

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)

OVERVIEW

[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)

MANUAL

[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)

REFERENCE

[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

The Maximum Performance Ad NetworkSM



**Aaddzz brokers Web ad space 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.

Publisher Highlights

- Aaddzz maximizes Web site earnings by auctioning each impression.

APPENDIX F2

- ❑ 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 content rating, animation, or target domain.
 - ❑ Open to sites of all sizes and volumes.
 - ❑ 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.
- Continue by reading [Overview: Introduction To Aaddzz](#).

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)**OVERVIEW**[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)**MANUAL**[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)**REFERENCE**[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

Introduction To Aaddzz

Aaddzz acts as a broker between 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. Therefore 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.

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 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 how long visitors spend on each 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 problems or trends.

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.

Continue by reading [Overview: Publishers](#).

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)

OVERVIEW

[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)

MANUAL

[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)

REFERENCE

[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

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

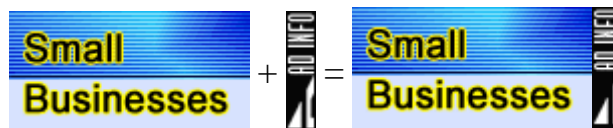
Small sites often have pages that draw a very specific audience. These types of pages can draw very high premiums from Aaddzz targeted advertising. Aaddzz automation makes it easy to place ads and allows even the smallest sites with targeted pages to contribute and participate in large advertising campaigns.

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.

Continue by reading [Overview: Advertisers](#).

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)

OVERVIEW

[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)

MANUAL

[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)

REFERENCE

[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

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

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. Ads purchased per impression can be targeted by factors such as the viewer's operating system and Web browser.



Brand Promotion



Immediate Event



Timed Broadcast



Timed Broadcast

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 choosen. 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 sells 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.

Common Questions For Advertisers

Can I control on which sites my ad appears?

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.

If you are concerned about the content appearing next to your ads, advertisers can prohibit their ads from appearing on Web sites in specific domains, or by content rating.

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?

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.

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

Continue by reading [*Overview: Ads, Spaces, & Places.*](#)

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer.](#)

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)

OVERVIEW

[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)

MANUAL

[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)

REFERENCE

[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

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.

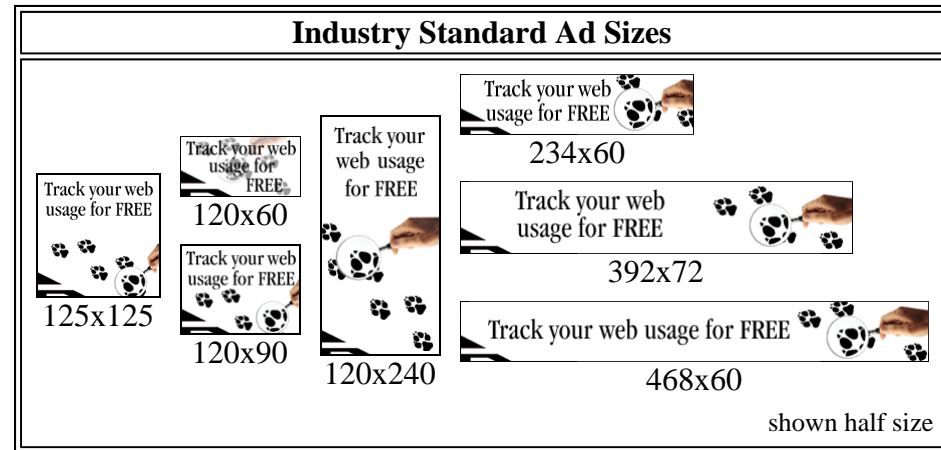
Publishers should try to create the most effective advertising space possible as their revenue will be proportional to the effectiveness of the space.

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. Use of the rating systems is voluntary.

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

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.

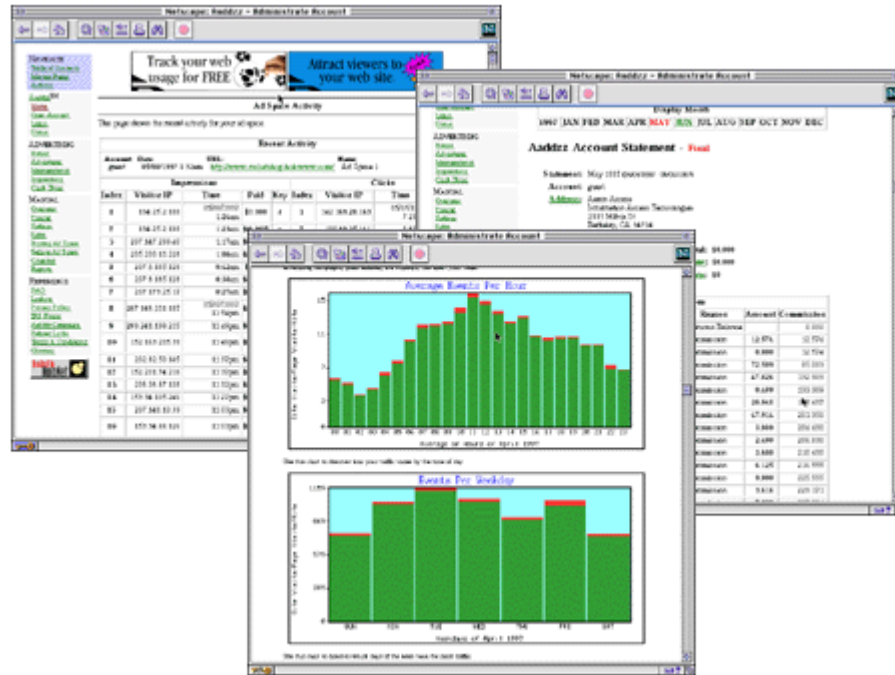
Continue by reading [*Overview: Real-Time Reporting And Statements*](#).

