



Advertiser Media Kit

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Advertising With AdOn Network

AdOn Network® is a leader in providing innovative keyword-targeted advertising solutions, featuring site-specific ROI tracking along with behavioral and contextual targeting options to equip you with a powerful set of performance-based tools to maximize your revenues.

Control Your Budget

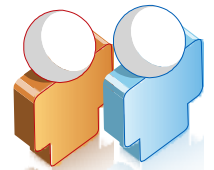
No Contracts, No Minimums, Auction-Based Pricing and Spending Caps

Optimize Your Campaigns

Select Only the Best-Performing Traffic Sources

Expand Your Reach

Quality Traffic from Both US and International Sources



Campaign Flexibility

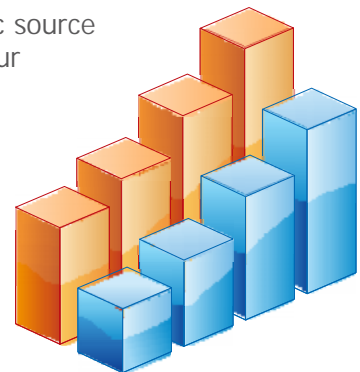
- Banner Ads
- Pop-Under Ads
- Search Listing Ads
- Mobile Ads

Multiple Targeting Options

- Contextual
- Post Contextual
- Retargeting
- Geo (US and International traffic)

Measure Your Results

AdOn Network enables you to track your results by traffic source and keyword. We also give you the ability to optimize your campaigns by choosing only the best-performing traffic sources to maximize your ROI!



Banner Ads

AdOn Network Banner Ads are available in a variety of IAB-standard sizes and multiple formats including Text, Graphic Image, Rich Media and Graphic Redirect Banners.

Banner Ad Overview

Minimum Bid Price	Keyword-Targeted: \$.0005 (\$0.50 CPM) Run of Network: \$.0005 (\$0.50 CPM)
Advertiser Pays	Per-View (Impression)
Ad Location	Premium Ad Spaces on Publisher Websites
Ad Sizes	468x60 (Full Banner) 234x60 (Half Banner) 728x90 (Leaderboard) 300x250 (Medium Rectangle) 250x250 (Square) 120x240 (Vertical Banner) 180x150 (Rectangle) 240x400 (Vertical Rectangle) 120x600 (Skyscraper) 160x600 (Wide Skyscraper) 300x600 (Half Page)
Ad Formats	Text Graphic Image (GIF or JPG, 50k max file size) Graphic Redirect (JavaScript, HTML, iFrame...) Rich Media (Flash) Expandable Banners (Flash)



Pop-Under Ads

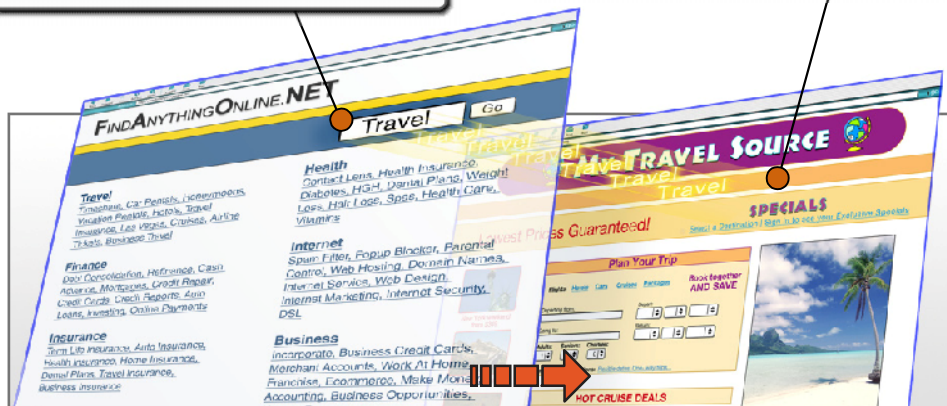
AdOn Network Pop-Under Ads combine the keyword-targeting of CPC (Cost-Per-Click) advertising and the cost-effectiveness of CPM (Cost per Thousand) advertising. Pop-Under Ads are available in multiple formats including Landing Page, Graphic Image, Rich Media and Graphic Redirect Pop-Unders.

