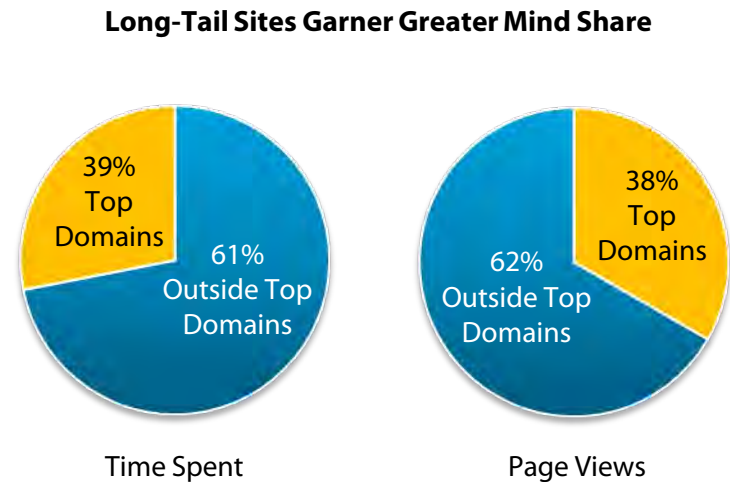
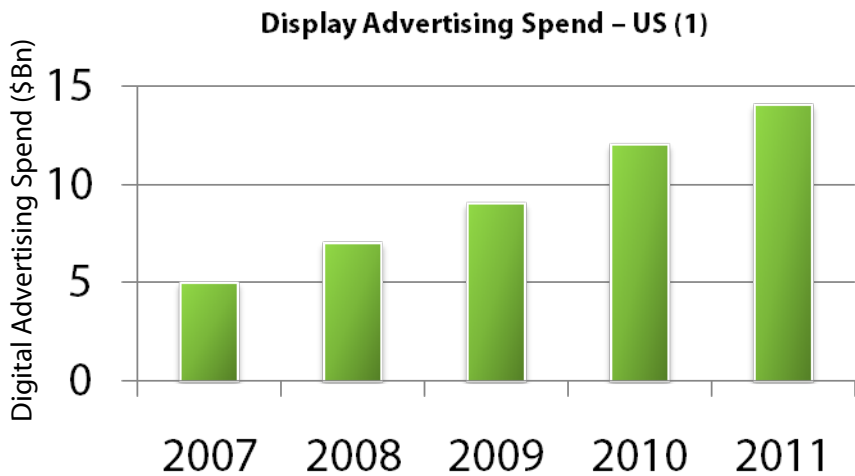




Traditional vs. Online Advertising

As ecommerce continues to grow, so does the number of brand advertisers online.



- ▶ The last five years has seen a major shift from traditional to online media
- ▶ Forecasts suggest that display advertising is set to grow faster than paid search

Source

eMarketer, Dec 2007. Display classification includes Rich Media, Display ads and Sponsorships.

Compete Inc, Jan 2007, Top 20 domains by unique users.

comScore Media Metrix, Top 100 domains by unique users.

Opportunities with Admanage

- ▶ We can target advertising by keyword, site, category or geo with exceptional accuracy
- ▶ AdManage can get you those eyeballs and conversions when you need it.

Why is our traffic quality so good?

Only 1 in 5 publishers that apply become part of the Admanage network.

We only accept quality, content rich publishers, as this is a key requirement for our keyword technology to function.

Additionally, publishers must have adequate volume, so our advertisers get the impressions they're looking for.

How do I Benefit?

Admanage provides:

- ✓ Increased click-through rates and conversions
- ✓ Greater brand awareness
- ✓ Improved effective CPM
- ✓ Higher yield on RFP (request for proposal)
- ✓ Decreased cost

