

## Content-Targeted Ad Serving and Search Engine Marketing Solutions

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AdSonar gives advertisers unprecedented control over placement of your message - choose sites, pages, or topics. Target customers on a local or national level. You bid against others in an auction-style marketplace - you choose how much you want to pay per click!

AdSonar Exchange raises the "relevancy" bar. AdSonar borrows from traditional and tested marketing concepts by using content categories to begin matching relevant advertisers and publishers in a highly organized manner. Advertisers then choose the topics within those sites to display their message and how much they'll pay per click – ensuring a highly relevant placement and strong ROI.

If you sell vitamins you will have peace of mind knowing that your ad will only display on publisher pages that AdSonar Exchange has determined to belong in our Health, Beauty and Fitness category. Your vitamin ad will display on relevant pages that AdSonar Exchange has determined to fall only within this tightly controlled category ensuring both a content-targeted and psychographic match.

Why are AdSonar listings any different than other content-targeted programs?

Two Simple Reasons:

Relevancy: AdSonar has the one of the most accurate matching technologies in the industry.

Simplicity: AdSonar does the work of discovering topics; making the creation of ads an easy and simple three-step process.

AdSonar combines superior relevancy matching and listings control with a vast and comprehensive publishing community. In addition to category matching, AdSonar uses patent-pending technology to place your listings beside the most relevant content.

AdSonar simplifies the advertisement creation process while giving you superior control of where to place your listings and how they appear. AdSonar also allows for the exclusion of specific listings as well as support for "budget capping," and AdSonar's technology eliminates the process of defining keywords by suggesting topics for your ad.

Other helpful information regarding the event can be found at: [adsonar.netbizint.com.au/index.html](http://adsonar.netbizint.com.au/index.html)

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