC	\$0.10 Per Click
Graphical/Rich Media Banners	CPM	\$0.50 Per thousand Impressions
Graphical Banners	CPC	\$0.10 Per Click
Pop-under	CPV	\$0.003 Per Visitor

**Targeting and Optimization:**

Options	Examples (Target or Optimize By)
Context and behavior	Keywords and Channels
User geographic location	USA
Publisher sites	domain.com
Conversion/ROI tracking	filter any inconvertible traffic

**Validation system**

Clicksor's advance pioneer advertising technology analyzes every click and impression to determine whether they are quality clicks or intended to artificially generate. The system will automatically identify and filter all invalid traffic in real time based on the visit patterns. And to ensure the accuracy of the validation system, their traffic control team will examine all the traffic one more time on a daily basis. Any suspicious traffic will be removed and credited back to your account.

**Campaign Management**

They offer a very powerful easy-to-use management system that provides real time statistics. For each keyword, advertisers can specify the bid amount, description, title and landing URL. As an advertiser, you can also change the settings of the campaign at any time.

**[As with all sites listed in this reference guide, please see website for complete details](#)**



## **TargetPoint.com**

Targetpoint enables website publishers of all sizes to display relevant CPC ads and earn more money from their site in an instance. Our solutions deliver not only the ads most relevant to the site's content, but also the most profitable ads in each category.

Our Target-Payout formula performs constant auto-optimization to match your user's interests to our best paying relevant advertisements. Our advertisers receive quality traffic leading to higher conversions, and you will get higher ECPM over time.

With Targetpoint, CPC rates alone have limited meaning. The Target-payout formula performs constant auto-optimization, taking in to account both CPC rates and CTR history, and delivers the best ads in terms of ECPM performance.

Targetpoint services are particularly publisher-oriented: You'll have absolute control over the appearance of your ads, supervision over ad content, up-to-date statistics on your site's performance and, most importantly, better bottom-line revenue.

Registration is free and quick. You are guaranteed to receive at least 50% of the total on-click revenue. Payment options include Bank checks, PayPal and Wire transfers (if eligible).

### **Targetpoint Publishers Services:**

Generate more money using our new, patent pending content recognition and Target-Payout matching technology in:

- Adpoint generates content-relevant, revenue-evaluated ads.
- Exitpoint helps utilizing the full capacity of your exit traffic.
- Imagepoint is a revolutionary way to display targeted visual banners.
- Underpoint enables delivering high-performance pop-under ads without annoying users.

Targetpoint helps you to:

- Discover unexplored revenue streams or improve your existing ones
- Enhance user experience with full control on your ads design and layouts.
- Control your Targetpoint account with easy-to-use tools tracking the earnings.
- Get started fast and pay nothing to participate.



## AdBrite.com

AdBrite, "The Internet's Ad Marketplace", is an e-commerce site. Rather than selling books, CDs, or rare antiques, we sell ad space on thousands of websites.

Like Ebay, many AdBrite users are both buyers and sellers (advertisers and publishers). That's why our homepage doesn't say "advertisers go here" and "publishers go there". There are, however, two distinct things you can do with AdBrite -- buy and sell ad space -- so we'll address them separately here.

### **If you're an advertiser:**

AdBrite provides great deals from all sorts of websites. Search or browse to find a site you want to advertise on. We'll show you relevant stats, including price and how many clicks you can expect. Add it to your cart, write your ad, and pay. If approved by the webmaster, your ad will appear on that site at the scheduled time.

### **If you're a publisher:**

Use AdBrite to set your own ad rates, and approve or reject every ad that's purchased for your site. AdBrite enables you to instantly sell ads to your visitors via a "Your Ad Here" link, in addition to selling through AdBrite's marketplace and sales team.

Through a small snippet of HTML placed on your site, we handle serving, scheduling, billing, customer service, and sales. About half of AdBrite's sales are generated from our marketplace and sales team, while the other half are generated from users clicking "Your Ad Here" on their publisher's sites. AdBrite takes a percentage of the ad sales, depending on the type of ads you are selling.

While AdBrite can provide publishers with more revenue and better ads than traditional ad networks such as Google AdSense, they work fine along-side them as a simple way to generate additional ad revenue by selling ads directly to *your* visitors -- something the other ad systems don't do.

If you're using AdBrite in addition to another ad network, you can turn off AdBrite's "run-of-network ads" and AdBrite will only display ads that have been approved by *you*. If you have no ads running, AdBrite will display nothing but "Your Ad Here", so no real estate is wasted and you have nothing to lose.

AdBrite doesn't display the big "brick" of ads that you're used to. Rather, AdBrite gives publishers full control over the look and feel of their ads so AdBrite can be integrated seamlessly into any website.

**[As with all sites listed in this reference guide, please see website for complete details](#)**



## **Bidclix.com**

### ***Publishers***

Sell your ad inventory to the highest bidder. How would you like to have over 1,000 advertisers competing to advertise on your site? Imagine the effect that would have on your business - your inventory would be 100% sold and always sold to the highest bidder. That's what the BidClix advertising marketplace brings you.

It's time to maximize your revenue. You've worked hard to develop a high quality content rich website that attracts a steady stream of traffic. So naturally you'll want to get the highest price for your inventory. With their real-time bid-for-placement auction system, you can use BidClix to sell your advertising inventory to the highest bidder.

With BidClix you can:

- 1) Decide how much you want to charge. Set your own price.
- 2) Sell advertising directly to advertisers.
- 3) Have complete control over which ads appear on your site.
- 4) Continue to use Google AdSense or any other ad network.
- 5) Gain a free listing in the BidClix Advertising Marketplace with exposure to 11,000+ advertisers.

Access a large pool of advertisers. Publishers are turning to BidClix because they deliver the highest yielding ads. Their ad marketplace is designed specifically to connect you with the ads that will earn you the most revenue, using their unique optimization technology. This proprietary technology is always looking for the ad that will maximize your revenue.

Other ad networks use geographic or contextual criteria to target ads. BidClix uses some of these criteria too. They can be effective, but they aren't good enough. By focusing their efforts on finding which ads will earn you the highest yield, they earn you more. In fact, many online companies use BidClix as their exclusive revenue partner because they consistently earn them more each month.

Keep visitors interested with fresh and relevant ads. With thousands of advertisers in the BidClix advertising marketplace, your site will have access to a large source of fresh ads - keeping visitors interested and clicking, and ad revenue higher.

## **Advertisers**

Bring new prospective customers straight to your website. BidClix helps you expand your reach with carefully placed contextually targeted ads. We can send thousands of interested potential customers your way. With over 30 million ads served per day, they zero in on the best websites for you to advertise on.

You're in control. In the BidClix advertising marketplace, you're in control. Just like a real auction, you see exactly what your competitors are bidding. Plus, you have full control over your ad campaign: you decide where to target your ads and what price you want to pay per click.

