

The Best Way To Buy And Sell Web Advertising Space



Aaddzz Brokers Web Ad Space Sales Between Advertisers & Publishers

Service Highlights

- Advanced, automated targeting improves ad and ad space performance.
- Complete account management via the Web.
- Real-time campaign management, reporting, and accounting.
- Supports industry standard ad sizes.
- Non-exclusive agreement.
- Advertising agency & distributor programs are available.

Advertiser Highlights

- Advertiser chooses price paid per impression or click-thru.
- Ad campaign placement in minutes.
- Reach advertising— Pay per Impression
\$1.00 setup per ad, \$0.01 per impression minimum.
- Performance based advertising— Pay per Click-Thru
\$100 setup per ad, \$0.10 per click-thru minimum.
Setup waived for impression ads with a high click-thru.
- Real-time campaign management.
Allows the effectiveness of a campaign to be determined in hours.
- Schedule runs by time of day, day of week, and date range.
- Target advertising by Web browser, OS, and other factors.
- Open to advertisers of all sizes and volumes.

Publisher Highlights

- Aaddzz maximizes Web site earnings by auctioning each impression.
- Commissions are split 80% to the publisher and 20% to Aaddzz.
- 50% promotional credit for showing promotional ads.
- Register an ad space in seconds.
- Filter ads by size in bytes, presentation quality, content rating, target page content rating, animation, or target domain.
- FREE real-time reports include visit length per page.
Allows positive and negative trends to be quickly noticed.
- Support for multiple ads per page & dynamically generated pages.
- Targets ads by keyword searches.
- Optionally display the Aaddzz logo beside your ad spaces.
- Open to sites of all sizes and volumes.



MANAGE ADS



MANAGE PAGES



STATEMENTS



DOMAINS

APPENDIX

Introduction To Aaddzz

Aaddzz acts as a broker between Web advertisers and publishers. Advertisers pay Aaddzz to place their ads, and publishers register their ad spaces to receive a commission whenever Aaddzz displays an ad in their ad space.

Performance Based Advertising

If an advertiser is promoting a brand to a general audience, performance is based upon the number of viewers reached. These advertisers prefer to pay per impression— each time their ad is shown. However, if an advertiser is trying to attract visitors who are actively looking to make a purchase or want to learn more about their products, performance is based upon the number of visitors delivered to their Web page. In this case, the advertiser prefers to pay per click-thru— each time someone clicks on their ad. Aaddzz allows advertisers to choose to pay per impression or click-thru. Additionally, because overall advertising performance includes how cost effective an ad is, Aaddzz allows advertisers to choose how much they will pay per impression or click-thru.

Ad Targeting

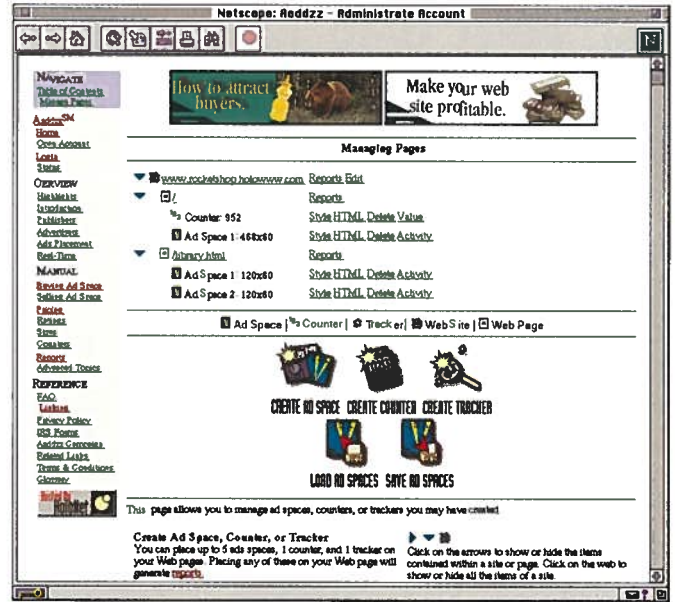
The interactive nature of Web advertising allows Aaddzz to target the display of click-thru ads. Targeting shows an ad only to the viewers most likely to click on it. The better the targeting, the less impressions are wasted. This lowers the cost of click-thru advertising and increases the value of Web spaces. Aaddzz provides extremely efficient, automatic targeting.

Maximizing Publisher Commissions

For each impression, Aaddzz displays the ad which pays the most to the publisher. The average impression value for click-thru ads is determined by their price and their performance on each page.

Web Administration

Aaddzz accounts can be fully administrated from the Web. This allows advertisers to control their campaigns and publishers to manage their ad spaces anywhere, anytime.