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)[OVERVIEW](#)[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)[MANUAL](#)[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)[REFERENCE](#)[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

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 provides real-time statements that allow account holders to better understand how their Web site and advertising campaigns are performing.



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 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.

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)

OVERVIEW

[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)

MANUAL

[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)

REFERENCE

[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

Buying Ad Space With Aaddzz

Purchasing advertising space with Aaddzz with Aaddzz is easy. Once you set up your account and your payment has cleared, you can have your ads running in minutes.

This page will guide you through:

- Preparing to Advertise.
- Creating an Ad Campaign.
- Registering your ads.
- Evaluating your ads effectiveness.

Prepare to Advertise.

- **You should have a general understanding of Aaddzz.**
Read about the Aaddzz concepts of [impressions](#) and [click-thrus](#). Additionally, examine Aaddzz [pricing](#) and supported [ad sizes](#).

- **Allow time to create your advertising banners.**

- **Allow time for prepayment.**

All ad purchases must be prepaid and are non-refundable.

If you will be [paying by credit card](#), allow 4 to 10 days for setup.

If you will be [paying by purchase order](#), allow time for an invoice to be cut and fulfilled.

If you will be [paying by check or money order](#), allow time for your check to clear. Bank drafts and money orders clear immediately.

- **Plan how much you would like to spend on your initial campaign.**

Consult our [pricing page](#) to assist you in determining your potential costs.

- **You will need an Aaddzz account.**

If you do not have an Aaddzz account, you will need to [open an account](#).

You only need one account regardless of how many ads you are placing. If you already use Aaddzz for selling ad space, we recommend you use the same account for purchasing ad space.

- **You will need an account balance to advertise.**

During the beta test, if your site will not be displaying ads, but you would like to try Aaddzz for advertising, e-mail ahbritto@iat.com for free funds. Be sure to include your account

name and the URL of the site you will be advertising.

If you will be paying by credit card, register any credit cards you might like to use. For details see [Credit Card Instructions](#).

If you are paying by check, money order, or purchase order submit your payment.

Creating an Ad Campaign.

- **Determine if you will want to pay for advertising by impression or click-thru**
See the pages on [impressions](#) and [click-thrus](#) for assistance.
- **Determine how much you are willing to pay per impression.**
We recommend starting at \$10 per thousand (\$0.01 each) and increasing the amount later if you are not receiving enough impressions.
- **Determine how much you are willing to pay per click-thru.**
We recommend starting at \$100 per thousand (\$0.10 each) and increasing the amount later if you are not receiving enough click-thrus.

Click-thru ads should be designed only to attract interested visitors. There is no point to paying for visitors who will not purchase your product. In particular, click-thru ads should not be designed as teasers. One way of reducing unproductive visitors, may be to place the price of the product on the ad.

If you are directly selling a product on the page, you might set the price to pay as follows. Determine the amount you from each sale you are willing to pay towards advertising and how many visitors your require from the ad to make a sale.

$$\text{click-thru price} = \text{advertising dollars per sale} / \text{visitors per sale}$$

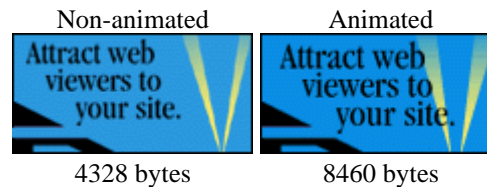
- **You will need ad images, or banners, to advertise.**
Your ads must be in GIF or JPEG formats. Your ads may be displayed on both light and dark backgrounds. The smaller the ad is in bytes the more likely it will be displayed. Many sites feel a reasonable size for ads is 8K, 10K, or 12K. You can view reports of the Aaddzz system to determine in what proportion the different sizes of ads have been shown.
- **Determine the themes for each ad.**
A theme is a message, slogan, and/or image that you will present to the ad viewer.

Here are some sample ad themes from [The Aaddzz Campaign](#):



- **The most effective ads are animated ads.**

However, animated ads can take significantly more bytes.



To insure your campaign has maximum reach, you may wish to make both an animated and non-animated versions of your ads.

- **Each ad is composed of a set of similar images in different sizes.**

The most effective campaigns will have ads avail as many sizes as possible. However, if the theme does not work well in the ad size, omit that size. Click on the ads above to see them in various sizes.

- **Organizing and name your ads.**

You should create a folder for each ad. Each image should be named by its size. For example:



- **Upload your images to your Web server.**

When you initially setup your ad with Aaddzz, Aaddzz will go to your web server to load your images.

Registering your ads.

- **Log into Aaddzz**

Before reaching this step, you should have created an account, established an account balance, and prepared your ads on your Web server as described above.

- **Click Mangage Ads**

This will bring you to the **Manage Ads** page which allows you to create new ads and manage existing ads.

- **Click Create Ad**

This will bring you to the **Create New Ad** page.

- **Enter your ad's information.**

The name for your ad must be unique from your other ads. We recommend using the same name as the folder in which you keep your ads.

The **Target URL** is the page to send someone to when they click on your ad.

The **Target Content Rating** is the content rating of your target page (the page someone is sent to when they click on your ad). If you do not wish to rate it, select "* - unrated".

If you are the slightest bit unsure of what to rate your pages, contact Aaddzz support for assistance at: 510-704-0160 voice or support@aaddzz.com.