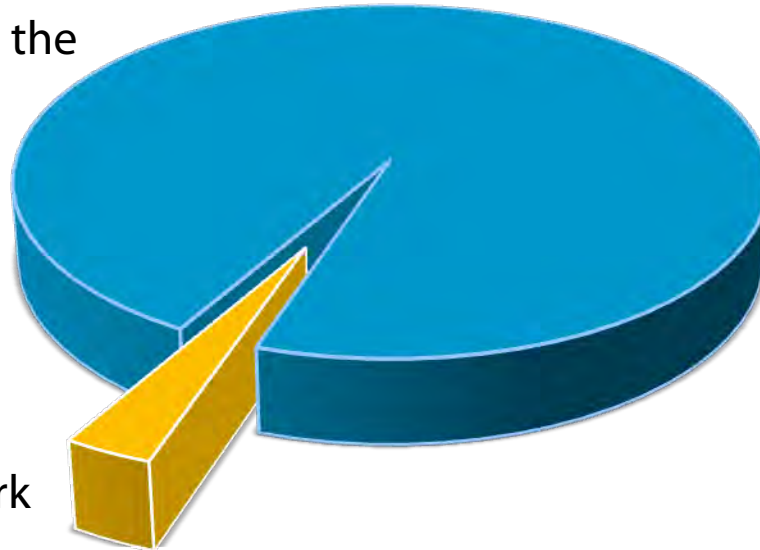
Because you only pay for the inventory you use, there are no upfront costs and virtually no risk.

How Does it Work?

Put simply, we offer additional inventory. It's best to think of it as the portion of your target market that exists outside your network – a broader audience using similar content in other networks.

Potential market using the
Admanage Network

Your Network



How Do I Reach My Audience?

We find your audience within the Admanage network, expanding your potential customer base so you can bring on bigger advertisers.

Our advanced targeting technology ensures that advertising campaigns complement the user experience, rather than waste time.

We can target advertising by keyword, site, category or geo with exceptional accuracy.

Keyword Targeting

NORTH AMERICA > MEXICO > OAXACA

HEADS UP | OAXACA, MEXICO

A View of Pueblo Life From the Inside

The author's partner, Kelly Wolpert, and Lucas, their son, in Santa Ana del Valle.

By MICHAEL BENANAV
Published: February 10, 2008

AT about 8:30 at night, an artillery-like barrage of fireworks shattered the silence, followed by the oompah of a tuba and the beating of drums. My curiosity aroused, I left the simple wooden cabin in which I was staying and went into the darkness to investigate. I found a slow-moving parade of perhaps 200 people shuffling down the streets of the Mexican village of Santa Ana del Valle, some 20 miles east of the city of Oaxaca. Indigenous Zapotec faces, from the newborn to the elderly, glowed in the flickering light of the candles many carried, along with bouquets of poinsettias, roses, or gladiolus.

Oaxaca Travel Guide

- Where to Stay
- Where to Eat
- What to Do

Go to the Oaxaca Travel Guide »

A traditional holiday song was chanted in slow repetitions. From flat rooftops lining the route, children showered the marchers with candy; mischievous boys in the street tossed lighted firecrackers back at the kids up above. In the center of the procession, atop a canopied litter and amid a

SIGN IN TO E-MAIL OR SAVE THIS

PRINT

REPRINTS

SHARE


ARTICLE TOOLS SPONSORED BY

(500) DAYS OF SUMMER

[Cheap Travel Deals To Mexico](#)

Save money booking your trip to Mexico with us now
www.mexicana.com

Ads by Admanage



Site Targeting

Site targeting automatically matches your ads to relevant websites, or allows you to hand-pick from our extensive publisher network of 1500+ strong.

How it works

- ▶ Admanage technology examines site content
- ▶ Matches it with relevant ads
- ▶ Ads become effectively targeted

Category Targeting

We serve targeted ads to over 350 categories. If you need a specific unlisted category, just let us know. We can build it for you.