- Reach many of the most popular sites on the Internet.
- Place your ads on thousands of websites - all from one place.
- Perfect for both large and small budgets.
- Access top websites - BidClix has worked with more than 50% of the top 100 sites.
- Bid what you want to pay.

Target your ads to the right people and get better rates. BidClix places your ads in front of targeted buyers by using content channels. Similar to TV advertising, their channels let you target your ad to a preferred audience. Choose from over 35 channels - like entertainment, news, business, health, and careers.

With BidClix, you can advertise on any channel you want. If your product has a wide appeal, you'll especially like our channel-based system, since you can bid on any BidClix Channel in order to maximize your reach across the Internet.

More flexibility. Since BidClix isn't based on keywords, you'll have a more flexible way to increase targeted traffic to your website - for as little as 5¢ a click. This flexibility is a key difference from many other ad networks.

More control so you can increase your ROI. BidClix is designed to provide you with the best click-through rates - by showing the right ad to the right audience. Their optimization technology constantly discovers the best match between your ads and their publishers' content. You can even adjust the CPC price of your bid and change your ad copy at any time during your campaign. This powerful feature means you can respond immediately to any changes in the BidClix advertising marketplace to ensure the maximum efficiency of your marketing dollar. Tracking clicks from BidClix is simple, you'll always be able to determine exactly how well your campaign is doing.

Reach thousands of publishers – all from one place. BidClix partners with some of the most popular web sites on the Internet and then groups them into relevant content-channels so you can target customers without having to negotiate with thousands of different publishers.





## **Chitika.com**

### ***Publishers***

Chitika eMiniMalls<sup>SM</sup> bring life to product promotion on the web. Automatically targeted to the content of your webpage, eMiniMalls selects the best product and provides your users with robust comparative shopping information to make an informed buying decision - before they leave your site. As users click, you make money.

In real-time, eMiniMalls selects the top products for your web page and displays interactive and robust information such as product ratings, descriptions, reviews, related Blog content and even where users can get the best buy on the net. All of the information needed for comparison-shopping all in one place.

#### Benefits:

- Targeted Product Merchandising: Brings products related to your site content to the visitor
- Comparative Shopping All In One Place: Users can make informed buying decisions without leaving your site
- No Manual Tagging: Products are contextually targeted in real-time to your content
- PPC: As users interact with eMiniMalls, you get paid for clicks
- Revenue Beyond Advertising: Supplements your ad revenue with interactive PPC merchandising

#### Features:

- Targeted Product Merchandising: Products are dynamically targeted to your content
- Interactive: Offers interactive mouse-over access to oodles of product information - without leaving your site!
- Robust Comparative Shopping: Access to multiple merchants, prices, ratings, reviews, related blog material and more; informed shopping increases click-through probability
- Intelligent: Learns and adapts to focus on the products your customers want to buy
- Flexibility: Let's you choose between automatic contextual targeting or setting the top keywords yourself



## AffiliateSensor.com

### ***Publishers***

Get the ease of Pay-Per-Click publishing with the income of the best affiliate programs. You can now refer visitors to the ClickBank mall and collect the commissions. Affiliate Sensor's new context-relevant, text-link affiliate ad blocks let you choose from ClickBank's over 10,000 products by copying and pasting a little JavaScript onto your web pages. You show only context-relevant, highly targeted text ads that you have control over. The ads you display are sorted to show the best performing affiliate links on top. You can make up to \$75 per sale or more!

Real-time reporting, including clicks by domain, page and referrer. An easy-to-use script-building interface that lets you fully customize your ad blocks. You only have to modify your ad code one time to update that same ad on all pages using that ad block.

The database is updated regularly so the best ranking programs always appear in your results. AffiliateSensor gives you 5% of the impressions of every account that signs up through your "Ads by.." link. They have all of the ad formats supplied by Google AdSense, so you can use their ads to replace the Public Service Ads (PSA's). They even have a special link format that you can add directly into the `google_alternate_ad_url` line of your AdSense code.

This program has no up-front costs to you. You will never pay them any money. AffiliateSensor pays for the program by sending 5% of the ad-block impressions to their own ClickBank account and 5% to the account of whomever you signed up through.

This means that, unlike other contextual ad programs, you do not give them free branding. When someone clicks on the "Ads by AffiliateSensor.com" link and signs up for an account, you get 5% of their ad impressions sent to *your* ClickBank account.

For example, if someone signs up under you and gets 100,000 impressions of their ads, 90,000 of those impressions go to their ClickBank account, 5,000 to the AffiliateSensor account and 5,000 to your account. Any clicks and sales generated off of your 5,000 impressions are credited to your ClickBank account. It's an incredible way for you to get extra money by doing nothing but getting the great benefits of their program.

Does 10% sound like a lot? It's not. Consider these facts: The average banner network keeps from 20%-30% of impressions for themselves. Google AdSense keeps 32% of the income generated per click. AffiliateSensor.com rates are low! They don't need to be any higher because this program works.

**As with all sites listed in this reference guide,  
please see website for complete details**



## **Bidvertiser.com**

### ***Publishers***

Make money with an affiliate program that pays you for every click. You get paid for every visitor that clicks on an ad. Our goal is to enable you to make as much as possible from your advertising space, by letting advertisers bid on your ad space. We pay monthly, either by check, or instantly through PayPal with a minimum of only \$10.

Always have the highest bidders displayed on your website. BidVertiser will always display the highest bidders on your site, assuring the maximum revenue possible at any given time. Have your bidding steadily improve over time. You will see a constant improvement in your bidding over time, as both your visitors and our advertisers will be exposed to the opportunity of bidding against each other on your ad space.

Customize the layout of your ads. BidVertiser gives you a simple point-and-click tool to help you customize the layout of the ads to fit your site's look and feel, in order to retain the high quality of your website. Block any unwanted ad. BidVertiser enables you to filter-out any unwanted ads. Prior to your own filtering, each ad has to be pre-approved by our editorial team. This mechanism gives you a peace of mind with regards to the ads displayed on your website.

Generate detailed reports to monitor your ads performance  
Use the Publisher Center to generate detailed online reports to monitor your ads performance, including the number of page impressions, clicks, click-through rate, and the total amount you've earned.

### ***Advertisers***

Pay per click advertising on sites of your choice. With BidVertiser, you choose the sites to place your ad on. Simply browse through our categorized directory of sites and choose the appropriate ones for your ad. Pay only for the clicks you receive. They use a pay per click advertising (ppc) model which means that you only pay for the clicks you receive. You choose how much you are willing to pay for each click, in each of the sites you have chosen to display your ads on.

Set the max price you are willing to pay per click. They automatically adjust your cost-per-click to just \$0.01 above the next closest competitor, so you get the best price available for your traffic. Create your ads in minutes. Easily create and edit your ads and target URL. Simply choose a title, two lines of a description and you are set to go. Your ads will appear in the sites you have chosen within minutes.