Web administration provides easy campaign management anywhere, anytime

Real-Time Reporting

Aaddzz provides real-time reports which allow publishers and advertisers to verify that Aaddzz is performing and to determine demographics about the viewers of their ads and ad spaces. System reports also detail the current pricing for ad space on the Aaddzz network. This allows advertisers to intelligently select a price for their ads. For publishers, additional reporting shows visitor screen sizes and visit length per page.

Real-Time Statements

Aaddzz provides real-time statements so advertisers can monitor their campaign at any instant and so publishers can better understand their revenue stream and quickly detect any trends or problems.

Single Advertising Contact

Aaddzz provides a single easy to reach contact for ad placement, ad space sales, and support. Additionally, Aaddzz has a single agreement that can partner thousands of publishers and advertisers. Aaddzz also has the benefit of providing a single consistent reporting format for all placements.

Publishers

Aaddzz makes it easy for publishers to sell their ad space. An ad space can be registered and earning money in seconds. There are no charges for selling ad spaces.

Each time a visitor requests an ad, Aaddzz calculates which of the ads available will pay the most and delivers that ad. This maximizes the publisher's earnings and prevents pay per click-thru ads with a poor click-thru ratio from wasting ad impressions.

Aaddzz splits the commission paid on advertising with the publisher, 80% to the publisher and 20% to Aaddzz.

To prevent wasting unsold impressions, if Aaddzz has no ads worth showing in an ad space, an ad for Aaddzz is shown and the publisher is credited with promotional dollars which can be used to advertise on the Aaddzz network. Whenever an ad is paid for with promotional dollars, the publisher receives 50% of the cost in promotional dollars.

For each and every impression, Web publishers earn the most possible or receive promotional dollars for advertising on other Aaddzz Web sites.

Small Sites

Small sites often have pages that draw a very specific audience. These types of pages can draw very high premiums from Aaddzz targeted

advertising. Aaddzz automation makes it easy to place ads and allows even the smallest sites with targeted pages to contribute and participate in large advertising campaigns.

Filtering Ads

Publishers can filter ads by the presence of animation, file size, domain targeted, presentation quality, content rating of the ad and also the content rating of the page the ad targets.

Search Engine Support

If a site has a search engine, Aaddzz can target ads based upon the keywords that visitors use on the search page.

Promoting Aaddzz

To help grow the available advertising dollars, publishers may optionally display an Aaddzz strip beside their ad spaces. This strip informs advertisers that ad placement for the ad space is handled by Aaddzz.



Aaddzz's capabilities makes it very attractive for advertisers to use Aaddzz instead of other ad networks or in-house software. Aaddzz also makes it more efficient for advertisers to advertise multiple products. These factors help to increase the advertising dollars available to Aaddzz publishers.

Advertisers

Aaddzz makes it easy for advertisers to place their ads on pages across the Web. Advertisers choose the price they pay per impression or click-thru. The more paid, the more frequently the ad will be shown. Once an advertiser has setup an Aaddzz account and prepaid their advertising fees, an ad campaign can be active in minutes.

Previous 3 Months Volume	Discount
\$5,000+	5%
\$10,000+	10%
\$1000,000+	15%

Aaddzz provides volume discounts for advertisers based upon the total advertising dollars spent during the previous three billing months.



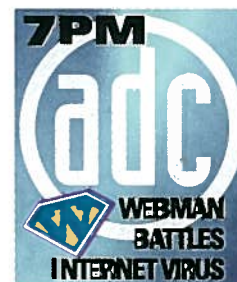
Brand Promotion



Immediate Event



Timed Broadcast



Timed Broadcast

Impression Advertising

Pay per impression advertising, also called broadcast advertising, uses Web ads to promote a brand name or timely events. Two characteristics of broadcast advertising are a general appeal to a broad market segment and ads that tell the whole story at a glance. Aaddzz allows ads purchased per impression to be targeted by factors such as the viewer's operating system and Web browser.

Brand Promotion

Advertisers can use Aaddzz to promote a brand name with impression ads that convey a message at a glance. Although viewers can click on the ad and visit the Web site for more information, the primary goal is to have the viewer remember a brand name.

Immediate Event

Advertisers can use Aaddzz to create up-to-the-minute ads that focus on breaking news. These ads draw immediate viewer attention and establish the timeliness of the advertiser to viewers. Aaddzz allows impression ads to actively flood Web pages in under 5 minutes.

Timed Broadcast

Advertisers can use Aaddzz to schedule advertisements to flood Web pages minutes, or the day, or the week before an event occurs. Schedule different ads on different days of the week to build a progressive campaign. Aaddzz allows ads to be scheduled in 15 minute intervals.

For example, Aaddzz timed broadcasts can be used to promote interactive chat sessions with celebrities, to promote live Internet broadcasts, to promote a TV program the day before it airs or just before the work day ends.

