



Monetize Your Traffic with AdOn Network

▶ Multiple Ad Sizes & Formats

▶ U.S. and International Traffic

▶ Over 700 Advertisers

Publisher Media Kit

866.258.9245 | BizDev@AdOnNetwork.com | www.AdOnNetwork.com

Features and Benefits

AdOn Network's Publisher advertising solutions enable you to monetize your traffic offering variety ad formats and sizes. Contact us today to sign up and maximize your advertising revenue!

Turnkey Solution

- Create your own ad tags and add them to your site with minimal effort
- Daily traffic analysis and reporting
- No Contracts



Multiple Ad Formats

- Banner Ads
- Pop-Under Ads
- Full-Page Ads
- Search Listing Ads
- In-Text Ads

Customize Your Options

- Choose category-specific or run-of-network advertisers
- Exclude advertisers you don't want

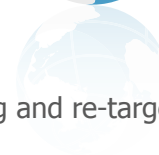
Network Features

- US and International traffic
- Over 700 advertisers spanning 80+ categories
- Dedicated account representative



Multiple Targeting Options

- Expand your ad inventory with behavioral targeting and re-targeting
- Geo-Targeting
- Contextual keyword targeting



Banner Ads

AdOn Network Banner Ads are available in a variety of IAB standard sizes and formats. All banner ads are priced on a Cost-Per-View basis, or CPV which means that you earn money each time an ad is viewed.

Banner Ad Overview

Publisher Paid*	Per-View (Impression)
Ad Location	Premium Ad Spaces on Publisher's Website
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)
Ad Formats	Text Graphic Image (GIF or JPG, 35k max file size) Graphic Redirect (JavaScript, HTML, Flash...)

*Contact your Business Development Representative for pricing



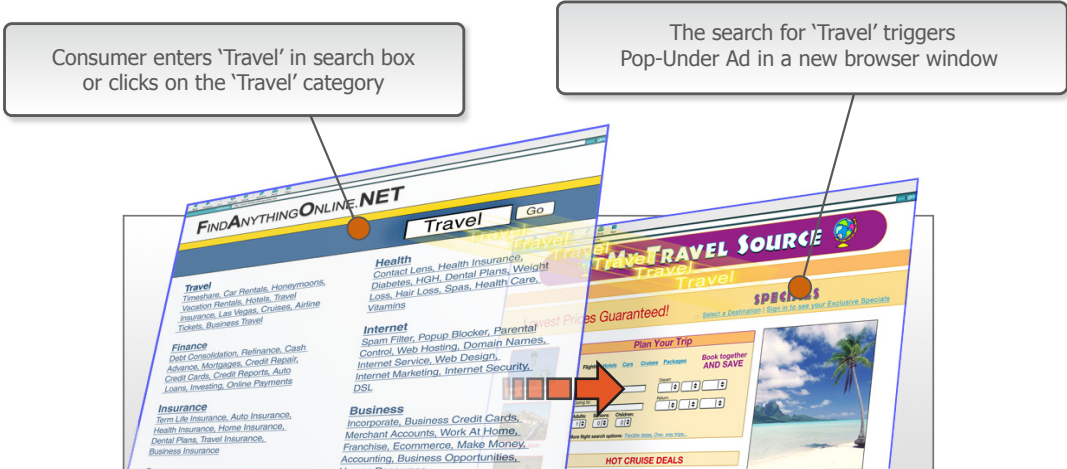
Pop-Under Ads

With AdOn Network's Pop-Under Ads, you can increase your available ad inventory without making changes to your content. Simply place AdOn Network's Pop-Under ad code on any page in your website and begin generating additional advertising revenue each time a Pop-Under ad is displayed.

Pop-Under Ad Overview

Publisher Paid*	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, Flash...)

*Contact your Business Development Representative for pricing



AdOn network

Full-Page Ads

AdOn Network's Full-Page Ads, also known as interstitial ads, display a full-page ad to a consumer while navigating between pages on your website. The Full-Page Ad includes a frame at the top of the browser window that allows the consumer to skip the ad and continue to their desired page on your website. You earn money each time a consumer views an ad.

Transition Ad Overview

Publisher Paid*	Per-View (Impression)
Ad Location	Displayed as a full-page ad when a consumer navigates between pages on a publisher's Website
Ad Sizes	800x600 Full-Page Browser Window (Landing Page) 720x300 (Graphic Image)
Ad Formats	Landing Page Graphic Image (GIF or JPG, 50k max file size) Graphic Redirect (JavaScript, HTML, Flash...)

*Contact your Business Development Representative for pricing



Search Listing Ads

Search Listing Ads, also known as cost-per-click or pay-per-click ads, are sponsored search listings that can be displayed along with keyword search results. You earn money each time a consumer clicks on an ad.

Search Listing Ad Overview

Publisher Paid*	Per-Click
Ad Location	Sponsored Search Results
Ad Format	Text Ad

*Contact your Business Development Representative for pricing

Sponsored
Search Listings

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

Travel Right With Travel Source
www.MyTravelSource.com Save on Flights, Hotels, Vacations, Cars, Cruises & Trip Extras Today!

Travel Deals
www.FindTravelDeals.com Find Vacation Travel Deals, Review & Compare!