Autos Auto Parts Certified Pre-Owned Compact Convertible Coupe Crossover Diesel Electric Vehicles Hatchback Hybrid Luxury MiniVan Off-Road Vehicles Performance Vehicles Pickup Road-Side Assistance Sedan SUV Wagon	Career & Education College College Admission College Life Distance Learning Financial Aid Job Fairs Job Search Scholarships Electronics Camcorders Cell Phones Consumer Electronics Desktop Digital Cameras Handhelds & Navigation Hard Drives & Burners HDTV Home Recording Home Theater Home Video / DVD Laptops Memory Palmtops / PDA's Photo Sharing Printers Software Television Finance & Money Beginning Investing Credit / Debt & Loans Day Trading Exchange Traded Funds Financial News Logistics Foreign Exchange Trading Frugal Living Hedge Fund Insurance Investing Mutual Funds Options Retirement Planning Stocks Tax Planning	Food & Drink American Cuisine Barbecues & Grilling Chinese Cuisine Cocktails / Beer Coffee / Tea Desserts & Baking French Cuisine Health / Low-fat Cooking Italian Food Japanese Food Mexican Cuisine Vegetarian Cuisine Wine Health & Medicine A.D.D. AIDS / HIV Alcoholism Allergies Alternative Medicine Arthritis Asthma Breast Cancer Cancer Cholesterol Chronic Fatigue Syndrome Chronic Pain Deafness Dental Care Depression Dermatology Diabetes/Fitness / Exercise Headaches/Migraines Heart Disease Herbs for Health Holistic Healing Incontinence Infertility Men's Health Nutrition Orthopedics Panic / Anxiety Disorders Pediatrics Physical Therapy Psychology / Psychiatry Senior Health Sexuality Sleep Disorders Smoking Cessation Sports Medicine	Substance Abuse Weight Loss Women's Health Hobbies & Interests Antiques Art / Technology Arts & Crafts Beadwork Bird Watching Board Games / Puzzles Book Collecting Books & Literature Card Games Chess Cigars Collectibles Collecting Comic Books Doll Collecting Drawing / Sketching Freelance Writing Genealogy Getting Published Guitar Humor Inventors & Patents Jewelry Making Magic & Illusion Miniatures Needlework Painting Photography Radio Role-Playing Games Sci-Fi & Fantasy Scrapbooking Screenwriting Stamps & Coins Toy Collecting Woodworking Home & Decoration Entertaining Environmental Safety Gardening Home Repair Interior Decorating Landscaping	Information Technology 3-D Graphics Animation Antivirus Software C/C++ Computer Certification Computer Networking Computer Peripherals Computer Reviews Databases Desktop Publishing Desktop Video Email Graphics Software Internet Technology Java JavaScript Linux Mac OS Mac Support MP3 / MIDI Net Conferencing Net for Beginners Network Security PC Support Shareware / Freeware UNIX Visual Basic Web Clip Art Web Design / HTML Web Search Windows Movies Action Comedy Documentary Drama Horror Kids New Releases Music 80s Music Alternative Music Blues Christian Music Classic Rock Classical Music Country Music Dance Music	Heavy Metal Musician's Exchange Oldies Rap Top 40 News & Current Affairs Budget & Economy Crime, Legal & Justice Defense, Homeland Security & Immigration Education Energy Environment Foreign Policy & Trade Health Care & Issues Human Rights International News Jobs & Labor Local News Medicare, Medicaid & Social Security National News Oil Taxes Transportation Parenting & Family Adoption Babies & Toddlers Daycare / Pre-School Family Internet Parenting K-6 kids Parenting Teens Pregnancy Special Needs Kids People & Relationships Dating Divorce Support Gay Life Marriage/Senior Living Teens Weddings Pets Aquariums Cats Dogs Veterinary Medicine	Politics Conservative Democrat Elections Independent Liberal Republican Real Estate Apartments Architects Buying / Selling Homes Religion Alternative Religions Atheism / Agnosticism Buddhism/Catholicism Christianity Hinduism Islam Judaism Latter-Day Saints Pagan / Wiccan Science & Weather Astrology Biology Chemistry Geology Paranormal Phenomena Physics Space / Astronomy Weather Shopping Comparative Shopping Contests & Freebies Couponing Sports & Recreation Auto Racing Baseball Bicycling Bodybuilding Boxing Canoeing / Kayaking Cheerleading Climbing College Basketball Figure Skating Fly Fishing	Football Freshwater Fishing Game & Fish Golf Horse Racing/Horses Hunting / Shooting Inline Skating Martial Arts Mountain Biking NASCAR Racing Olympics Paintball Power & Motor Yachts Pro Basketball Pro Ice Hockey Rodeo Rugby Running / Jogging Sailing Saltwater Fishing Scuba Diving Skateboarding Skiing Snowboarding Surfing / Bodyboarding Swimming Table Tennis / Ping-Pong Tennis Volleyball Walking Waterski/Wakeboard World Soccer Style & Fashion Beauty Body Art Fashion Jewelry Television Drama Game Show History Kids News Science Sitcom Soap Opera Talk Show Young Adult	Travel Adventure Travel Africa Air Travel Asia Australia & New Zealand Bed & Breakfasts Budget Travel Business Travel By U.S. Locale -California -Florida -Hawaii -Las Vegas, NV -Manhattan, NY -New England -Texas Camping Canada Caribbean Cruises Eastern Europe Europe France Greece Honeymoons / Getaways Hotels Italy Japan Mexico & Central America National Parks South America Spas Theme Parks Traveling with Kids United Kingdom Video Games Action Computer Games Handheld games Online Community Online Game Puzzle Racing Sports
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Geo Targeting

