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If your target audience is made of Digital Media professionals, you will not find a better value for your online advertising budget!

Launched in early 2008, AdOperationsOnline.com has quickly established itself as a unique meeting point for publishers, ad operations executives and providers of services in the online advertising arena.

AdOperationsOnline.com distributes its content through several professional syndication channels, and has been cited or mentioned in many reputable information sources - such as BusinessWeek, Forbes, Mashable, Wikipedia, New York Times, and CNBC.

We can reach decision-makers in the digital media industry, as we have strategically built a highly-targeted audience for AdOperationsOnline.com. Our typical advertiser operates in the following areas:

- Digital Media technology
- Ad networks & platforms;
- Ad optimization services;
- Ad serving;
- Ad operations & trafficking;
- Online Marketing;
- Mobile Advertising;
- Advertising & Marketing Events;
- Advertising & Media Agencies.

Site Stats

Traffic % highlights per country / territory

- U.S. 59%
- UK&IE 15%
- Americas 63%
- Europe 24%

New Visits %

18% more new visits than the industry benchmark (Advertising & Marketing sites) - more eyes to see your ads!

Unique Visitors

> 30,000 / month

Monthly Growth Rate

11% (pageviews and visitors over 6 months)

Your Brand On...

>50,000 indexed pages and growing (August 2011)

Data sources:

- Google Analytics;
- Quantcast;
- StatCounter;
- Google Webmaster Tools.

Demographics

Our Typical Visitor

- is employed fulltime (88%);
- works in the Advertising or Digital Media industry (83%);
- has a Bachelor's Degree or higher (71%);
- lives in a household with a yearly income of over \$100k (51%);
- spends more than 40 hours online every week (92%).

Gender

MALE

60% Male

40% Female

Age

YOUNG ADULTS

1% 3 - 12

10% 13 - 17

36% 18 - 34

34% 35 - 49

19% 50+

Household Income

MORE AFFLUENT

13% \$0-30k

19% \$30-60k

17% \$60-100k

51% \$100k+

Education Level

GRADUATE
and POST GRADUATE

29% No college

46% College

25% Graduate school

Traffic Frequency

REGULARS & ADDICTS

3% Addicts (>30 visits / month)

41% Regulars (at least 1 visit / month)

56% Passers-by (1 visit / month)

Our Audience Also Likes	science/nature	2.5x affinity
	politics & commentary	2.4x affinity
	travel news & info	1.9x affinity
	technology	1.9x affinity
	science & technology	1.9x affinity
	online trading	1.8x affinity
	nonprofit	1.7x affinity

The affinity score signifies how much more likely is a visitor to AdOperationsOnline.com to be interested in these categories, by comparison to the average internet user.

How Does This Translate for You?

AdOperationsOnline.com has a highly specialized, niche audience, that may be otherwise very difficult and expensive to advertise against: your message can reach influential professionals in the Online Advertising & Digital Media industries, the very decision-makers you're looking for.

If you would like to advertise a service or product in a category that stands at the core of our what we focus on (*think ad networks, ad optimization, ad serving, digital media technologies*), we strongly recommend that you consider our exclusive sponsorship opportunity.

Data sources:

- Google Analytics;
- Quantcast;
- in-house survey.

Formats, Sizes, Placements

Ad Formats

- image ads;
- rich media ads;
- redirects;
- Flash ads, video ads.

At this moment, we do not employ interstitials, pop-ups and pop-unders. However, if you require that we run a campaign of this type, please contact us for details with regard to implementation.

Display ads using image and HTML code creatives can be booked directly through our self-serve advertising platform- if you don't already have the creatives, you can create them through the advanced builder and templates available. For any other type of creatives, please contact us in order to have your campaign set up.

Ad Sizes

We currently feature ads in the following sizes:

- leaderboard (728 x 90);
- MPU (300 x 250);
- large rectangle (336 x 280);
- wide skyscraper (160 x 600);
- buttons (125 x 125, 220 x 90 custom).

We can accommodate further sizes if you wish: banner (468 x 60), rectangles, various squares.

Placements

Run of site ad placements:

- leadeboard (728 x 90) - top, center;
- MPU (300 x 250) - top, right;
- large rectangle (336 x 280) - middle, center;
- wide skyscraper (160 x 600) - middle, right;
- buttons (125 x 125) - immediately below fold, right
- custom button (120 x 90) - top, right

Please refer back to www.AdOperationsOnline.com to see where each of these units are placed.

Specials

We have recently introduced the concept of **exclusive sponsorships with SEO and branding benefits** on AdOperationsOnline.com, allowing you to exclusively book all prominent ad slots for intervals of 1 month.