Cheap Travel Deals
www.CheapTravelDeals.com Find cheap airfare deals from over 120 sites

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 -

Cheap Airline Tickets - Seat Sale
Discount Airline Tickets to your favorite destinations! Compare prices. Save time. Save money.
www.cheapticketsale.com

Top Travel Sites
Search and Compare Deals from the Top Travel Sites!
www.SearchCompareTravel.com

Travel in New York
Find the Best Travel Deals in New York and Save!
www.BestNYTravel.com

Find Travel Deals Now
Shop for great deals on travel at TravelMarketplace Today!
www.Travel-Marketplace.com

Search for TRAVEL at Vacation-Planner.com
Netser.com makes it quick and easy to find what you need.
www.MyVacationPlanner.com

Cheap Airline Tickets
Discount Airline Tickets Reservation, Low Airfares, Vacation Package Hotel Reservations -
www.CheapestAirlineTickets.com

Find a Local Hotel
Find a Local Hotel or Resort. Search by city, state and name.
www.LocalHotelSearch.com

In-Text Widget

JargonFish

JargonFish (www.JargonFish.com) is a free, customizable in-text content widget that enables you to add depth and value to your content by providing visitors with multiple tools and useful resources accessed from a single window that the visitor launches by clicking on a highlighted keyword on your website or blog. Customize both the design and the content of your widget to maximize its effectiveness for your audience and seamlessly integrate it into your site.

The JargonFish application highlights keywords that you select on the pages of your website. When visitors click on those uniquely highlighted keywords, a small JargonFish window is launched providing the visitor with a variety of helpful resources related to that keyword.

- Customize the design of JargonFish to match your blog or website design
- Add tools from leading content providers
- Create your own custom tools to reference content from your website
- JargonFish is absolutely FREE!
- Add relevant content without redesigning a single page
- Easy-to-use management tools for quick setup and installation



Targeting

Contextual Targeting

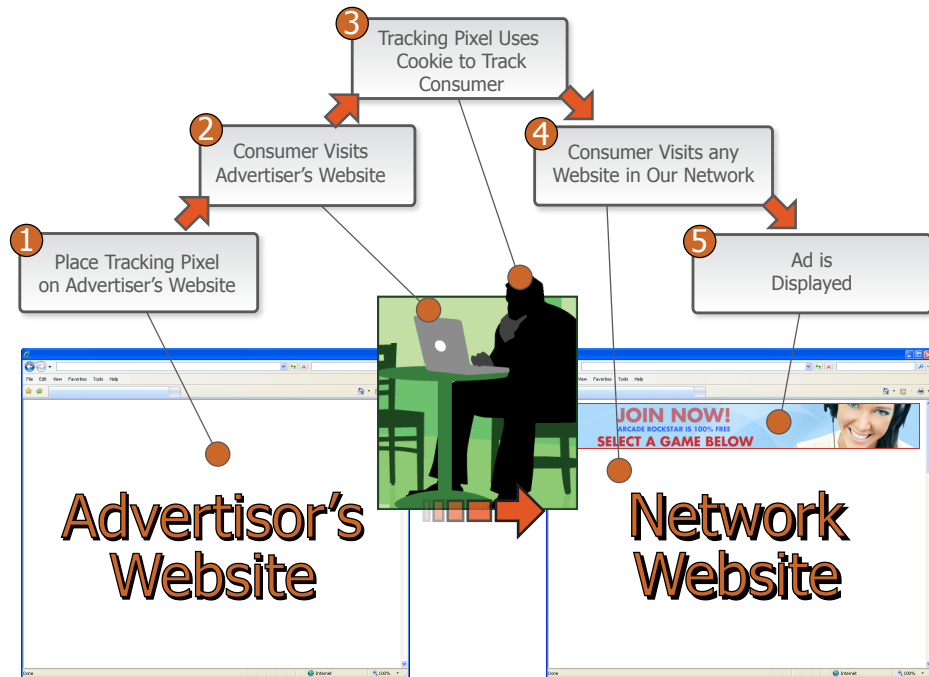
Contextual targeting uses keyword targeting to display ads when the consumer is searching or browsing for a product or service. As the name implies, the ad targets the context of a consumer's keyword search or a web page that a consumer is looking at.

Behavioral Targeting

Behavioral targeting displays ads based on a consumer's past browsing and search behavior. With behavioral targeting, ads are not displayed based on the context of a consumer's current keyword search or browsing activity. Rather, ads are displayed based on searching and browsing behavior over a period of time.

Advertiser Retargeting

Advertiser Retargeting offers publishers the opportunity to communicate to their customers after they have visited their website. AdOn Network's tracking technology tracks consumers that have visited their website and displays their ad to that consumer when they return to another Website in our network.



Geo Targeting

AdOn Network's Geo Targeting allows advertisers to target their audience by specific countries, states or metropolitan regions.

Advertisers and Publishers

Advertisers



Publishers



AdOn Direct

AdOn Network's AdOn Direct is a private-label ASP solution that enables publishers to create, maintain and redistribute your own advertiser accounts.

Why send your advertisers to a partner's website to register their account at a fraction of the rate you should be receiving? You can earn up to 85% of the advertising revenue from advertising accounts you create that are displayed on your site! AdOn Direct adds value to your advertisers and improves your bottom line.

Increased Revenue

- Automated markup provides better margins
- Additional revenue stream from redistributing your advertisers throughout the network

You Own the Accounts

- Reinforce brand loyalty with private-label solution
- You manage advertiser relationship directly

Network Benefits

- Provide your advertisers access to other high quality search sites & contextual networks
- Leverage your quality traffic through AdOn Direct's publisher network

Contact Us

About AdOn Network

AdOn Network, established in 1999, is a leader in providing innovative contextual and behavioral advertising solutions for advertisers and publishers, delivering quality traffic from both US and international publishers. AdOn Network offers site-specific ROI tracking along with Behavioral, Contextual and Geo Targeting to equip advertisers with powerful performance-based tools to maximize their revenues.

AdOn Network's Publisher solutions enable Publishers to monetize their traffic from multiple forms of display and search advertising. AdOn Direct, a turnkey private-label ASP solution, enables Publishers to create, manage and distribute their own advertiser accounts.

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