Click-Thru Advertising

For advertisers looking to pay for performance based advertising, Aaddzz allows advertisers to pay per-click thru. If no one clicks on a click-thru ad, there are no costs other than the setup fees. If someone does click on the ad, the advertiser pays the price they have chosen. If the advertiser chooses a bid that is too low for their ad to be shown, Aaddzz will stop displaying the ad. Advertisers may increase their bid at anytime to increase their reach.

Aaddzz makes it very easy for advertisers to place ads. As a result, advertisers can easily place more ads and make these ads more directed. For example, instead of promoting a Web site selling books, an ad can be made for each book. An ad for a book on home improvement will be displayed on the pages where it can make sales that a general ad for a book store might not. In this case, the home improvement ad could appear on pages about wood working tools.

Aaddzz allows advertisers to directly control their advertising expenses. If a book seller knows that they sell one book for every five people who clicks on their ad and that they have an advertising budget of \$2.00 per sale, they could pay a maximum of \$0.40 per click-thru and still meet their advertising budget.

Aaddzz automatic targeting could be especially good for a home improvement book when an online newspaper publishes a story about a gardening. If the ad did well on this page, Aaddzz would quickly learn to deliver the ad in this space to benefit both the advertiser and the newspaper.

The goal of pay per click-thru advertising is to only attract interested visitors. For this reason, click-thru ads should not be vague, as advertisers would not want to pay for a visitor who was not interested in their Web page or product. For instance, one way of attracting visitors more likely to buy a product is to place the price of the product in the ad. A lower than

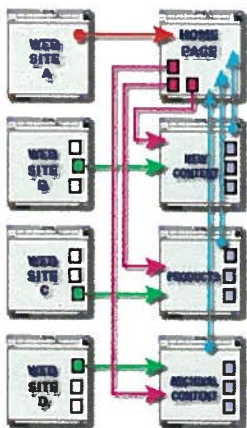
expected price in ad might also attract visitors who assumed the price would be higher. The low cost of placing ads with Aaddzz allows advertisers to experiment with and without a price to determine which is most effective. Advertisers can also inexpensively experiment with words and images.



Every ad has a click-thru ratio— the average number of impressions needed to generate a click-thru. For example, an ad that has 20 impressions for each click-thru has a 20:1 click-thru ratio. For untargeted advertising, click-thru ratios of 50:1 are considered good. Targeted advertising commonly produces click-thru ratios of 25:1 or better. Generally, the ad with the lower ratio is considered better. However, the bottom line must be considered. The best performing ad is the ad that generates the most sales per advertising dollar spent.

If an advertiser has two ads that make a profit, one of which has a better ratio than the other, they should continue advertising with both ads. Suppose that for the same product, out of 100 people, 10 people would click on an ad that mentioned “budget solution” and 5 other people would click on an ad that mentioned “elegant.” Aaddzz low fees, allows advertisers to advertise with both ads and reach their full sales potential.

The more information that is packed into a click-thru ad, the better targeted the ad will be, the more qualified the viewer will be, the less the overall cost for the advertiser will be. In summary, Aaddzz can be used with targeted click-thru ads to allow advertisers a significant return from qualified viewers at a fixed cost.



Aaddzz makes it easy for advertisers to directly advertise individual pages and for publishers to sell multiple ad spaces per page.

Common Questions For Advertisers

Can I control on which sites my ad appears?

Advertisers can prohibit their ads from appearing on Web sites in specific domains, or by content rating.

However, if you are concerned about maximizing the effectiveness of your ads by selecting sites which you believe your ad would be effective, consider this: Aaddzz will figure out the best pages, not just sites, for your ad. Aaddzz will use ad performance data from click-thrus to statistically determine the best pages, and automatically do recalculations as pages are added and removed from the Aaddzz network.

Since sites can join Aaddzz in minutes and the content of any site can change at anytime, reviewing sites to determine their suitability for advertising is not practical. To protect advertisers, Aaddzz is able to re-rate

sites for which we receive numerous complaints.

Additionally, if an advertiser should receive a complaint about a site, they can immediately prohibit their ads from appearing on the site through the Aaddzz Web management interface.

Which sites will my ads appear on?

Aaddzz cannot guarantee on which sites ads will appear as new publishers can join and leave the Aaddzz network at any time.

However, if you are trying to determine if your ads will be effective on Aaddzz sites, consider that Aaddzz allows you to pay by performance. If no one clicks on your pay per click-thru ad, then you are not charged.

Ads, Spaces, & Places

Aaddzz supports several industry standard ad sizes. This provides Web publishers the freedom they need to develop sites where the advertising does not detract from the Web page's content.

Aaddzz requires that ad spaces must be placed where the majority of visitors will not need to scroll to view the ad. Additionally, the majority of the page must not be ads.