Choose your geographical targeting. BidVertiser allows you to display your ads within a geographic range you determine. Simply choose your geographical

targeting and we will show your ads only to users located anywhere in the country or countries you selected. Monitor the performance of your ads. Use the Advertiser Center to monitor the performance of your ads by customizing dozens of online reports such as the number of page impressions, clicks, click-through rate and the total amount you've spent.

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## **Veoda.com**

### ***Advertisers***

Advertising is essential for any web business. With Veoda you can instantly advertise your product to people who are actually looking for your product. You can also ensure that your budget is not wasted on uninterested users by choosing exactly who your Ad is shown to. Best of all you only pay when someone actually makes a conscious decision to visit your site. You can get started in only 10 minutes and your Ad will be instantly shown across the whole Veoda affiliate network of over 4 million searches per month.

If you need instant profits then you've come to the right place. Many Veoda advertisers have recorded returns on their investment as high as 300% when using Veoda's advertising program. Choose your ranking - For only \$0.01 your website can be top of the search results pages.

Pay Per Click (PPC) advertising allows website owners, like you, to choose their ranking in search results. You choose the search terms, the cost and when/where your listing is displayed! From only \$0.01 your site can be included in the first page of any search results and be shown across thousands of websites. The higher your bid in relation to other advertisers, the higher your listing appears in search results. Usually you can be 1st for any keyword for only \$0.04 per click. Don't let your competitors beat you to the top!

Customers are looking for your product or service - Veoda will simply direct them to you. At this very moment in time there are probably thousands of people looking for your product. Veoda allows website owners like you to target customers who are actively searching for your products or services. You simply bid on the keywords that are relevant to your website. Your site will appear in front of users who are actively searching for sites like yours, providing you qualified leads interested in your products or services.

Since you set the price you pay per click, and the keywords you'd like to be listed under, you are always in complete control of your campaign's reach, traffic and spending. This allows a business with any advertising budget to effectively target customers.

## ***Publishers***

Veoda's partner programs offer publishers the opportunity to maximize revenue from every page of their websites. Veoda delivers ads that are relevant to what your readers see on your pages while still offering the highest rates in the industry of any pay per click affiliate program.

Some of the features include:

- Earn 5% of total revenues from affiliates that signup through your referral codes
- Earn \$5.00 for each Advertiser Sign up (requires Advertiser to fund account)
- Earn money whenever someone clicks your Veoda Ads
- Enhance user experience with relevant and exciting Ads. Including javascript and other multimedia styles to suit your site.
- MyRates™ We reward affiliates based on their performance, rates start at 60% and top partners can receive up to 90% per click. Our average small-medium website owner receives 80% per click!
- Manage your Ads View real-time detailed statistics and easily control all sites participating in the program
- Get started fast It's free to sign up, no tax details are needed and you can start earning revenue in minutes. You are free to cancel your account at anytime

Veoda runs on bid for placement basis where advertisers bid a certain amount per click to appear in results, affiliates receive a percentage of this bid every time someone clicks on your Veoda Ads. The percentage you receive is based on the MyRates™ system explained below.

### **MyRates Explanation**

Using our MyRates™ system partners who try and show Veoda Ads more often receive higher commissions on clicks. MyRates™ automatically adjusts your commission according to how many times you have shown Veoda ads in the last 30 days. You receive 1 point every time you show any type Veoda ad or search Veoda.

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## **Kanoodle.com**

### ***Advertisers***

Kanoodle has the specialized solutions you need to find the customers you want. They bring together a premier network of the Web's best sites and provide you with four innovative ways to target the right audience. Your campaign is as simple or as detailed as you want it. Reach consumers who are interested in what you offer, and use their tools to schedule, budget and manage your campaigns with complete control and transparency.

### **ContextTarget**

Kanoodle makes it easy for you to place ads on highly respected content sites like MSNBC.com, MarketWatch, USATODAY.com. There's a powerful connection between visitors to sites like these and the sponsored links they show them. They make this space work for you like no one else can.

### **BehaviorTarget**

It doesn't matter where your potential buyers are on the Web - checking the weather, catching up on news, sharing photos - we can put your business in front of people that we know are interested in what you offer. They identify audience "segments" whose online behavior lets us know what type of products and services are on their radar - and they zero in on them with your sponsored links

### **LocalTarget**

Reach local consumers like never before, focusing on cities from coast to coast. Kanoodle's network of Web partners is geared towards specific towns and cities, making it possible to geo-target your audience. Now you have an even better chance of reaching a local audience that is ready to do business with you.

### **KeywordTarget**

When someone uses a search engine to look for what you offer, shouldn't your site be there? Kanoodle will list your site on our Web-wide network of high quality search engines - from our own Kanoodle site and CNET's Search.com, to the InfoSpace properties, including Webcrawler, Dogpile and more.

## ***Publishers***

Partner with Kanoodle. They offer you a full suite of innovative products to help you generate revenue from your site. Use them all, or pick the ones that work for you. They'll give you the content and reports you need.

Use BrightAds and earn revenue for every visitor who comes to your site! We offer a variety of products for you to monetize your site, from sponsored listings for your site or RSS feed, to pops to cookies. Our industry leading programs are simple to implement and generate revenue for your site immediately.

### **BrightAds Content and RSS**

You can place Kanoodle's industry leading sponsored links on your Web site and in your RSS feeds.

### **BrightAds Cookies**

If you don't want to run our listings, but still want to get paid for creating a great site, BrightAds cookies is for you. Add their code to your page, and they'll drop cookies, so when a user visits another site in the Kanoodle network, we can show them ads that will appeal to them. Our advertisers pay us for clicks and we in turn pay you a share.

### **BrightAds Pops**

BrightAds Pops displays the landing page of an advertiser's Web site in a pop-under window. We'll pay you each time a visitor is shown a BrightAds Pop - your visitors don't even need to make a click.

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## **Enhance.com**

### ***Advertisers***

Why Enhance Interactive? Access to Billions of Search Queries

Enhance Interactive delivers traffic that is complimentary to that of the major search engines. Their vast network of select search engines, including InfoSpace, Excite and Earthlink, and over 200,000 vertically-focused Web sites is specifically designed to deliver billions of queries and ROI at value prices.

Enhance Interactive simply delivers more clicks to your Web site for less money. With a low minimum click price of only \$.03, Enhance Interactive offers a tremendous pay-per-click advertising value. It can be quite expensive competing with advertisers with nearly unlimited budgets on the larger search engines.

You can rest easy knowing that you are doing business with a stable and reliable company. Enhance Interactive has been providing pay-per-click advertising services since 1999. They are consistently rated by analysts, media and their own customers as a cost-effective pay-per-click solution that drives ROI. They have industry-leading management and an experienced account management team dedicated to helping you meet your search marketing goals. Learn more about what others are saying about Enhance Interactive [here](#).