The **Page Content Rating** is the highest caution level rated page that you will allow your ad to be displayed on. To insure you ads are only shown on pages suitable for "All Ages" select AD-G. To maximize the number of pages your ads can be displayed upon select AD-U to display any ad.

If you wish to limit the which operatmng system or Web browsers your ad is displayed to, deselect the Allow All options and select which operating systems or browsers you which to show your ad to.

Finally, click **Create**.

- **Load your ad's images into the Aaddzz system.**

Enter the URL of the directory containing your ad. Then click **Load**.

Aaddzz will attempt to load your images. It will show error messages for sizes it is unable to load.

If the images do not look correct, click **Cancel Loading** to abandon loading the images.

If your ad images appear correct, click **Save**.

- **Submit your ad for rating.**

Select a presentation rating. If are unsure if your ad qualifys for a rating, select next lesser rating. If you do not wish to have your ad rated select "Unrated".

Select a content rating for your ad's images. If you do not wish to rate it, select AD-U for unrated.

If you are the slightest bit unsure of what to rate

your ad's images, contact Aaddzz support for assistance at: 510-704-0160 voice or support@aaddzz.com.

Click **Submit**.

If you selected a presentation other than unrated, Aaddzz staff will verify your choice. If you selected as content rating of other than AD-U, Aaddzz staff will verify your choice. If Aaddzz staff does not need to verify your ratings, your ad will be immediately available.

- **Create a run for your ad.**

Ads can be placed to run according to options such as a range of days, impression or click-thru, or certain rate. Each "insertion order" is called a run.

You can rename the run if you want, but "default" is fine if you are will not have multiple runs.

If you want to edit the time of day or range of days during which your ad will run, set **Status When Created** to **Stopped**. You will be able to edit the run after the run is created.

Specify how you wish to pay: per impression or per click-thru. Specify how much to pay per impressions or click-thru.

Specify your **Initial Budget Limit** for this ad. Most advertisers will want to set a master budget from the Statements page, instead of setting a budget per ad.

Click **Create**.

Your ad run will start a few minutes after your submission has been approved.

Click **Continue** to return to the **Manage Ads** page.

Evaluating your ad's effectiveness.

- **This section is forthcoming**

You can examine the reports for your ads.

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)

OVERVIEW

[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)

MANUAL

[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)

REFERENCE

[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

Selling Ad Space With Aaddzz

Selling ad space with Aaddzz is easy and FREE. Anyone capable of editing their Web page can be earning money with their ad space in a matter of minutes.

This page will guide you through:

- Preparing to sell your space.
- Registering your first ad space.
- Configure your site's preferences.
- Verifying your commission.



Preparing to Sell Your Space.

- **You should have a general understanding of Aaddzz.**
Read about the Aaddzz concepts of [impressions](#) and [click-thrus](#). Additionally, examine Aaddzz [pricing](#) and supported [ad sizes](#).

- **You will need an Aaddzz account.**
If you do not have an Aaddzz account, you will need to [open an account](#).

You only need one account regardless of how many sites you selling ad spaces for. If you already use Aaddzz for purchasing ad space, we recommend you use the same account for selling ad space.

- **Determine what sizes ads you will use and where to place them.**
Examine the available [ad sizes](#) to determine which sizes will work best with your page.

Aaddzz rules require you place your ad spaces where most viewers will not need to scroll to view them. Additionally, the majority of your page must not be ads.

Your goal in placing ad spaces should be to provide the most effective ad space for the advertiser that does not interfere with your content.

You can place up to five ads on a page. However, we recommend placing no more than three.

An effective technique to improve the performance of your spaces is to duplicate them on the same page. For example, this page

places the same ads at both the top and bottom of the page. If your page is quite long, you may want to place additional copies in the middle.

To increase the potential ad revenue for your site, you may wish to advertise Aaddzz by placing a link to Aaddzz beside your ad space:



The Aaddzz logo on the right side is a separate GIF from the ad. More information on adding these Aaddzz GIFs can be found on the [Linking](#) page.



Registering A Space

- **Login to Aaddzz.**

From the Aaddzz site, click **Login** from the top of the menu bar on the left.

Enter your account name and password. Click **Login** to reach the Table Of Contents.

Take note of the purple NAVIGATE box in the upper-left corner. As you navigate through the Aaddzz system, you will be able to use this box to return to the Table of Contents.

- **Click Manage Pages.**

This will bring you to the **Manage Pages** page which allows you to create ad spaces, counters and trackers in the Aaddzz system.

- **Create the Ad Space.**

Click **Create Ad Space**.

Specify the URL and the size of your ad space.

Click **Create**.

- **Copy the HTML into your Web page.**

The HTML for the new space will be shown. Each space has its own unique HTML code. So you can not copy the HTML code for other pages.

Copy this HTML into your Web page.

You can verify that you have correctly added the HTML by clicking **Test Page**.

Click **Continue**, to return the Manage Ads page.

- **Congratulations, you are now earning money from your web page!** Continue with the following instructions to learn how to fine tune your site and take advantage of other features.

Additionally, Aaddzz provides many interesting real-time [reports](#) available for your pages. Similar reports, from a cost several hundred dollars for a single month's report.



Configure your site's preferences.

- **Go to the Edit page for your new site.**
On the Manage Pages page, you will find your site listed with a web icon next to it. Click on the **Edit** link beside it, to reach the **Edit Site Preferences** page.
- **Select your site's content rating.**
To increase the number of ads eligible to be displayed on your site, set the **Site Rating** to your site's content rating. If you do not wish to rate your site, choose AD-U for unrated.
- **Select your site's Ad Content Rating Limit.**
Select the highest caution level that you will permit an ad image to have when displayed on your site.