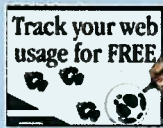
Since advertisers pay for click-thru ads only when someone clicks on them, click-thru ads can be shown in any space. However, to protect impression advertisers, impression ads are normally only shown in spaces with good click-thru rates.

Publishers should try to create the most effective advertising space possible as their revenue will be proportional to the effectiveness of the space.

Industry Standard Ad Sizes



125 x 125



120 x 90



120 x 60



120 x 240



234 x 60



392 x 72



468 x 60

Multiple Placements

One way of improving click-thrus on longer pages is to repeat ads. For example, the same ad could be shown at both the top and the bottom of a Web page.

Ad Sizes

For each theme, advertisers should provide ad images in as many sizes as possible to have the maximum possible exposure for their ads. To aid Aaddzz in targeting, the images for the various sizes should contain substantially similar images and wording.

File Format

Ads can be in either GIF or JPEG format. In general, GIFs are better for ads containing text and JPEGs are better for pictures.

File Size

The larger the file size of an ad, the longer it takes to display the ad. Slower ads have lower click-thru rates. To estimate the download time for ad, consider that a 28.8Kbps modem can transfer about 3K per second.

Restrictions

Publishers can restrict the ads shown on their page by the file size of an ad, the quality of the ad's presentation and how benign the content of the ad is.

Publishers can also restrict ads by domain name. This allows publishers to immediately ban any ads that are inappropriate for display on their site.

Non-Animated Ad



4328 bytes

Animated Ad



8460 bytes



Animation

Ads may be animated or not. Animated ads, although larger in file size, tend to have a higher click-thru ratio. Additionally, some sites may not allow animated ads. Therefore, we recommend advertisers make both animated and non-animated versions of their ads.

Advanced Issues

Aaddzz ad spaces must appear for every request to the page. Ad spaces may be on password protected pages. Aaddzz does not support ads on secure pages.

Real-Time Reporting And Statements

Aaddzz provides real-time statements and activity reports on ads and ad spaces. Activity reports show the amount paid for the last 25 impressions and click-thrus for both ads and ad spaces. Aaddzz real-time statements allow account holders to better understand how their Web site and advertising campaigns are performing.

The screenshot displays the Aaddzz web administration interface. It features several panels:

- Navigation Panel:** Includes links for Home, Ad Space Activity, Recent Activity, and various account management options.
- Ad Space Activity:** A table showing recent activity for an ad space. The table has columns for Index, Visitor IP, Time, Paid, Key Index, Visitor IP, Clicks, and Paid. It lists 16 entries with details like visitor IP addresses and payment amounts.
- Account Statement:** A summary of the account for May 1997, showing a balance of \$0.000 and a commission of \$0.000. It includes the account holder's name (Aamon Access Information Access Technologies) and address (2115 Milvia St, Berkeley, CA 94704).
- Statistics:** Two bar charts showing performance metrics:
 - Average Events Per Hour:** A bar chart showing the average number of events per hour for each hour of the day (00 to 23). The y-axis is labeled 'Site Vis (Page View) Per Hour'.
 - Events Per Weekday:** A bar chart showing the total number of events per weekday (SUN to SAT). The y-axis is labeled 'Site Vis (Page View) Per Weekday'.
- Transaction Table:** A table listing transactions with columns for Account, Reason, Amount, and Commission. It shows a series of commission payments.

About Information Access Technologies, Inc.

Incorporated in California in 1989, Information Access Technologies, Inc. (IAT) today stands as one of the premier providers of Internet connectivity solutions for both businesses and individuals. IAT provides a full range of platform independent Internet services under the HoloNet service mark. IAT's customers consist of corporations, government agencies, higher education institutions, small offices and individual users throughout the United States, Puerto Rico and Canada with product distribution partners in Europe and Asia-Pacific. Additional information is available via D-U-N-S: 79-526-0652.

During October, 1995, company headquarters was relocated to a new and modern facility. In mid 1996 the company expanded its capabilities again by installing a remote processing center to improve both network reliability and network flexibility. These actions have fully prepared the company to meet the many challenges of the ever expanding Internet and communications services market.

The cornerstone of IAT, Inc. is its commitment to service and support. Supported by sophisticated technology and highly qualified employees, the company is very proud of having developed both a capable and cost effective technical support solution.

Aaddzz is the latest addition to the IAT family. It brings together both IAT's technical and service oriented talents to provide an innovative solution to Web advertising which is built upon Web administration and customer service.

Information Access Technologies, Inc. continues to be an innovator within the constantly changing landscape of the global Internet community. With a strong focus on quality service, IAT's management team and staff is committed to making IAT a leader within the Internet community.