With our technology Admanage can target by country, state, province city or zip code (zip code has to be passed to us within a search box).

We also target advertising by time. Advertisers can choose the week, day, or hour during which they want their message to appear!



Run of Network

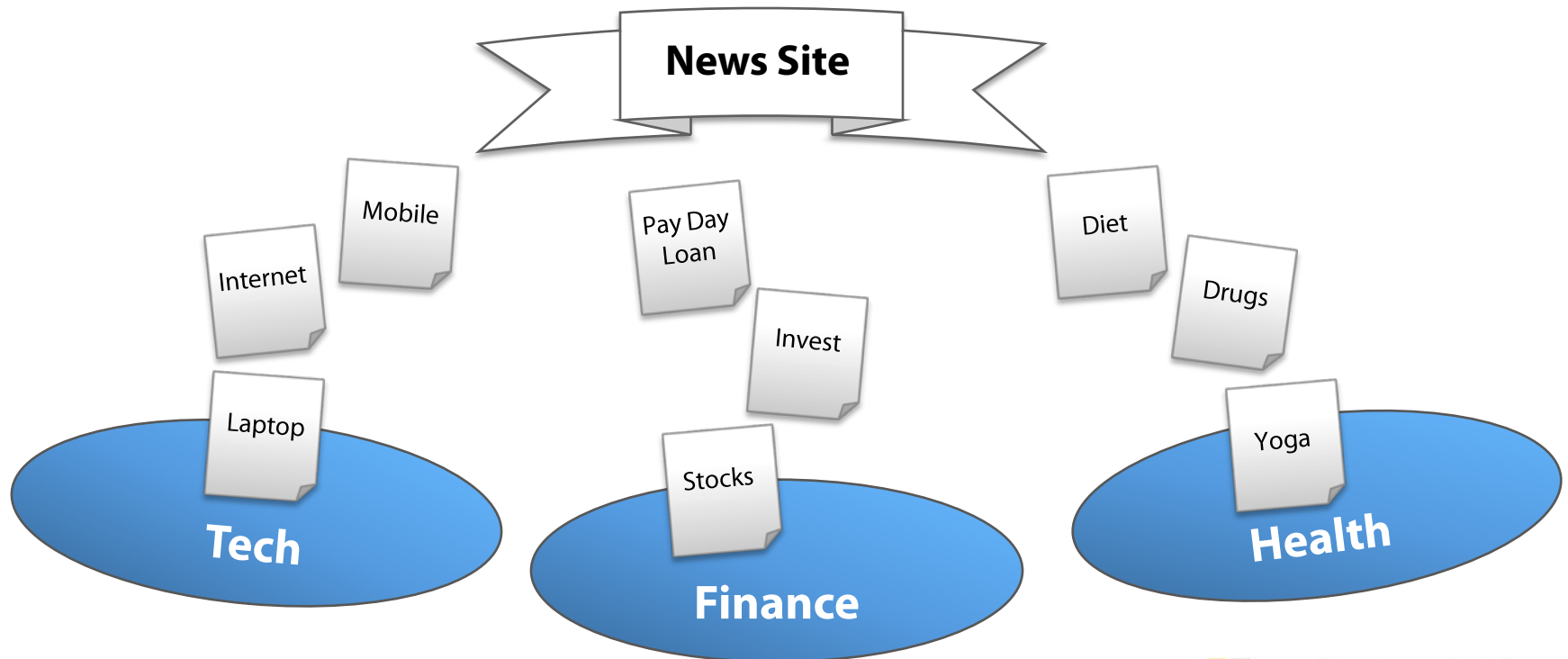
If you want to reach a broader customer base, run of network targeting is ideal. This means your ad can appear on any page within the Admanage network.