To earn the most revenue and display any ad, including ads for adults only, select AD-U for unrated.

- **Select your site's Ad Target Content Rating Limit.**
When visitors click on an ad, they are sent to the ad's target page. Select the highest caution level you will permit for the page that an ad on your site sends visitors to.

To earn the most revenue and ads that target any page, including ads for adults only, select AD-U for unrated.

- **Select your site's Byte Limit Per Ad.**
Smaller ads load faster and are more likely to be viewed. Larger ads may be more interesting. Most advertisers realize this and weigh these factors when creating an ad.

If you wish to keep ads under a certain size, set the **Byte Limit**

Per Ad to the maximum size for ads to be displayed on your page.

To have the most ads available, select **Unlimited**.

- **Select your site's Ad Presentation Rating Limit.**

Some sites may not want ads which are not very polished to appear on their site.

Set the **Ad Presentation Rating Limit** to the least polished level you will allow to appear on your site.

To earn the most money and hal To have the most ads available and potentially earn the most money, select **Unrated**.

- **Select your site's Exclude Domain List**

If you have direct competitors, you may wish to prevent them from advertising your site. Set the **Exclusion Domain List** to the list of domains you will not permit ads to target.

To create a list of domains, click **Domain List**.

- **Save your settings.**

Click **Save** to save your settings. Your changes will be effective in minutes.



Verifying your commission.

- **Verifying your space's activity.**

Visit your page and view an ad on your page. Click on an ad.

Click **Activity** from beside your ad space's listing on the Manage Pages page.

This will display a list of the last 25 impressions (when an ad was shown) and the last 25 click-thrus (when someone clicked on an ad).

Unless your page has shown 25 ads since you viewed your page, you should see your visit listed in the impressions and click-thrus columns.

Since Aaddzz had no way of knowing, it was you who viewed and clicked on an ad, you can conclude that Aaddzz either reports all impression and click-thrus or Aaddzz was lucky in deciding to report your impressions and click-thrus. By randomly testing the system, you should be able to conclude that Aaddzz reports all

impressions and click-thrus.

- **Verifying your space's payments.**

View the **Activity** for your ad. Make note of the most recent impression and click-thru events.

From the **Table Of Contents** page, click **Statements** to view your current statment. Your statement is generated in real-time and reflect all events made to your account.

Make note of your commission balance.

View the **Activity** for your ad. If you have not earned a commision on your ad space, wait a while and **Update** the page.

After you have received a commision, check your commision balance to verify that the commission from the ad event was credited to your commission balance.

- **Cross verification.**

If you know someone who advertises with Aaddzz and you happen to see their ad on one of your pages, you can cross check Aaddzz.

Ask the advertiser how much they pay per impression or click-thru. Then check the Activity for your space to make sure you were paid your 80% commission.



Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)

OVERVIEW

[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)

MANUAL

[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)

REFERENCE

[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

Fees and Payments

There are no fees to open an account, or to use Aaddzz counters and reporting services.

During the beta test, all accounts are created with a \$10.00 credit and click-thru setup fees have been reduced to \$1.00.

For information on free testing funds, see [Manual: Buying Ad Space](#)

Ad Space Selling Fees

Selling ad space is free. Commissions are split 80% to the space seller and 20% to Aaddzz. When an ad impression or click-thru is paid with promotion dollars, the space seller receives 50% of the cost in promotion dollars.

Advertising Space Buying Fees

All advertising fees must be prepaid. You can pay by [credit card](#), [purchase order](#), or [check](#). The minimum prepayment is \$100.00.

■ Setup Fees

\$1.00 per impression ad.

\$100.00 per click-thru ad (optional).

If an ad's click-thru setup fee has not yet been paid and if Aaddzz determines the ad has a high click-thru rate on a page, the click-thru setup fee will be waived and notice e-mailed to the contact address.

■ Advertising Fees

The advertiser chooses the price paid per ad impression or click-thru.

Minimum price per impression: \$10.00 per thousand (\$0.01 each).

Minimum price per click-thru: \$100.00 per thousand (\$0.10 each).

■ Monthly Fees

\$1.00 per ad per month

This fee is charged at the beginning of the billing month.

Volume Discounts

As an incentive to volume advertisers, Aaddzz offers a discount based on the advertiser's total advertising dollar volume for the previous three billing months. Promotional dollars do not count towards the advertising dollar volume.

This discount applied to impression and click-thru costs only. This discount does not effect the eligibility of ad when Aaddzz determines which ad to display. Promotional dollars are not discounted.

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

\$100,000+	15%
------------	-----

Advertising Agency Discounts

Recognized advertising agencies receive a 15% discount. Volume discounts are not available to recognized agencies.

This discount applied to impression and click-thru costs only. This discount does not effect the eligibility of ad when Aaddzz determines which ad to display. Promotional dollars are not discounted.

Agency status is granted subject to approval. To obtain recognized agency status, submit your request, a copy your marketing materials, 3 client references, 3 trade references, and your first \$1,000 payment towards advertising to:

**Aaddzz Agency Requests
2115 Milvia Street, 4th Floor
Berkeley, CA 94704**

For assitance, contact Aaddzz Support at 510-704-0160 voice or support@aaddzz.com.

Check / Money Order Instructions

The minimum check or money order amount is \$100.00. Funds are available after the check clears. Bank drafts and money orders clear immediately. To pay by check or money order:

1. Write your account name on your check or money order.
2. Make checks and money orders payable to:

Information Access Technologies, Inc.

