



Simple ☒ Create & Manage Your Own Ad Campaigns

Targeted ☒ Contextual, Behavioral, Geo

Measurable ☒ ROI by Traffic Source

Advertiser Media Kit

Advertising With 1stMarketingTraffic

1stMarketingTraffic is a leader in providing innovative keyword-targeted advertising solutions, featuring site-specific ROI tracking along with behavioral and contextual targeting options to equip you with a powerful set of performance-based tools to maximize your revenues.

Control Your Budget

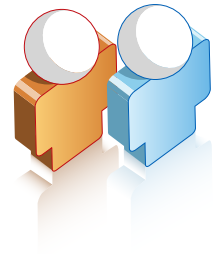
Auction-Based Pricing, Spending Caps, No Contracts!

Optimize Your Campaigns

Select Only the Best-Performing Traffic Sources

Expand Your Reach

Quality Traffic from Both US and International Sources



Campaign Flexibility

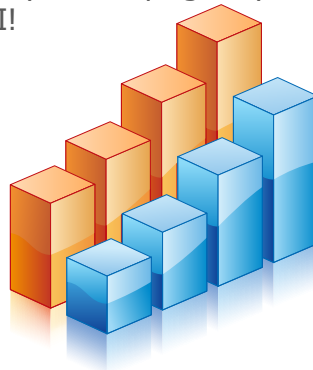
- Banner Ads
- Pop-Under Ads
- Transition Ads
- Search Listing Ads

Multiple Targeting Options

- Contextual and Behavioral Targeting
- Advertiser Retargeting
- Geo-Targeting (US and International traffic)

Measure Your Results

1stMarketingTraffic enables you to track your results by traffic source and keyword. We also give you the ability to optimize your campaigns by choosing only the best-performing traffic sources to maximize your ROI!



Banner Ads

Banner Ads are available in a variety of IAB-standard sizes and multiple formats including Text, Graphic and Graphic Redirect Banners.

Banner Ad Overview

Minimum Bid Price	Keyword-Targeted: \$.0005 (\$0.50 CPM) Run of Network: \$.0005 (\$0.50 CPM)
Advertiser Pays	Per-View (Impression)
Ad Location	Premium Ad Spaces on Publisher Websites
Ad Sizes	468x60 (Full Banner) 234x60 (Half Banner) 728x90 (Leaderboard) 300x250 (Medium Rectangle) 250x250 (Square) 120x240 (Vertical Banner) 180x150 (Rectangle) 240x400 (Vertical Rectangle) 120x600 (Skyscraper) 160x600 (Wide Skyscraper)
Ad Formats	Text Graphic Image (GIF or JPG, 35k max file size) Graphic Redirect (JavaScript, HTML, Flash...)



Pop-Under Ads

Pop-Under Ads combine the keyword-targeting of CPC (Cost-Per-Click) advertising and the cost-effectiveness of CPM (Cost per Thousand) advertising. Pop-Under Ads are available in multiple formats including Landing Page, Graphic Image and Graphic Redirect Pop-Unders.

Pop-Under Ad Overview

Minimum Bid Price	Keyword-Targeted: \$.005 (\$5.00 CPM) Run of Network: \$.003 (\$3.00 CPM)
Advertiser Pays	Per-View (Impression)
Ad Location	New Browser Window (Pop-Under)
Ad Sizes	800x600 Full-Page Pop-Under (Landing Page) 720x300 (Graphic Image)
Ad Formats	Landing Page Graphic Image (GIF or JPG, 50k max file size) Graphic Redirect (JavaScript, HTML, Flash...)

Consumer enters 'Travel' in search box or clicks on the 'Travel' category

The search for 'Travel' triggers your Pop-Under Ad in a new browser window



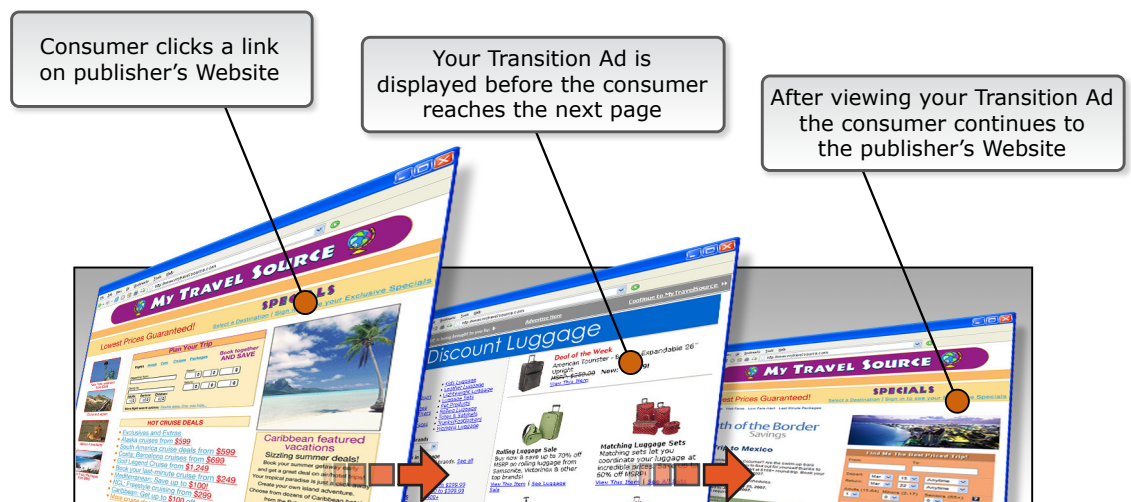
Transition Ads

A Transition Ad is an ad that is displayed to a consumer as they are navigating between pages on a publisher's Website. When a consumer clicks a link on a publisher's Website, your Transition Ad will be displayed as an intermediate page before the consumer reaches the next page on the publisher's Website.