Pop-Under Ad Overview

Minimum Bid Price	Keyword-Targeted: \$.005 (\$5.00 CPM) Run of Network: \$.003 (\$3.00 CPM)
Advertiser Pays	Per-View (Impression)
Ad Location	New Browser Window (Pop-Under)
Ad Sizes	800x600 Full-Page Pop-Under (Landing Page) 720x300 (Graphic Image)
Ad Formats	Landing Page Graphic Image (GIF or JPG, 50k max file size) Graphic Redirect (JavaScript, HTML, iFrame...) Rich Media (Flash)

Consumer enters 'Travel' in search box or clicks on the 'Travel' category

The search for 'Travel' triggers your Pop-Under Ad in a new browser window



Search Listing Ads

AdOn Network Search Listing or Cost-Per-Click (CPC) Ads are paid-search text ads that appear in search results listings. Search Listing Ads include a title, description, your click-through URL (URL to the landing page or Website that your ad links to) and a display URL (URL that is displayed in the ad).

Search Listing Ad Overview

Minimum Bid Price	Keyword-Targeted: \$.05 Run of Network: \$.01
Advertiser Pays	Per-Click
Ad Location	Sponsored Search Results
Ad Format	Text Ad

Sponsored Search Listings

The screenshot shows search results for the keyword 'travel'. At the top, a callout box labeled 'Sponsored Search Listings' points to two blue rectangular areas at the top of the search results, which represent sponsored ads. Below these are organic search results with titles and descriptions.

Web Results 1 - 10 of about 49,500,000 for travel [delimiting] (0.12 seconds)

Travel [Airfares, hotels, vacations, cruises, car rentals and more ...](#)
Offers a variety of **travel** services, including fare finder, hotel and car rental information, reservations, and destination information.
[www.travelocity.com/](#) - 92k -

Cheap airline tickets, hotels, reviews, cars, cruises and ...
Travel is a comprehensive online **travel** destination, where you can reserve cheap ... Travel has competitive prices on everything from airfare to lodging, ...
[travel.yahoo.com/](#) - 86k -

Expedia Travel [- discount airfare, flights, hotels, cars ...](#)
Expedia.com is the premier online **travel** planning and flight-booking site. Purchase airline tickets online, find vacation packages, and make hotel and car ...
[www.expedia.com/](#) - 44k -

Travel [- Guides and Deals for Hotels, Restaurants and Vacations ...](#)
Expert **travel** advice for destinations around the world from The New York Times, including hotel, restaurant, and vacation tips and deals.
[www.nytimes.com/pages/travel/index.html](#) -

Orbitz [Cheap Travel, Flights, Hotels, Vacations, Car Rentals, Cruises](#)
The faster, easier way to find hotels, airline tickets, vacation packages, **travel** deals, car rentals and cruises. Compare and save at ORBITZ.
[www.orbitz.com/](#) -

CNN.com - Travel
Powered by Yahoo! Search. **Travel** News. No passport, no problem ... TRAVEL SNAPSHOTS. Today: Seville, Spain. Send us your snapshots ...
[www.cnn.com/TRAVEL/](#) - 39k - Jan 27, 2007 -

Travel Channel [- Vacation ideas, travel guides, videos, photos ...](#)
Find out about our shows, watch video, visit destination guides, read and write travelers' reviews, find event listings and get expert vacation advice.
[travel.discovery.com/](#) - 43k - Jan 27, 2007 -

Mobile Ads

Take advantage of the emerging mobile platform to reach your target audience. AdOn Network mobile advertising is available in multiple formats and pricing models. AdOn Network's mobile advertising platform offers full-service and self-service solutions designed to meet a full spectrum of marketing objectives – both brand and direct-response advertisers.

Mobile Ad Overview

Minimum Bid Price	Contact your AdOn Network Representative
Advertiser Pays	Varies depending on campaign and ad type (CPC, CPM)
Ad Location	Mobile Phone Screen
Ad Sizes	Varies depending on campaign and ad type
Ad Formats	Text Messaging Multimedia Messaging Banner Ads Video Downloadable Applications
Targeting	Geo Demographic Daypart Handset Channels Carrier



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