3. Send your check or money order to:

**Aaddzz Accounts Receivable
2115 Milvia Street, 4th Floor
Berkeley, CA 94704**

For assitance, contact Aaddzz Support at 510-704-0160 voice or support@aaddzz.com.

Purchase Order Instructions

Aaddzz charges a \$100.00 non-refundable application fee per advertiser to process purchase orders. Acceptance of purchase orders is subject to credit approval. The minimum purchase order amount is \$250.00. To

pay by purchase order:

1. Submit at least 3 trade references and, if available, your [D-U-N-S](#) number with your first purchase order.
2. Make sure your purchase order uses the following wording:

Prepayment for services as per Aaddzz terms and conditions.

3. Send your purchase order to:

**Aaddzz Accounts Receivable
2115 Milvia Street, 4th Floor
Berkeley, CA 94704**

4. For fastest service, send a check to cover the processing fee with your purchase order. Otherwise, we will invoice the processing fee and only make funds available when your payment has cleared.

For assistance, contact Aaddzz Support at 510-704-0160 voice or support@aaddzz.com.

Credit Card Instructions

Before your card can be charged, we must have a signed authorization letter on file.

1. Create an Aaddzz account and register your credit cards. Aaddzz mails you an authorization letter for each card you register.
2. Sign and return the letter.
3. After your letter has been received, you can use your credit card to add to your Aaddzz account balance.

For assistance, contact Aaddzz Support at 510-704-0160 voice or support@aaddzz.com.

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)**OVERVIEW**[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)**MANUAL**[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)**REFERENCE**[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

Ratings

If you sell advertising space on your Web site, you'd naturally like to control the content that appears on your pages. Likewise, if you buy advertising space, you'd like to control what type of content is displayed adjacent to your advertising.

To assist sellers and buyers, Aaddzz supports both a content and presentation rating system. Together, these systems rate the appearance of an ad, its content, and the content of an ad's [target page](#).

Use of the rating systems is voluntary. However, space sellers may prevent unrated ads and ads that target unrated pages from appearing. Additionally, Web advertisers may prevent their ads from appearing on unrated pages.

Aaaddzz Presentation Rating System

The Aaddzz presentation rating systems applies only to the commercial appearance of an ad. It is designed to prevent businesses and organizations from having unprofessional ads on their Web sites. Use of the presentation rating system is voluntary. Ads which may marginally meet a rating are rated below that rating. Aaddzz staff will not debate the rating of an ad. Ads may be rated as:

- **AP-Commerical**

The ad is of the caliber produced by most large businesses. The ad is polished and attractive, with no obvious errors.

- **AP-Basic**

The ad is not as polished or as attractive as produced by most large businesses. The ad contains no obvious errors.

- **AP-Rough**

The ad may be hard to read because of font choice, or may contain spelling or other errors. Color palettes appear to change unintentionally. Due to animation or color choice, the ad is exceptionally distracting. Pictures appear to be unintentionally mis-colored or lack of anti-aliasing. The ad is unbalanced. Margins may appear haphazard. An element may appear extraneous. The ad appears to lack artistic effort, ads of mostly text may be rated this way.

TIP

Slower animation may reduce the distracting quality. When using animation with pictures, use the same color palette for all frames. Be careful not to reduce color palettes too far.

- **AP-Poor**

The ad fails to convey a message. Portions of the ad may be illegible or have graphics of poor quality. The ad may contain text

that is very hard to read due to poor color choices. The ad appears sloppy due to lack of artistic effort, artifacts related to poor clipping, or elements may be unintentionally indistinct from each other. The ad appears to be stretched or distorted for other than artistic effect. The ad appears to be a cropped version of a larger ad or a bordered version of a smaller ad for other than artistic effect.

TIP

Avoid placing bright text on bright backgrounds. To increase the contrast, you might try adding a shadow or outline to the text.

■ **AP-Unrated**

The ad or page is unrated at the request of the owner. Or, the ad is unrated by IAT staff because: the collection of images for the ad are not graphically or textually similar in theme. Or some people may find the ad offensive.

TIP

If your ad images for the different sizes are substantially different, you should submit them as separate ads.

In rating your own ads, if you are not sure your ad completely meets the criteria of a rating level, choose a lesser rating.

Aaddzz Content Rating System

The Aaddzz content rating standard designed to protect children.

Some trusted account holders may rate their own ads. IAT staff rates all other ads submitted not submitted as unrated. Ratings are not foolproof. Because all sites report their own content ratings and they may change their site at anytime, Web sites can be misrated. To protect Web advertisers and space sellers, Aaddzz may ignore the self-rating and treat ads and target sites as AC-U if we receive numerous complaints about an account.

■ **AC-G**

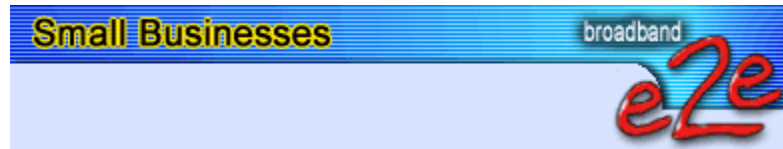
An ad or web page for all ages. Safe for kids even when unsupervised. Almost no sites would have a problem displaying this ad or linking to this web page. Pages contain no direct links to unpassword protected adult material.