Tired of customer support "links" and computerized "self-service" phone systems? At Enhance Interactive we provide all of our customers - big or small - with personalized account care from their experienced account managers. Your account manager will provide you with a direct telephone number and email address to ensure you receive the help and support you deserve.

## ***Publishers***

Join the Enhance Interactive Affiliate Network Today!

Generous Commissions. Our generous commissions are among the best in the industry. Take advantage of our flat rate commission of \$25 per sale and unlimited sales per month.

Enhance Interactive delivers pay-per-click value to Internet advertisers. By joining our affiliate network, you will have a significant opportunity to monetize traffic and make money while promoting a quality pay-per-click advertising company.

Join for Free. There is no cost to join the Enhance Interactive Affiliate Program. Easy Integration. We will provide you with banners, text links, and other promotional tools to attract new users to sign up. We will also provide you with a dedicated affiliate program manager to give you hands on help integrating and promoting the program.

Industry-Leading Tools & Reporting. Enhance Interactive has teamed up with a top Affiliate Network - Commission Junction. Through CJ.com you will enjoy real-time stats, fast and generous payments, 90 return days, and the opportunity to boost your net income.

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## **Quigo.com (Adsonar 3.0)**

### ***Advertisers***

Adsonar will place your ads on premium publisher site pages. Choose placements from their ad placement marketplace. In the next step they also recommend more placements that fit within your budget. There's not much risk in trying many different placements – you only pay when someone actually visits your site and clicks your ad. In their auction based advertising system, you don't pay anything to show your ad on the placements you choose, but you do pay if a visitor clicks on that ad. Bid whatever you are willing to pay for a click on each placement (as long as it's above the minimum bid). You don't even need to be the highest bidder to receive traffic. Control your costs even more with your spending plan and daily budget settings. You choose how much and how often they charge your credit card, and you can cap the amount you spend per day.

You can pay now or later. Your selections and spending preferences are saved, and won't start running your campaign until you're ready to fund your account. To control your spending, after you click "Place my ad now," make sure you are happy with the selections in the "How much do you want to spend" and "Spending Limits" areas of the next page.

How much does it cost? Your ads are placed on the pages, sections, or next to content topics you choose. You pay only when a visitor clicks on the ad. While you can get started with as little as \$100, your total spending depends on how many clicks your ad generates.

You can control your spending by:

- \* Carefully setting your bids on each placement. Your bid is the amount you are willing to pay when a visitor clicks on your ad. If you're not the highest bidder, you can still receive traffic if your ad text is well matched to the placement you've chosen.

- \* Your billing plan – In the "How much do you want to spend" section of the signup page, you can choose to try this program out with an initial amount, be charged on a monthly basis, or have your account recharged every time your balance runs out.

- \* Daily Budget – The strictest spending control will come from your daily budget. In the "Spending limits" area of the signup page, just enter the amount you are willing to spend on this ad campaign per day. Once you receive enough clicks to reach that limit, your ad will stop running until the next day. The daily

budget is a great way to smooth your spending over time, ensuring you don't run out of account funds too quickly.

Where will my ad run? Where your ad is shown depends on what type of placement you choose. Most of the placements in the marketplace are specific pages or sections. If you ask to recommend more placements for you, they might suggest you bid on any of these types of placements:

- \* Pages – Your ad will show on a specific site page you select.
- \* Sections - Your ad could appear on any of the pages within one section of one site.
- \* Topics - Your ad could appear on any page that has content related to the topic you choose.
- \* Newsletters - Place your ad directly on an e-mail newsletter.
- \* RSS Feeds - Target your ad to a publisher's RSS feed.

Do I need to be the highest bidder? No! You should bid what you are willing to pay per click for each placement. While being the highest bidder does increase the chances that your ad will be shown, they also take into account how well your ad performs when deciding which ad to display on a particular site page.

If you don't want to bid too high, you can try to increase your ad's performance by:

- \* Providing relevant titles and descriptions: Tailor your creative to the selected placements. Where applicable, place the name of a placement in your creative.
- \* Shorten your creative: Make your message short and to the point. Place the most important information at the beginning of your title and description.
- \* Keep your creative fresh: Update your ad creative at least once per month to keep viewers engaged.

What is content-targeted advertising? Simply put, it is advertising that is relevant to the theme or content of a Web page. Content-targeted advertising generates more awareness and clicks because it is related to what the user is reading on the page.

What is AdSonar for Advertisers? AdSonar is a content-targeted advertising network of the web's best sites. Their technology connects publishers and advertisers through an auction-based, pay-per-click marketing platform. AdSonar enables cost-per-click advertising on best-in-breed publisher sites, and arms advertisers with the ability to find their target markets within those sites. With content targeted or site-specific placements, AdSonar gives advertisers the tools to convert an interested, captive audience into customers. What's more, advertisers can see where their ads will run – usually on the best, most popular sites in their category.

Why should I buy AdSonar ad listings? To generate more highly qualified leads. AdSonar for Advertisers allows you to reach consumers while they are engaged with the topic related to your product or service. AdSonar's matching system guarantees that the right audience sees your message. Why are AdSonar listings any different than other content-targeted programs?

Two Simple Reasons:

- \* Relevancy: AdSonar has the one of the most accurate matching technologies in the industry.

- \* Simplicity: AdSonar does the work of discovering topics; making the creation of ads an easy and simple three-step process.

AdSonar combines superior relevancy matching and listings control with a vast and comprehensive Publishing community. In addition to category matching, AdSonar uses patent-pending technology to place your listings beside the most relevant content.

AdSonar simplifies the advertisement creation process while giving you superior control of where to place your listings and how they appear. AdSonar also supports "budget capping," and AdSonar's technology eliminates the process of defining keywords by suggesting topics for your ad.

Where do AdSonar listings appear?

AdSonar listings appear on content sites that were carefully screened by their editors to have robust, unique and quality content offerings, related to the topics that you choose. We ensure that we have Publisher sites to fit your messaging.

AdSonar uses technology that assesses the relevancy of the ad listing to the target content and then arranges placement based on a combination of factors such as relevancy, the bid amount submitted for the topic & the click-through rate of the ad listing on the targeted content.

What types of ad placements can I bid on through AdSonar? AdSonar has two types of ad placements available for bidding: Contextual Placement and PageMatch, which allow you to bid to appear in ad units on specific, highly trafficked pages. Because PageMatch topics allow for placement on premium pages, the minimum bids tend to be a bit higher than the minimum bids on contextual topics.

Is there a minimum bid for AdSonar listings? The minimum bid for AdSonar varies by topic. In general, the minimum for contextual topics is in the \$.20 to \$.50 range. The minimum for PageMatch topics is in the range of \$.65 to \$2.00.

