

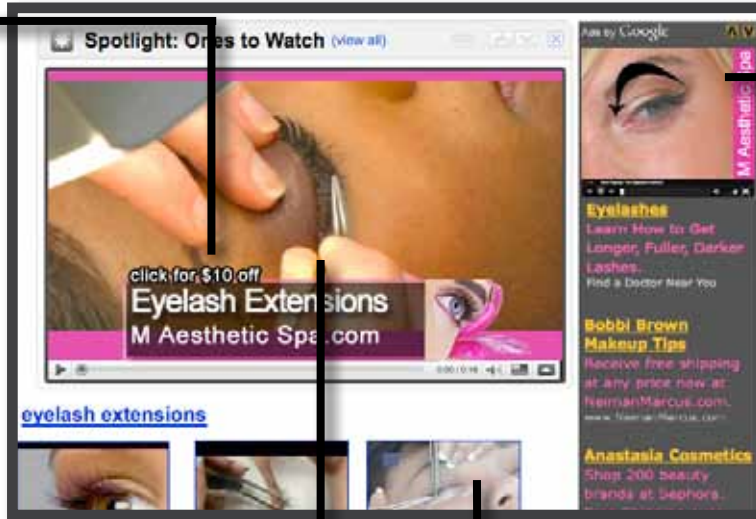


PLACING YOUR CLIENT'S VIDEO

The Internet is bursting with opportunities to use video for brand building, generating leads and increasing sales. How you use video is no longer limited by the technology -- only by your own imagination.

TEXT BASED OVERLAYS

These widget applications allow an advertising copy to be placed inside the video content or at the top or bottom of the video player, similar to tickers that crawl across the bottom of TV screens.



BANNER ADS

Video banner ads build brand and generate results nearly on par with pre-roll ads. And new technologies like rollover, that lets viewers mouse-over an ad to start and stop the video without clicking, enhance the user experience.

PREROLL VIDEO

A 15 or 30- second video that plays before a site visitor can view their selected content. Research shows that when this video content is behaviorally targeted to Internet users most likely interested in it, this type of ad generates among the highest click-through and conversion rates.

VIDEO LISTINGS

Show product demos, testimonials and repurposed TV spots to reach large, targeted audiences via search marketing. It's an excellent tool for national chains to help promote individual stores or outlets to their geographic markets.



BRANDED ENTERTAINMENT VIDEO

Product placement has found a new home on sites dedicated to original content. Pre roll ads combined with static ads viewed during consecutive episodes encourage viewers to click thru and learn more. The production costs are a fraction of those for a broadcast TV spot, and the results are impressive.



OFFLINE ASSETS

TV commercials, TV programs, and other video assets are becoming hot content consumers want to see. The shows are sponsored by advertisers in a very clean environment and each episode is presented with limited commercials with only one sponsor for each episode.