Run of network targeting is good for products and services with a wide commercial appeal, and excellent for Brand Building at a lower cost.

How Do I Reach a Similar Audience?

The Admanage Network consists of sites and all pages within those sites.

Unlike other networks, Admanage matches ads with content on a page-by-page basis, to ensure highly targeted advertising and zero spillage.



What sets Admanage apart?

Over 5 billion
impressions per month

Over 1,500
Quality publishers

120 million
unique users per month

Over 350
categories

- ✓ **170 of the top 250 comScore sites**
- ✓ **70% reach within the U.S**

Ad Formats

Admanage offers a variety of cutting-edge formats that will accommodate the needs of the advertiser. These include video, display, and text ads.



Video Ads

Admanage advertisers can get their message across with a range of video advertising options, including pre-roll, mid-roll and post-roll.



Display Ads

Admanage offers a number of options for display advertising, including standard and rich media banners, pop ups and pop unders.



Text Ads

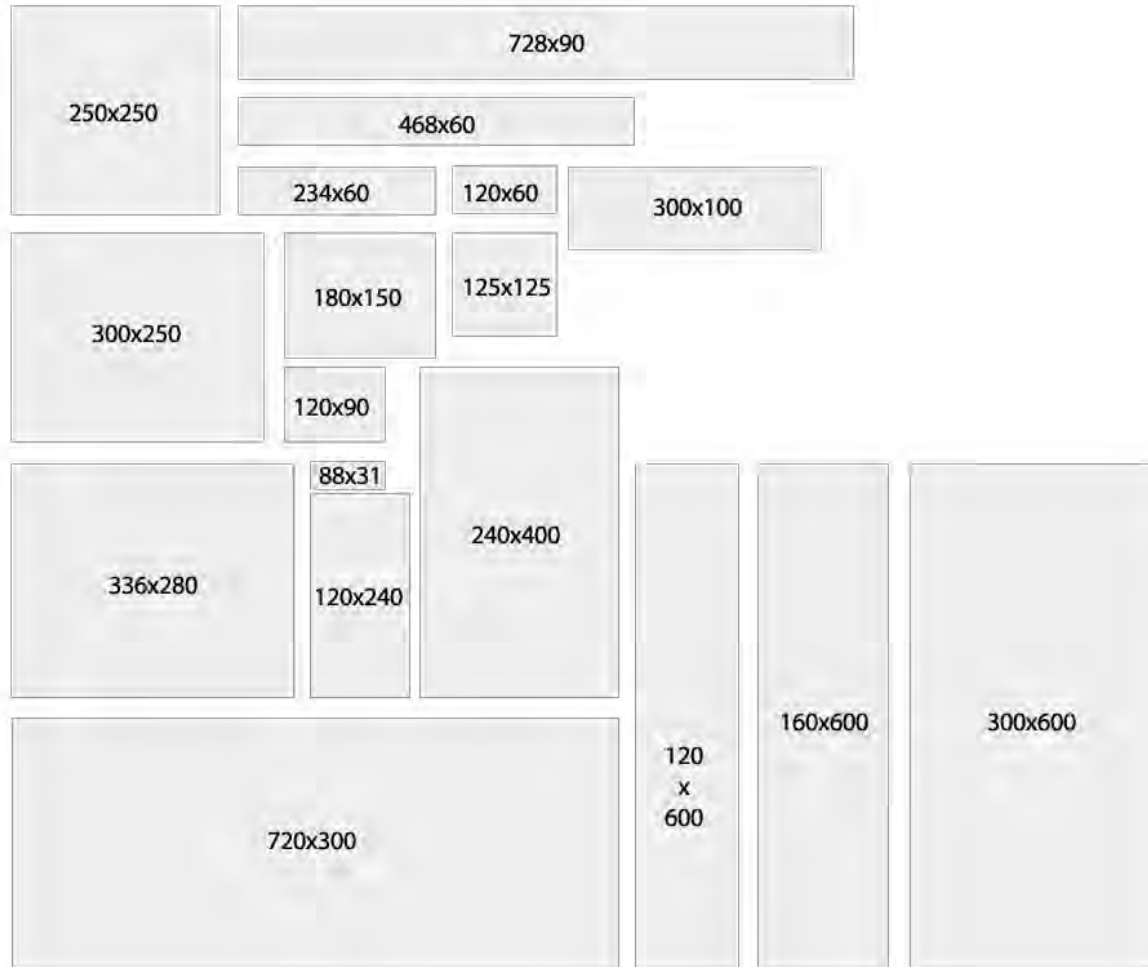
Our keyword optimization technology allows advertisers to find their audience on search engines and websites within our network.