**As with all sites listed in this reference guide,  
please see website for complete details**



## **Searchfeed.com**

### ***Advertisers***

Advertising with Searchfeed.com provides a level of personal service every online advertiser deserves, extending an ad campaign to its fullest potential. Searchfeed.com offers exposure to millions of unique visitors each day on a cost-per-click basis, determined by the advertiser. By only establishing partnerships with Web properties that operate in accordance with industry acceptable standards, keyword buys deliver the strongest Return On Investment (ROI).

To ensure the highest quality of user traffic delivered to the advertisers, Searchfeed.com utilizes the proprietary TrafficAnalystSM system. TrafficAnalystSM, a servicemark of Searchfeed.com, is used to determine a quality ranking of user traffic directed from at least one traffic-generating Web site to a traffic-receiving Web site.

Searchfeed.com offers unique campaigns for advertisers of all types and sizes and can support advertiser listings for countries in various world markets. It is important to select a program that best describes your organization's advertising needs:

#### Emerging Businesses

Web sites seeking maximum exposure with a limited advertising budget

#### National Accounts

Established businesses looking to increase Web exposure and improve ROI

#### Media Agencies

Media companies who currently manage several different businesses' advertising accounts

### ***Publishers***

By partnering with Searchfeed.com, Webmasters enhance site content while earning additional revenue from existing Web traffic. Through the integration of paid keyword content, visitors gain access to more relevant information about an area of interest, increasing usability and overall 'stickiness' of a partner's site.

Searchfeed.com's ad technology is deployed through both search and content channel integration, helping to monetize Internet traffic more effectively while maintaining the existing look and feel of a partner's site.

Though Searchfeed.com is partnered with many leading Web properties, the importance of each individual partnership is recognized as each site contributes to the overall distribution network. In order to achieve the most value, please select the appropriate program from the list below:

#### Affiliate Partnership

Webmasters with limited programming resources who are looking to add search capability and/or content channels to a new or emerging Web site.

#### Private Label Feed (PLF)

Publishers of an established Web site or network of sites, interested in various integration methods, such as XML, JavaScript or Text, which will compliment existing content.

#### Referral Partners

Webmasters who wish to refer new advertisers and/or affiliates to Searchfeed.com through the use of banners and text links.

#### Media Agencies

Media companies looking to manage several businesses' advertising campaigns under one centralized unit.

Revenue potential. As a partner of Searchfeed.com, Webmasters have multiple opportunities to earn extra revenue through their Web sites. With our two-tiered revenue model, based on clicks and referrals, partners achieve high percentages and receive timely payouts, which is the main ingredient in maintaining successful relationships.

Searchfeed.com commission and payment values:

Sign up fee	\$0.00
Percentage of click revenue	35%-50%*
Commission for referring advertisers	5%-7%*
Commission for referring partners	2%-5%*
Minimum account balance for payment issue	\$25
Payout date	On or around the 20th of each month
Payment options	PayPal, Corporate Check, Wire Transfer**

\*Based on traffic levels

\*\*Wire transfer available upon request for larger accounts

For partners who wish to refer new advertisers and/or partners to Searchfeed.com from their Web site, there are various banners available.

**As with all sites listed in this reference guide, please see website for complete details**



## VibrantMedia.com – IntelliTXT & SmartAD

### **Advertisers**

IntelliTXT - User-initiated in-text advertising offering you the unique opportunity to engage your customers within the text of web content.

- The leading in-text advertising solution
- 100% user-initiated online advertisements
- Rich Media enabled (i.e.. Movie Trailers, Music Videos, Commercials)
- Cuts through advertising clutter and avoids banner blindness
- Works across all content categories.

### Words Engage

IntelliTXT enables every word to be an opportunity for advertisers to communicate with their customers. By drawing a connection between your advertising message and words relevant to your products, IntelliTXT will capture a user's attention and engage them with your brands.

### Always on IntelliTXT

Which words are relevant to your brands? Advertisers can now [own words](#) across the internet and rotate campaign initiatives, 24/7, 365 days a year.

### 100% User-driven

Engage with your customers on their terms, only when they are interested. Deliver a user-initiated movie preview, music video, or commercial through IntelliTXT VIDEO.

### In-Text Placement

Cut through the online advertising clutter through in-text placement. By putting your advertising directly inside the content, IntelliTXT eliminates the risk of banner blindness and maximizes the impact of your advertising.

SmartAD uses contextual display advertising to help you communicate your message at the right time and place

- Precise audience and contextual targeting
- Deliver MPUs, Skyscrapers, and Banners along side relevant content
- Combines website demographics and contextual targeting for complete ad relevancy



## Relevancy

SmartAD uses the IntelliTXT technology to read the page and deliver relevant display advertising alongside the content.

## Big Brand Impact

SmartAD is delivered through MPUs, skyscrapers and other high impact IAB approved media placements.

## Maximize Relevancy, Minimize Waste

Minimize wasted impressions by reaching users while they are actively reading content relevant to your products and services.

## **Publishers**

### IntelliTXT - User-initiated in-text advertising

Is your Website delivering more than 500,000 page views of text based content a month? We work closely with advertisers to plan and optimize their IntelliTXT media campaigns, allowing us to expand your website's advertising real estate with relevant in-text media placements.

### Advertising Revenue

IntelliTXT advertising campaigns will increase your advertising revenue without adding more clutter, allowing you to expand advertising real estate with relevant in-text placements.

### Positive User Experience

A user must mouse-over an IntelliTXT word to view a relevant advertisement. IntelliTXT is a 100% User-Driven Advertising Experience.

### Easy Implementation

As simple as running a banner campaign, IntelliTXT campaigns are easy to implement. If your site qualifies IntelliTXT campaigns can be live with in one business day.

### Guidelines and Standards

As the in-text advertising leaders, our guidelines and standards ensure that IntelliTXT is delivered responsibly.

## **Does your site qualify for IntelliTXT?**

Text based content is defined as a page containing more than 50 words. Your website must receive a minimum of 500,000 page views to qualify for IntelliTXT.

We are currently planning IntelliTXT and SmartAD advertising campaigns in the following countries/regions: USA, UK, Canada, France, Sweden, Italy, Germany, Japan, Denmark, Belgium, and the Netherlands. If the majority of your traffic/unique user base resides outside of these countries/regions, please check back in with us in 6 months to a year.

SmartAD a publisher-side solution that enables you to earn the most from your current advertising inventory

- \* Delivers incremental display advertising revenue
- \* Back fills ad real-estate with high quality relevant advertisers to help balance inventory
- \* Vibrant Media's brand remains completely invisible
- \* Easy to deploy and access to 24-7 reporting
- \* Automates analysis and categorization of content to determine contextually appropriate advertising message

Delivers Incremental Display Advertising Revenue.

Balance inventory and generate meaningful revenue from even the deepest content.

Vibrant Media's Brand Remains Completely Invisible.

Vibrant Media's Technology reads and understands the page with no evidence to the user.

Back Fills Existing Real-Estate.

Back fills IAB approved ad real-estate with high quality relevant advertisers to help balance inventory.