■ **AC-PG**

Ads which are suitable for older kids when their parents or teachers are with them to supervise and offer guidance. These ads may contain content which not all parents consider suitable for kids. Contains profanity, violence, nudity in artistic context, sexual themes. Includes uncontrolled areas such as discussion forms, revealing clothing, sex education, drug education. Pages contains only direct links to pages which would be considered AD-G or AD-PG.

- **AC-R**
Ads or Web pages which are not suitable for kids or ads or Web pages which some parents would not want their children to see. These include ads for adults-only products, explicitly depicted sexual themes, violence, or offerings for any product or service not offered to persons under the age of 18.
- **AC-NC** [Aaddzz does not currently allow these ads]
Ads or Web pages which are for adults only. These include explicit depictions, in writing or visual form, of persons engaged in sexual activity or having as its dominant characteristic the depiction of human sexual organs or anal regions for purposes of sexual arousal, interest or gratification.
- **AC-U**
An ad unrated by the Aaddzz staff. Staff may refuse to rate ads.
- **AC-P**
An ad prohibited by Aaddzz policies. This ad will not be shown by the Aaddzz system. For example, ads promoting illegal acts, ads promoting other Web ad networks.

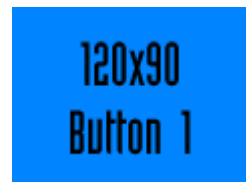
Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)**OVERVIEW**[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)**MANUAL**[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)**REFERENCE**[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)**Ad Sizes**

Aaddzz supports many popular ads sizes from the [IAB/CASIE](#) proposal for voluntary model banner sizes.

Some tips for creating ads and ad spaces:

- When you create an ad, you can increase it's exposure by creating it in as many sizes as possible.
- When you create an ad space, choose a useful size that does not interfere with the rest of your content.

Sample Ad Sizes

120x90



120x60



120x240



125x125



468x60



392x72

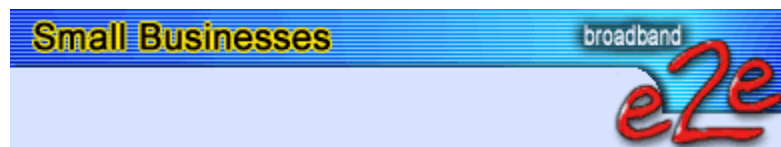


234x60

To view sample ads in various sizes see [The Aaddzz Campaign](#).

Ad Bytes

Because of size limitation imposed by some Web sites, ads with fewer bytes are more likely to be displayed. Ads of less than 8K typically receive wide distribution. Ads over 15K may have limited distribution. The maximum number of bytes allowed is 65,536.

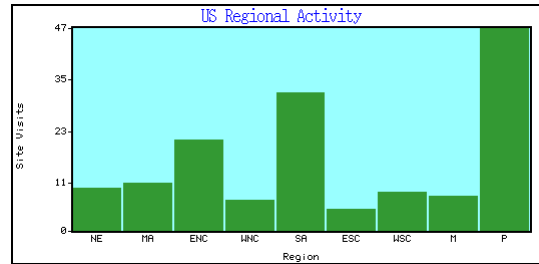


Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)**OVERVIEW**[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)**MANUAL**[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)**REFERENCE**[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

Aaddzz FREE Access Reports

Use FREE Aaddzz reports to monitor access to your Web site and advertising campaign.



SAMPLE CHART

Report information is updated any time Aaddzz displays an ad space, [counter](#), or [tracker](#). Many Aaddzz reports are generated in real time and are always up to date.

To view a live sample of Aaddzz reporting, try our [GUEST LOGIN](#) and click on **Reports** from the **Table Of Contents**.

Site Reports

Site reports are provided for pages displaying an Aaddzz ad space, [counter](#), or [tracker](#). Site reports include:

- [Visits](#) and [hits](#) by day of the week, hour of the day, and day of the month.
- Visitor screen size, browser, operating system, and top level domains.
- Visitor country and [US region](#).
- Visit length per site and per page.
- Entries and exit to your site by page.

If you choose, you can [publish](#) your site report.

Publishing Site Reports

You can publish your site reports by marking your site reports as public. To create a link to your reports, copy the HTML from the **Site Preferences** page or by adding a tracker or counter to your page.





Reports published this way omits impression and click-thru statistics. Only your site reports are available. A password is still needed to edit your account or view other reports.

Report Details

- [US Regions](#)
The link above shows a breakdown of the US regions by state.
- Week of the year
For reporting purposes, the first week of the year ends on the Saturday of the same week of the first day of the year.



Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)

OVERVIEW

[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)

MANUAL

[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)

REFERENCE

[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

Advanced Topics

The information is available on these advanced topics:

[Format Of Ad Space HTML](#)

The format of the HTML for ad spaces is explained.

[Placing Ads Side By Side](#)

HTML tips for placing ads consistently side by side.

[Keyword Search](#)

Space sellers with search pages, can increase their commission by supplying keywords to improve the targeting of ads shown by Aaddzz.

[Virtual Pages](#)

Space sellers that generate their pages dynamically, can increase their commission by have different ads shown for each request.

[Registering Many Pages](#)

There are techniques that can be used to automate the registration of many ad spaces.

[Format Of Ad Space HTML](#)

The components of ad space HTML which change from space to space are identified below.

Components:

```
<A TARGET="_top"
  HREF="http://ad1.aaddzz.com/click/Space_Id/Account_Id/URL"><IMG ISMAP
  SRC="http://ad1.aaddzz.com/image/Space_Id/Account_Id/URL" ALT="[Aaddzz
  Advertisement]" WIDTH=width HEIGHT=height BORDER=0></A>
```

Space_Id

This is the ad space number on the page. Normally 1, 2, or 3.