Ad Formats (Video Ads)

Available formats include:

- ✓ Pre-Roll
- ✓ Pre-Roll Titlecard
- ✓ Overlay Banner
- ✓ Expanding Overlay
- ✓ Overlay Text
- ✓ Post_roll Banner
- ✓ Post-Roll Text

Ad Formats (Display Ads)



Ad Formats (Text Ads)

234x60

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com
 Ads by Admanage

120x240

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com

Ads by Admanage

120x600



Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com



Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com



Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com

Ads by Admanage

160x600



Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com



Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com



Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com

Ads by Admanage

125x125

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com
 Ads by Admanage

200x200

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com
 Ads by Admanage

250x250

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com
 Ads by Admanage

180x150

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com
 Ads by Admanage

336x280

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com
 Ads by Admanage

300x250

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text banner ads
www.sitename.com
 Ads by Admanage

468x60

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com
 Ads by Admanage

728x90

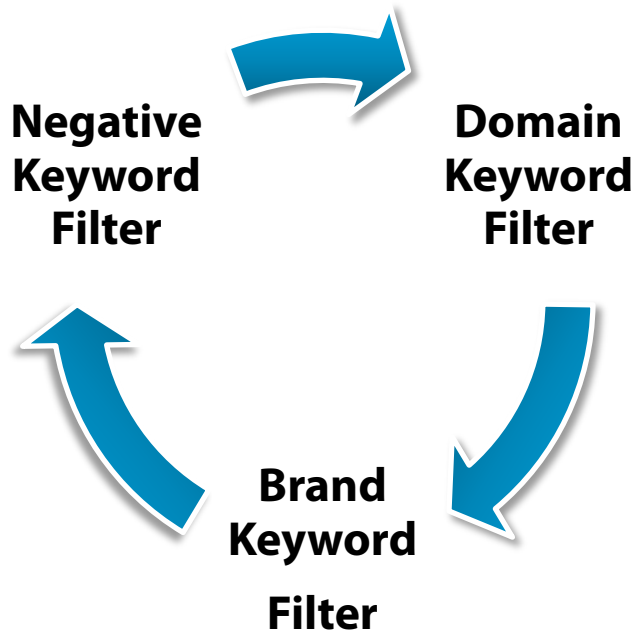
Sample CPC Banner
 Make money with cpc text ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com

Sample CPC Banner
 Make money with cpc text ads
www.sitename.com
 Ads by Admanage

Protect your Brand

Admanage protects brands with three types of filtering:



To protect their brand, advertisers can submit keywords, domain names, and advertisements that they do not want to be associated with.

How Does Pricing Work For Advertisers?

Advertisers request the inventory they're looking for, outlining desired size and category, site and keywords. Admanage then offers available inventory with pricing. From there, they can select or combine inventory to suit their budget.

The quality of our traffic is what matters, which is why your Return On Investment (ROI) will be much higher with Admanage.

Depending on your budget and the type of targeting that you require, an account executive will help you meet your goals and pricing.

We're Here to Help!

Sales Manager: <**Name**>

Email: <**Email**>

US Sales Office:

Admanage SA

16350 Bake Parkway Suite #100 Irvine, Ca 92618.

Tel: (866) 984-6278

Fax: (949) 271-5367

Canada Office:

1270-1188 Georgia Street West, Vancouver, BC V6E 4A2, Canada

Tel: (604) 683-5598

Fax: (604) 683-6013

Costa Rica Office:

P.O. Box: 10881-10101, Ofibodegas Capri, Office#3

Guachipelin Escazu San Jose, Costa Rica

Tel: (800) 309-3564

Fax: 011 506 2201 5202