Easy & Convenient.

Easy to deploy and access to 24-7 reporting.

### **Does your site qualify for SmartAD?**

To join Vibrant Media's SmartAD Publisher Program your website must:

- Receive more than 500,000 page impressions per month
- Use English as the primary language
- Contain content across the following categories – Computing & IT, General News, Business, Small Business
- Have a demographic user profile as follows: C-level, IT professional, developer, business decision maker and technology consumer/enthusiast

**As with all sites listed in this reference guide,  
please see website for complete details**



## **Nixxie.com**

### ***Advertisers***

Nixxie technology allows you to target consumers in the context of the page they are surfing. Advertising with Nixxie gains your website visibility in the most relevant position possible on our partners' websites. We call this Contextual Advertising.

Nixxie has built a network delivering high quality leads derived from a previously untapped marketplace. Contextual advertising is expected to be the largest growing application and key driving force behind the pay-per-click advertising in 2005.

Give your business the advantage in this new marketplace through Nixxie. We are pioneers of contextual advertising and committed to producing the highest quality leads for your business.

What does advertising on the Nixxie network do for you?

- Generates highly targeted leads for your business.
- Lets you control exactly how much you pay per click.
- Puts your advertisement in the most relevant context possible.
- Gives you full 24/7 access to all of your campaigns.
- Gives you the ability to maximise best possible Return on Investment (ROI).
- Gets you closer to the point of purchase.
- Simple, easy to manage and very fast to set up.

Nixxie doesn't just deliver leads, but educated users who were already in the context of buying your product.

### ***Publishers***

Nixxie's partnership solution uses intelligent technology that can read and understand the content of your websites pages. By doing so, Nixxie delivers advertising that is most relevant to the content of your web pages.

Increase your website's revenues by providing your users with relevant and revenue generative advertising. Nixxie's technology automatically delivers

the most appropriate sponsored links, price comparison and auctions listings which are matched to the content of each of your website pages.

Through our partnerships with Overture, Miva, ThomsonLocal, Kanoodle, Kelkoo and Shopping.com, Nixxie offers one of largest advertiser databases on the Internet featuring big high street brands to local niche products and services. Nixxie is fast and easy to implement. Nixxie enhances user experience by displaying only relevant ads in your ad slots. We have a variety of unbranded implementation options tailor made to suit your website's look and feel.

We geo-target listings to deliver the most appropriate listings to your users based on their location.

You earn revenues every time a visitor clicks on Nixxie's contextual listings. We guarantee superior customer service and timely payments.

**As with all sites listed in this reference guide,  
please see website for complete details**



## **Valueclickmedia.com**

### ***Advertisers***

#### Brand Marketing Solutions

Generate significant lift in key brand metrics from all forms of display advertising, including Roadblocks, rich media and video. ValueClick Media enables you to influence consumer behavior and brand perceptions through our extensive reach, high level of customization, network transparency and ad effectiveness research.

#### The ValueClick Media Difference

- Transparent, quality network reaching over two-thirds of internet users
- Flexible ad formats, including video and rich media
- Premium inventory, including Roadblocks, individual site sponsorships, homepage and gateway sponsorships, and micro-sites
- Behavioral Targeting as well as demographic and psychographic segmentation capabilities
- Sophisticated ad effectiveness studies measuring attitudinal impact
- Comprehensive campaign management and reporting

#### Direct Marketing Solutions

Generate leads and sales through ValueClick Media's display advertising and lead generation solutions. Our extensive reach, industry-leading optimization technology and direct response expertise will result in increased scale and performance for your campaigns.

Drive actions utilizing all standard display advertising and rich media formats to achieve your direct response objectives.

Generate leads through a variety of registration methods using our advanced lead generation technology.

## ***Publishers***

Join ValueClick Media, the best advertising network partner for publishers, and benefit from the following:

### **Maximum Revenue**

Our commitment is to helping you earn the maximum yield for your display and registration path inventory by giving you expert tools to earn the highest payouts and effective CPMs possible.

### **Quality Advertisers**

Our experienced national advertising sales team consistently generates high quality, high performing campaigns from recognizable brand advertisers, giving you the benefit of a top-notch sales force selling your inventory.

### **Advanced Technology**

Our advanced user interfaces, optimization technology and reporting systems give you all the controls needed to ensure that you earn the highest revenue possible.

### **Superior Support**

Our experienced publisher support team is well known throughout the industry for providing consultative services that increase your earnings and performance, in addition to all general customer service and account maintenance inquiries.

## **Display Advertising**

We have assembled everything you need to be successful at monetizing your display advertising inventory.

Representing more than 13,500 quality sites on both an exclusive and non-exclusive basis, the ValueClick Media display advertising platform allows publishers to earn revenue from every standard banner format, as well as pop-unders, rich media and video.

Hundreds of quality advertisers, industry-leading default management solutions and advanced optimization technology result in ValueClick Media's ability to maintain competitive eCPMs and the highest fill rate for your available inventory.

## ***Lead Generation***

ValueClick Media is one of the most mature and reputable lead generation platforms. We provide our publishers with the campaigns, payouts, tools and support to maximize yield on registration paths, web sites and e-mail lists. The

breadth of offers and formats available through our extensive marketplace translates into multiple earning opportunities - with the efficiency and innovation only offered by ValueClick Media.

The ValueClick Media Difference

- Best in breed interface
- Highest payouts
- Guaranteed on-time payouts
- Direct deposit
- Hundreds of offers, including top brands
- Multiple ad formats and exclusive offers
- Pixel in Pixel compatibility
- Tested performance and high EPCs
- Dedicated Affiliate Managers
- Registration path technology

### ***Innovative User Interface***

Our dynamic lead generation marketplace is designed with the needs of our publisher partners in mind – allowing you to search and filter by category, new offers, e-mail creative and the offers we represent exclusively. From a single interface, ValueClick Media publishers have access to every type of lead generation offer, including co-registration, cost-per-acquisition, cost-per-sale and promotional offers.

Our flexible reporting tool allows you to look at data how you want to see it. High level reports provide snapshots on revenue and daily performance enabling you to spot trends on yield and successfully drive your business. We also offer transactional extracts and detailed subID reporting, which can be used to update your own internal reporting and financial systems.

**As with all sites listed in this reference guide,  
please see website for complete details**



## **Contextweb.com**

### ***Advertisers***

ContextWeb provides the most efficient and highly targeted methods for increasing online ad campaign performance. The company's technology enables advertisers to enjoy substantially higher conversions, leading to sales. This kind of precision targeting enables advertisers to better manage budgets by reducing waste and reallocating portions of their ad spend to other areas that will support customer and revenue growth. Read below for more information on our product offerings:

#### **Agencies**

##### **ContextSegments**

ContextWeb provides the most efficient and highly targeted methods for increasing online ad campaign performance. The company's technology enables advertisers to enjoy substantially higher conversions, leading to sales. This kind of precision targeting enables advertisers to better manage budgets by reducing waste and reallocating portions of their ad spend to other areas that will support customer and revenue growth. Through ContextAd, advertisers can choose to buy on either a CPM or CPC.