In the Transition Ad window, your ad is displayed below a small frame at the top of the browser window. The frame includes a link to allow the consumer to continue to the next page on publisher's Website after they have viewed your ad.

Transition Ad Overview

Minimum Bid Price	Keyword-Targeted: \$.006 (\$6.00 CPM) Run of Network: \$.006 (\$6.00 CPM)
Advertiser Pays	Per-View (Impression)
Ad Location	Displayed as a full-page interstitial when a consumer navigates between pages on a publisher's Website
Ad Size	800x600 Full-Page Browser Window (Landing Page) 720x300 (Graphic Image)
Ad Formats	Landing Page Graphic Image (GIF or JPG, 50k max file size) Graphic Redirect (JavaScript, HTML, Flash...)



Search Listing Ads

Search Listing or Cost-Per-Click (CPC) ads are paid-search text ads that appear in search results listings. Search Listing Ads include a title, description, your click-through URL (URL to the landing page or Website that your ad links to) and a display URL (URL that is displayed in the ad).

Search Listing Ad Overview

Minimum Bid Price	Keyword-Targeted: \$.05 Run of Network: \$.01
Advertiser Pays	Per-Click
Ad Location	Sponsored Search Results
Ad Format	Text Ad

Sponsored Search Listings



The screenshot shows a search results page for the keyword "travel". At the top, it says "Web Results 1 - 10 of about 49,500,000 for travel (definition) (0.12 seconds)". Below this, there are several sponsored listings. A callout box labeled "Sponsored Search Listings" points to two of these listings. The first listing is from "Travel Right With Travel Source" (www.MyTravelSource.com) with the description "Save on Flights, Hotels, Vacations, Cars, Cruises & Trip Extras Today!". The second listing is from "Travel Deals" (www.FindTravelDeals.com) with the description "Find Vacation Travel Deals. Review & Compare!". Other visible listings include "Cheap Travel Deals", "Travel: Airfares, hotels, vacations, cruises, car rentals and more ...", "Cheap airline tickets, hotels, reviews, cars, cruises and ...", "Expedia Travel -- discount airfare, flights, hotels, cars ...", "Travel - Guides and Deals for Hotels, Restaurants and Vacations ...", "Orbitz: Cheap Travel, Flights, Hotels, Vacations, Car Rentals, Cruises", "CNN.com - Travel", and "Travel Channel :: Vacation ideas, travel guides, videos, photos ...".

Targeting

Contextual Targeting

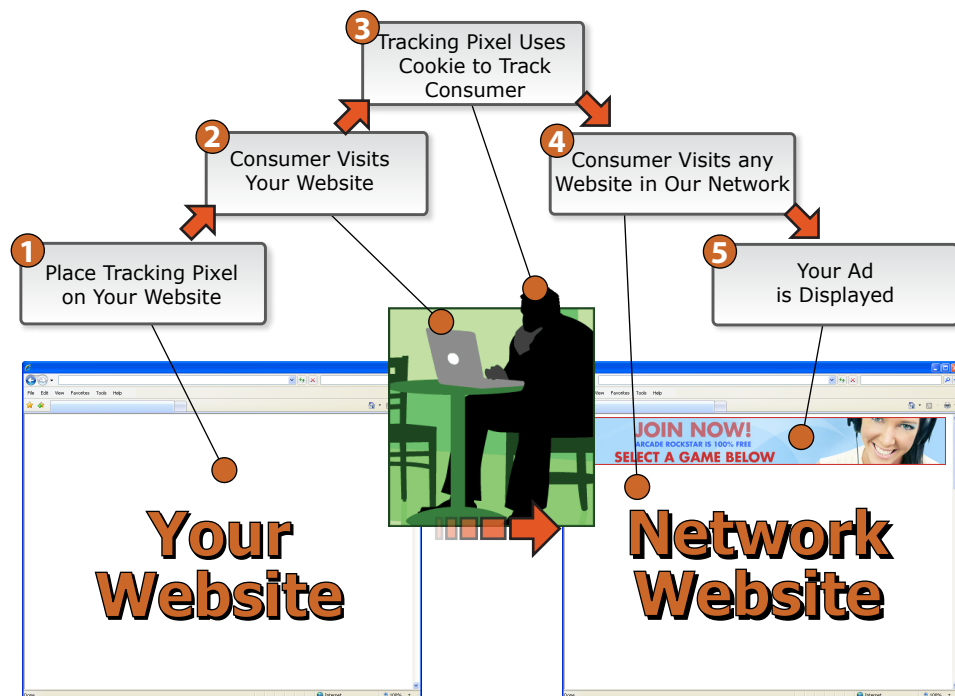
Contextual targeting uses keyword targeting to display your ad when the consumer is searching or browsing for your product or service. As the name implies, your ad targets the context of a consumer's keyword search or a web page that a consumer is looking at.

Behavioral Targeting

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

Advertiser Retargeting

Advertiser Retargeting offers you the opportunity to communicate to your customers after they have visited your Website. Our tracking technology tracks consumers that have visited your Website. When that consumer returns to another Website in our network, your ad can be displayed to them as a Banner, Pop-Under, Transition or Search Listing ad.



Geo Targeting

Geo Targeting allows you to target your audience by specific countries or regions. Choose from U.S. and International traffic sources to target your consumers.

Advertisers and Publishers

Advertisers



Publishers



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