Account_Id

This is the account id of the page as space owner.

URL

This is the location of the page without the "http://".

Width & Height

This is the size of the ad space.

[Keyword Searches](#)

Space sellers with search pages, can increase their commission by

supplying keywords to improve the targeting of ads shown by Aaddzz on search result pages.

Aaddzz currently only provides this feature to search pages with over 100,000 searches per day. Even if you do fewer searches per day, please submit your request for this feature along with the number of searches your site does per day.

Aaddzz currently supports one keyword syntax. If you have a popular search engine, we may consider adding support for your syntax.

If your account is configured to allow keyword searches, you can keyword search as follows. On the ads for your search results page, add the following to both URLs:

```
;search=general;request=__the_request__
```

If your search results can be multiple pages, you will probably want to use this feature in conjunction with the [Virtual Pages](#) feature.

Keyword Search Syntax: General

List words required in a document as is separated by spaces. If any required word is found, the document is listed in the result. Punctuation marks are treated as spaces. Place phrases in double quotes. To require a word or phrase, place a plus sign immediately before it. To exclude a word or phrase, place a minus sign immediately before it.

Virtual Pages

For normal pages, Aaddzz shows the same ads whenever someone requests the same page again. For virtual pages, which are generated dynamically, the content may change significantly for each request. In this case, it may be appropriate to show a different ads for each request.

To see if your account is configured to allow virtual pages, check your account preferences.

To distinguish each page you generate for a visitor, you must specify a virtual page id (VPI) in the HTML for each space. The VPI is a number which you choose from 1 to 65535.

The HTML for each ad space mentions two URLs. The first number in each URL is the space number. To place a VPI in the HTML for a space, insert the a comma and the VPI after the space number.

Normal:

```
<A TARGET="_top"  
  HREF="http://ad1.aaddzz.com/click/1/2/www.rocketshop.hollowww.com/"><IMG ISMAP  
  SRC="http://ad1.aaddzz.com/image/1/2/www.rocketshop.hollowww.com/"  
  ALT="[Aaddzz Advertisement]" WIDTH=468 HEIGHT=60 BORDER=0></A>
```

With VPI of 1234:

```
<A TARGET="_top"
  HREF="http://ad1.aaddzz.com/click/1,1234/2/www.rocketshop.holowww.com/"><IMG
  ISMAP SRC="http://ad1.aaddzz.com/image/1,1234/2/www.rocketshop.holowww.com/"
  ALT="[Aaddzz Advertisement]" WIDTH=468 HEIGHT=60 BORDER=0></A>
```

There are two ways to configure the display of ads for virtual pages, consistant or random. If you generate a limited number of pages, or pages have a heirarchy, you will want to use the consistant method.

Consistant Pages

As someone traverse your dynamically generated pages, it would be best if they saw the same ads when they visited the same page during the same visit. To accomplish this, you must specify a consistant VPI for each page.

For example, if you had a table of contents page, you might give it a VPI of 1. You would number other pages as convenient.

Random Pages

If there is no stable structure to your pages, in particular if the visitor is unlikely to use the back button, you should use sequential VPIs for each page you deliver.

One common practice, on UNIX systems, is to use the process id of the CGI script the VPI.

Registering Many Pages

Aaddzz accounts are normally limited to allow ads on only 30 pages. To have your limit raised, please contact Aaddzz support.

Modifying Pages With Perl.

If you are registering many pages and have access to PERL, you may want to use the supplied perl script to place the correct HTML on your pages.

Each Aaddzz ads space on your pages, must have unique HTML tags to display an ad. Additionally, to improve your click-thrus for the space, you may wish to repeat a space on page. To avoid registering each page manually and then copying the correct HTML, you can use the following short cut:

- Place the following HTML comment where you would like to place ads:

```
<!-- AADDZZ 234x60 -->
```

If you want a different size, change the size.

Modern browsers will not display HTML comments to visitors, so you may place this on your live pages.

- If you want to repeat ads on the same page, you must also specify the space number after the size, for example:

<!-- AADDZZ 234x60 1 -->

- After you have modified all your pages, you can use the scripts supplied below to change all of your files to contain the correct HTML.

Alternative Many Page Registration

...forthcoming...

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).

[AaddzzSM](#)[Home](#)[Open Account](#)[Login](#)[Status](#)[Beta Testing](#)

OVERVIEW

[Highlights](#)[Introduction](#)[Publishers](#)[Advertisers](#)[Ads Placement](#)[Real-Time](#)

MANUAL

[Buying Ad Space](#)[Selling Ad Space](#)[Pricing](#)[Rating Systems](#)[Ad Sizes](#)[Counters](#)[Reports](#)[Advanced Topics](#)

REFERENCE

[FAQ](#)[Linking](#)[IRS Forms](#)[Related Links](#)[Aaddzz Campaign](#)[Aaddzz Terms](#)[IAT Policies](#)[Glossary](#)

Frequently Asked Questions

*** UNDER CONSTRUCTION ***

General Information

- [What Web Servers & Operating Systems are supported?](#)
- [How is Aaddzz different from other ad networks?](#)
- [How is Aaddzz different from other ad management software packages?](#)
- [Which web sites does Aaddzz represent?](#)
- [How long does it take to place an ad?](#)
- [How long does it take start selling ad spaces?](#)
- [How can I find my IP address?](#)

Making Ads

- [How do I save my JPEG as a GIF?](#)
- [How do I prevent my animated GIF from shift colors?](#)

Using Aaddzz

- [Do I need multiple accounts for multiple Web sites?](#)
- [Guidelines for ad placement?](#)
- [Can I use other networks and systems on the same page?](#)
- [Limit on the number of ads per page?](#)
- [Can I use JPEGs or other graphics formats for Ads?](#)
- [Can I use transparent GIFs?](#)
- [How can I see my ad on someone else's page?](#)
- [Do you have any tips for placing ad images?](#)

How Aaddzz Works.