##### **ContextProfile**

ContextWeb provides the most efficient and highly targeted methods for increasing online ad campaign performance. The company's technology enables advertisers to enjoy substantially higher conversions, leading to sales. This kind of precision targeting enables advertisers to better manage budgets by reducing waste and reallocating portions of their ad spend to other areas that will support customer and revenue growth. Through ContextAd, advertisers can choose to buy on either a CPM or CPC.

##### **ContextWeb's Network for Advertisers**

ContextWeb's Network for Advertisers is a solution for both brand advertisers and direct marketers that provides the ability to contextually target graphical ads to page specific content. Run across any of our over 300 content categories.

##### **Self-Serve**

##### **ContextWeb's Network for Advertisers PPC**

ContextWeb provides the most efficient and highly targeted methods for increasing online ad campaign performance. The company's technology enables advertisers to enjoy substantially higher conversions, leading to sales. This kind of precision targeting enables advertisers to better manage budgets by reducing waste and reallocating portions of their ad spend to other areas that will support



customer and revenue growth. Through ContextAd, advertisers can choose to buy on either a CPM or CPC.

## ***Publishers***

ContextWeb's technology, ContextAd, provides a dramatic increase in click throughs, resulting in higher effective CPMs for publishers. Matching the most appropriate advertisers to page specific content translates to the ability to better manage and sell inventory. ContextWeb works with publishers in a variety of ways. Read below for more information on our product offerings:

### ContextWeb's Network for Publishers

ContextWeb's Network for Publishers provides publishers with a simple yet incredibly effective way to maximize their inventory by offering content-matched text ads. This allows publishers to enhance the value for their users and advertisers, while increasing their CPM.

### White Label

ContextWeb's White Label product is designed for publishers that serve a minimum of 10 million impressions per month. The product allows publishers to sell their own text ads on a site-specific basis.

More relevant ads mean more ad revenues.

ContextWeb's Network for Publishers uses ContextAd, a proprietary, patent pending technology that allows for content to be matched with the most appropriate advertiser within 20 milliseconds. This real-time technology provides a dramatic increase in click throughs, resulting in higher effective CPMs and the ability to better manage and sell inventory.

ContextAd assigns a definition to each web page in our network in real-time which means that it can be used with dynamic content. As a result, the advertiser can show the most relevant ads on all your web pages, enhancing the value for their users and advertisers, while increasing your CPM.

In addition, this technology's unique ability to bridge keyword and category targeting means it can access new inventory that publishers can offer advertisers, creating entirely new revenue streams. These factors represent critical competitive and economic differentiators in the rapidly evolving contextual advertising category.

### Why use ContextWeb's Network for Publishers?

ContextAd uses our patent pending technology to connect content, ads, and users. Our system scans the content of a web page, calls our database of advertisers and can serve an ad, all in as little as 20 milliseconds. This means that when a potential customer is reading an article on your Web site, ads will be

served based on the content of that page. This is unlike older spidering technologies that are not be able to serve a relevant ad because they lack real-time targeting capabilities. Now Publishers with dynamic content can make the most relevant match using ContextAd.

#### Serve Ads in Real-Time

ContextWeb's Network for Publishers allows content to be matched to relevant ads in as little as 20 milliseconds. This real-time technology means content can be dynamic and the ads that get served will still match.

#### Utilize Categories and Keywords for Matching

Our patent-pending technology goes beyond searching for a single keyword. It indexes the publisher's page with the category and multiple keywords without the delay of time consuming hand coding. This unique combination of category and keywords delivers more value to the advertiser and therefore a higher CPM for the publisher.

#### Increase Inventory

ContextAd creates keyword and category inventory across content, solving an inventory shortage that exists on search keywords.

#### Create New Revenue Streams

We offers publishers the ability to create new revenue streams by adding contextual ad units on their site. ContextAd uses a revenue ranking system that rewards the best performing ads with more volume. This means that the targeted ads that are rotated across the publisher's Web site are optimized based on relevance, performance, and price, so they produce as much revenue as possible. When ads are more relevant, more users will be interested in them and will click on them more often - earning more money for you.

#### Customize the Look and Feel of the Ads on Your Web Page

The publisher has the ability to control the various colors of the creative units on their web pages. Customize ads by text color, title color, background color and the border color. This can all be easily accomplished through the online portal for publishers.

#### Access Online Reports 24/7

Once a publisher starts to use ContextAd they will have access to continually updated revenue reporting. Our system tracks ad performance and provides detailed reporting on page impressions, number of clicks, click through rates and overall revenue results.

#### ContextAd's R.O.C.K. Methodology

##### Real-time

ContextAd uses our patent-pending technology to connect content, ads, and users. Our system scans the content of a web page, calls our database of

advertisers and can serve an ad, all in as little as 20 milliseconds. This means that when a potential customer is reading an article on a publisher's Web site, ads will be served based on the content of that page. This is unlike older spidering technologies that are not able to serve a relevant ad because they lack real-time targeting capabilities. Now publishers with dynamic content can make the most relevant match using ContextAd.

#### Optimization

ContextAd optimizes the best performing ads in real-time. Serving only the most relevant advertisements creates the highest CPM for publishers.

#### Categories & Keywords

ContextAd goes beyond searching for a single keyword. It indexes the publisher's page with the category and multiple keywords without the delay of time consuming hand coding. This unique combination of category and keywords delivers more value to the advertiser and therefore a higher CPM for the publisher.

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please see website for complete details**



## **Kontera.com**

### ***Advertisers***

What are ContentLinks™?

ContentLinks™ are keywords contextually relevant to each advertiser discovered in real-time on a web page from one of Kontera's hundreds of online publishers which are automatically linked with the advertiser's most relevant text ad. By mousing-over your linked keyword, a prospective customer can see your text ad complete with logo or other graphic element.

What is the ContentLink™ Ad Center?

The ContentLink Ad Center is your advertisers interface for managing your In-Text Advertising campaigns. The ContentLink™ Ad Center is a self-service bidding for placement solution which gives advertisers complete control of their In-Text Advertising campaigns, just like other pay-per-click advertising programs. Now advertisers can go live with an In-Text campaign in hours and can update placement bids, keywords, creative, ad type or images instantly whenever, wherever.

What ContentLink™ can do for you?

Only 5% of the time online is spent conducting a Search. Kontera's ContentLink™ In-Text Advertising solution lets you reach your customers the other 95% of the time, while they are reading and reviewing contextually relevant content online. ContentLink™ ensures the highest relevancy of the keywords to your ads, providing you with a better ROI than with other advertising vehicles.

