# ADEngage

Engaging Internet Advertising

## media kit

**2006**

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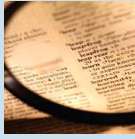- Advertiser
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# Online Ad Industry

## Industry Growth

### Globally

The global advertising market is quickly growing, the Internet portion of the market is the fastest growing sector. The total expenditure for global advertising across all media is estimated to be around US$425 billion in 2006. Of this, around 5%, or $21 billion, will be spent on Internet advertising.

### Regionally

The North American advertising market alone is estimated to be around $180 billion for 2006. Of the $180 billion, around $9 billion of this figure will be spent on Internet advertising.

## The Industry's Future

By 2010, the global advertising industry is forecasted to exceed $500 billion and the Internet's share will have increased to 7%, or $35 billion. The time based text ad market alone is forecasted to increase to 1.5% of the Internet market, or around $500 million.

AdEngage is focused on the time based text ad market.

# About Us

## Company Profile

AdEngage operates a  major online advertising network that displays ads on more than 1400 websites and works with thousands of advertisers to display over 7 billion ads each month. AdEngage serves as the link between publishers that want to sell ad space and advertisers that want to buy ads on the same websites.

## History

AdEngage started in May 2004 and continues to rapidly grow each year. The company is the brainchild of a webmaster who was frustrated with other ad serving companies. He created a system that he believed would allow webmasters to offer more "engaging ads." He felt that publishers would be attracted to the system because it maximized the value of the ad space on a website and that advertisers would see greater returns as "engaging ads" attracted more leads.

# About Us

### AdEngage Advantages

**The Network**

AdEngage hosts a large network of over 1400 quality websites for advertisers to browse. Each month, AdEngage displays over 7 billion ads worldwide.

**Customer Support**

AdEngage ensures publishers and advertisers superior customer service by responding to emails within one business day and answering customer calls with helpful answers and tips.

**Flexibility and Control**

AdEngage empowers the advertiser and publisher. Publishers are able to customize ad boxes, deny ads, and set their own price to maximize their revenue. Advertisers are able to choose the duration and location for their ads on specific sites. AdEngage believes in assisting publishers and advertisers without additional limitations or restrictions.

# Advertiser

## Advertiser Overview

The AdEngage Site Directory lists over 1400 approved sites upon which to advertise. To ensure quality, AdEngage only accepts sites that have real content and meet a minimum volume criteria of traffic each day.

## Pricing

AdEngage offers text and photo ads on  both a Cost per Week and Cost per Click basis. Cost per Week ads are based on a purchased number of days shown while Cost per Click ads are based on a purchased number of clicks.

## Security and Support

In addition to world class  customer service, AdEngage also closely monitors click fraud. Fraudulent clicks do not affect an advertiser's statistics and publishers who practice click fraud are expelled from the network. AdEngage works hard to protect advertisers from any form of  fraud.

# Advertiser

## Advertiser Services

AdEngage makes managing multiple ad campaigns fast and simple for advertisers. Advertisers are able to track past payment transactions, scheduled ads, pending ads, and statistics on current ads through their advertiser account.

## Fixed Price and Location

A fixed price and location for a specific duration allows advertisers to know for certain where and when their ads will be displayed. By allowing advertisers to choose the number of days to run each ad campaign and the particular sites to run the ads, advertisers are able to effectively target a specific demographic at a fixed price.

## Ad Packages

AdEngage offers advertisers Ad Packages that organize Weekly Ads by a particular criteria such as Highest Repurchase Rate, Lowest Cost per Click, Highest Average Clicks, Best Alexa Rank, etc. Ad Packages are a customizable and effective way of purchasing multiple Weekly Ads for a specific demographic.

# Publisher

## Publisher Overview

The AdEngage publisher program allows publishers to easily generate revenue by displaying text and photo ads on their websites. Hosting time based ads through AdEngage is complimentary to hosting contextual ads and increases a publisher's revenue without conflicting with contextual ads.

## How it Works

After a publisher creates an account with AdEngage and places a few lines of HTML code on his or her website, the site is listed in the AdEngage Site Directory for advertisers to browse. Once an ad is purchased on the publisher's site, AdEngage displays the ad and pays the publisher.

## Revenue Share

AdEngage offers publishers an industry leading 75% payout rate and pays promptly on the 15th business day of each month. AdEngage offers payments through check, ePassporte, PayPal, Western Union, and wire transfer.

# Publisher

### Publisher Services

AdEngage makes displaying text and photo ads manageable for publishers through the publisher account that allows publishers to track day to day earnings, current ads, scheduled ads, and past payments. Account information is updated on a daily basis.

### Content Control

AdEngage believes in giving publishers full control over what is displayed on their websites. Publishers can deny and remove ads from their site if the content is offensive or does not match the website's content.

### Ad Integration

Well integrated ads receive more clicks than ads that are plainly exposed. AdEngage provides publishers with a set of integration tools that allow them to customize and blend Ad Boxes into the look and feel of any webpage. With the necessary tools to integrate ads, publishers can attract many advertisers.

# Contact Information

## Contact Information

### Customer Support

For customer support or any suggestions, please send an email to contact@adengage.com or call +1 (310) 591-8688. The AdEngage staff is standing by ready to promptly assist both publishers and advertisers.

### Press Contact

For press enquiries or more information about AdEngage, please email press@adengage.com

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