- [What tools, equipment, and services are used to provide Aaddzz?](#)
- [Does Aaddzz use cookies?](#)
- [Who created the ads for Aaddzz?](#)
- [How is country information determined?](#)
- [Does Aaddzz ever fail to deliver a click-thru?](#)
- [How does Aaddzz prevent fraud?](#)

General Information

- **[What Web Servers & Operating Systems are required?](#)**

Advertisers require:

1. A modern Web browser, such as Netscape or Microsoft Internet Explorer.
2. An Internet Web site to direct clicks on their ads to and also to place a copy of their ad images for Aaddzz to load from.
3. Ads in GIF format.

Web Space Buyers require:

1. A modern Web browser, such as Netscape or Microsoft Internet Explorer.
2. An Internet Web site that allows them to place custom HTML on their pages.

- **How is Aaddzz different from other ad networks?**

Aaddzz most outstanding features are pay per click-thru advertising, real time reporting, ad placement in minutes, ad space registering in seconds, support for both small and large Web sites and advertisers, support for Industry standard [ad sizes](#), low cost ad testing, advertisers choose their advertising rate, Aaddzz maximizes the ad space seller's profits each time an is shown, and Aaddzz takes a commission of only 20%.

In comparison with other ad networks, Aaddzz is very public about basic information that some other services refuse to post on their Web sites. For example, our [service agreement](#), [rates](#), and a [preview of our account management system](#) are publicly available.

In comparison with pure Ad exchange networks, our goal is to pay ad space sellers. They can then optionally purchase advertising. Promotional advertising dollars are used to provide an advertising exchange for unpaid advertising. ***FIX***

- **Do I need multiple accounts for multiple Web sites?**

No, a signal if you have

- **How is Aaddzz different from other ad management software packages?**

- **What happens to my Web ad space when my account is not in good standing?**

If you account is not in good standing, Aaddzz sends you a notice of a change in account status by email. Although AAddzz will continue to display ads, we will not credit any commissions to your account.

- **Why might my account go inactive?**

Your account may go inactive if you have not prepaid your membership fees, if your purchase order is past due, or if you dispute a charge via your credit card issuer.

To dispute a charge, please [contact AAddzz](#) directly.

- **Can I restrict competitors from advertising on my pages?**

Yes. You prevent ads that link to particular domain names.

- **Can I restrict poor quality or inappropriate ads from appearing on my pages?**

Yes. You can restrict ads based on a presentation rating and on the type of site an ad links to.

- **Can I restrict poor quality or inappropriate sites from displaying my ads?**

Yes. You can restrict where your ads are shown based on a presentation rating and on the type of site where ad space is available.

- **Can I use animated ads?**

Yes, but some site prohibit animated ads, so ads without animation are more likely to be displayed. There are additional problems with animated ads:

- Not all Web browser can display animated ads.
- Some browsers show just the first or last frame of an animated ad.
- Some browsers do not support looped animation.
- Some browsers only loop animation once.

If you just have to use animated ads, cheer up. Not only do most viewers use browsers that can display animated ads, but animated ads are more likely to product click-thrus.

- **How does Aaddzz auditing and performance verification work?**

Aaddzz provides a simple of statement detailing charges. The online reports give you the information you need to verify performance.

- To verify click-thrus, check the report of the last 25 click-thru sites for an ad and compare this with the sites logs.
- To verify impression performance, check the report of the last 25 impression sites and contact the sites for verification.

- **How does Aaddzz prevent fraud?**

Ad space sellers are prohibited by contract from inflating their impressions or click-thrus. Additionally, Aaddzz implements a comprehensive fraud detection system.

- **[How can I find my IP address?](#)**

The Aaddzz [Network Status Page](#) will show you your current IP address.

- **[Do you have any tips for placing ad images?](#)**

Foreign Use

- **[Canada](#)**

We are looking into full use by Canada.

- **[Other non-US countries?](#)**

We may offer all features except cash payments soon.

- **When will the beta test end?**

The beta test will most likely end mid to late August.

How Aaddzz Works.

- **Who created the ads for Aaddzz?**

The graphics for *The Aaddzz Campaign* were created by [WebMaker Digital](#).

- **How is country information determined?**

Aaddzz obtains the IP address of a visitor whenever it serves an ad, counter, or tracker. At this point the country for the user is marked as unknown. The domain for the address is looked up. If the domain ends in a country code the user is remarked as belong to the correct country. If the domain is top level domain such as .com, .edu, or .org then Aaddzz contacts the Internic to determine what country the domain is registered in.

State information is also obtained either from the domain or the Internic.

- **What tools, equipment, and services are used to provide Aaddzz?**

For information on how Aaddzz was made see the [Aaddzz Colophon](#).

- **Does Aaddzz ever fail to deliver a click-thru?**

When Aaddzz displays an ad, it remembers who it showed it to and which ad it was. When the person click on the ad, it looks up this information and delivers the visitor to the correct page.

If the viewer has take too long to click in the ad, Aaddz may be unable to deliver them to the correct page. In this case ads delivers them to the [Aaddzz - Expired Ad Page](#).

Copyright (c) 1997 [Information Access Technologies, Inc.](#) This page subject to the [Aaddzz Advertising Disclaimer](#).