The ContentLink™ advantage:

At the core of Kontera's patent-pending technology are a set of proprietary algorithms that enable advertisers to maximize their ROI because of greater relevancy between ad message, content and the reader's frame of mind. Kontera's platform, optimized and proven running hundreds of In-Text Advertising campaigns over the last seven years, facilitates the analysis of each web page in real-time. Keywords and topics are then extracted and ranked, and then instantly matching to the advertiser's most relevant text ad. The greater relevancy between the content, keyword and text ad made possible by Kontera's proven technology increases the advertiser's ROI. The ContentLink™ Ad Center provides advertisers with an easy-to-use interface to capitalize on Kontera's ContentLink™ technology in order to maximize your ROI.

ContentLink™ provides:

- \* Better Relevancy Delivering an Improved ROI – Kontera’s advanced technology guarantees the highest degree of relevancy between content, keywords and your ads. That’s why ContentLink™ gives your ads better conversion rates, improving your ROI.

- \* An Informational User Experience – The cognitive association between the key word and your ad improves the click-through and conversion rates in your ContentLink™ keyword link

- \* Complete Campaign Control – The ContentLink™ Ad Center is the first In-Text Advertising self-service bidding system which gives you complete control to start, stop, and update your campaign or bidding whenever and wherever you want.

- \* Branding with Logos and/or Images – The ContentLink™ Ad Center lets you add a logo, image or other graphic element which is seen whenever the reader mouses-over your keyword link.

- \* Cost Per Click Accountability – Even when a reader mouses over your keyword link and is exposed to your brand, you still only pay when a customer actually clicks on your ad. To change your placement, change your bid for placement just like you do with other PPC ad programs.

- \* More Characters than other Pay-Per-Click Ad programs – More Characters than other Pay-Per-Click Ad programs – Tired of the headaches you get trying to fit your sales message into PPC text ad? ContentLink™ Ad Center gives you more characters for your ad than ANY leading PPC ad program.

- \* As Easy as any Pay-Per-Click Ad Program – Update your In-Text Advertising campaigns or placement bids in minutes with ContentLink™ Ad Center’s user-friendly management interface. And if you have questions, Kontera’s customer support teams are standing by to help you.

- \* Keyword Suggestion Tool – The ContentLink™ Ad Center includes a sophisticated keyword suggestion tool purpose built for optimizing In-Text Advertising campaigns based on seven years experience serving thousands of campaigns on hundreds of websites.

- \* Conversion Tracking and Reporting – See results in real-time through the ContentLink™ Ad Center interface which lets you update campaigns on the fly and present results across a range of variables.

\* Advanced Auto-Optimization and Geo-Targeting – Kontera’s technology enables campaign auto-optimization of keywords to content to improve your campaign results as the system ‘learns’ your marketing needs. International Geo-Targeting further improves your relevancy and in turn, your results.

## ***Publishers***

What are ContentLinks™?

ContentLink™s are contextually relevant keywords discovered in real time on a publisher’s web page that are automatically turned into a link to the most relevant and highest paying text ad from one of Kontera’s thousands of advertisers.

What ContentLink™ can do for you?

Kontera’s ContentLink™ In-Text Advertising solution lets you monetize your content in real-time, enabling an incremental increase in ad revenue by providing a new source of untapped ad inventory that does not compete with the other ad programs running on the site. ContentLink™ also creates a valuable user experience by serving relevant and informational ads that match the user’s interest and frame of mind.

The ContentLink™ advantage:

At the core of Kontera’s patent-pending technology are a set of proprietary algorithms that enable publishers to maximize their revenue and earn higher Click Through Rates. Statistical text analysis and clustering methodologies are used, combined with semantic analysis procedures that utilize a proprietary taxonomy of subjects, keywords, and unique relationships between them. Kontera’s platform, optimized and proven on thousands of web pages over the last seven years, facilitates the analysis of each web page in real-time. Keywords and topics are then extracted and ranked, and then instantly matching to the advertiser’s most relevant text ad. The greater relevancy between the content, keyword and text ad made possible by Kontera’s proven technology increase the publisher’s revenue.

ContentLink™ provides :

\* Increased Incremental Revenue – ContentLink™ maximizes your advertising revenue by running In-Text Advertising alongside your existing banner, text, or other ad units, thereby providing you with a new revenue stream from the content within your site.

\* Untapped Sources of Ad Inventory – Because In-Text Advertising creates a new type of advertising real estate from within the content of your own website, the revenue opportunities are nearly limitless.

\* High Click-Through Rates (CTR) – Kontera’s proprietary technology serves the most relevant In-Text keyword advertising, and therefore generates higher

CTR's than most other contextual advertising vehicles, translating into more revenue for you.

- \* Instant Implementation – Kontera's user-friendly solution will have you up-and-running in minutes. All you need to do is place Kontera's JavaScript tag on your site pages.

- \* Positive User Experiences - Not only is the ContentLink™ superior in its contextual relevance, the ad itself only appears when the user mouses-over the ContentLink™, and does not automatically invade the user's experience. The user choose whether to interact with the ContentLink™ or to ignore it altogether. Further, it only contains either a relevant ad or an internal link to another relevant page within your site or network of sites. ContentLink™ provides users with relevant information when they are most interested and receptive to receive it.

- \* Editorial Integrity – Since ContentLinks™ are added dynamically, in real-time, only after the text on the site has been loaded, you retain complete control over your web content. No text is compromised, and there is no interruption of the speed of page-loading. The ultimate integrity of your editorial content and your users' experience is therefore maintained.

- \* Content Monetization – Whether your content includes articles, user-generated postings, product reviews, blogs, or social networking sites, Kontera's dynamic contextual analysis lets you serve ContentLinks™ as soon as new and relevant content is posted.

- \* Publisher Control & Customization – You control the number of ContentLinks™ which appear on your content, the color of the link, its placement, its look and feel the way the window opens once a prospect clicks, as well as , competitors' filtering, keyword filtering, etc..

- \* 24/7 Customer Service – Your dedicated Kontera account manager will provide real-time support 24/7 to answer your questions and make sure that your revenue is optimized. Kontera's professional customer service teams work with you to ensure that your ContentLink™ In-Text advertising is a commercial and editorial success.

- \* Online Reporting – Kontera's technology platform provides an online interface for watching your money. See how much revenue you are generating on a daily basis!

- \* New Publisher Value-Added Functionality – Kontera offers new features to increase user time spent, stickiness and in turn, your revenue:

  - o Intra-Site Links – Increase website stickiness by offering intra-site links to contextually relevant content on your website

o 3rd Party Information Links – Add user value by offering links to external information including dictionaries, encyclopedias and more

ContentLink™ Private Label Publisher Solutions:

Looking to increase your advertising revenue? Kontera enables leading publishers to take control of their advertising operations and increase their ad revenue with our comprehensive advertising management solution. [Click Here](#) to read more about ContentLink™ Private Label Publishers Solutions

**As with all sites listed in this reference guide,  
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