Online Sponsorships = the linking of a brand with related content or context for the purpose of creating brand awareness and strengthening brand appeal in a form that is clearly distinguishable from a standardized ad units that are non-exclusive.

How Effective Are Online Sponsorships?

When you sit down to decide whether you should opt for casually advertising on a web site or enter a long-term partnership via sponsorship, have in mind that a recent Performance Research study indicated that sponsorships are:

- perceived as **Trustworthy** (28% sponsorships vs. 15% ads);
- perceived as **Credible** (28% sponsorships vs. 16% ads);
- **In tune with visitors' interests** (32% to 17%);
- **More likely to result in a purchase** of a sponsor's product or service (41% to 23%).

What Do You Get?

We know how important it is for advertisers of all sizes to put the right message in front of the right audience - and keep it there!

We treat our sponsors as long-term partners and offer them much more than merely taking over an ad slot for a period of time.

- **exclusive presence** - 100% SoV (share of voice) in the ad slot of your choice for 1 calendar month (renewals available);
- creation of a **category for your company / product** in our site, where we will publish your press releases and any other materials you wish to showcase and promote;
- 25% permanent discount on our job board;
- **active links** to your site from all articles about your company or product - these are indexable links;
- **cross-promotion** to an engaged audience across all our social media channels:

+13,500 Twitter followers (@adoperations)
+4,400 LinkedIn professional group members
+3,900 fans of our page at Facebook.com/adops

Rate Card

Ad Slot	Size	Guaranteed Impressions / Month	Price / Month	Max. CPM	
Large rectangle - above fold, homepage and embedded in all articles	336 x 280	Min. 43,000	\$299	\$5.80	<u>BUY</u>
Leaderboard - top centered, all pages	728 x 90	Min. 68,000	\$449	\$6.60	<u>BUY</u>
MPU - top right, all pages	350 x 250	Sold out until May 25, 2012. Please contact us if you would like to reserve it after this date.			
Wide skyscraper - middle, all pages	160 x 600	Min. 65,000	\$299	\$4.60	<u>BUY</u>
Small rectangle - top right, all pages	220 x 90	Min. 79,000	\$149	\$1.88	<u>BUY</u>
Small button - middle right, all pages	125 x 125	From \$35 / month, available exclusively through BuySellAds: http://buysellads.com/buy/detail/15709			
Tweet ads - to our 13,500+ followers		\$10 / tweet, available exclusively through BuySellAds: http://buysellads.com/buy/detail/15709			

All display ads can be booked and managed through our self-serve advertising platform available at <http://www.adoperationsonline.com/advertise-on-adoperationscom/>. The platform is managed through Shiny Ads, including all payment processing. All ads are served via DoubleClick DFP. All campaigns booked through the self-serve platform can be monitored directly by the advertiser.

If you cannot supply an image ad (.jpg, .png, .gif - including animated) or HTML code, you can use our advanced ad builder with templates and create ads in just a few minutes. Alternatively, if you prefer running 3rd party tags or flash ads, the campaign needs to be booked via Insertion Order directly with AdOperationsOnline.com; our [Terms & Conditions](#) apply for all campaigns booked directly with us.

Review, check availability, and book your campaign:
<http://www.adoperationsonline.com/advertise-on-adoperationscom/>

Terms & Conditions

Stats, Figures, Reports

All campaigns booked through our self-serve platform can be monitored directly by advertisers. We are using Doubleclick DFP to serve your ads; if you book a campaign outside the self-serve platform, we recommend that you provide us an email where we can give you access to see your exact delivery stats.

Since we provide direct access into our ad server and not merely sending out Excel reports, we shall not accept any conciliation with your own server in case there are discrepancies.

Contractual and Payment Terms

If your campaign is not suitable to be booked via our self-serve platform, an Insertion Order signed by both parties represents a contractual obligation; further changes must be reflected in a newly resigned Insertion Order.

For all campaigns booked outside the self-serve platform, payments shall be made within 10 working days of the campaign start; failure to do so will result in campaign being paused until payment is made.

Payments can be made via PayPal (preferred) or EFT.

Creatives & Materials

All creatives must be received at least 3 days before the campaign start date, to allow for testing and possible troubleshooting if needed.

If creatives are not received in time, the campaign start and end date should be considered automatically extended by the number of delayed days.

All creatives are subject to acceptance in terms of the advertised subject, look & feel, quality.

Questions?

We'll be happy to receive your question, feedback and comments.

Send your emails to Otilia Otlacan at ads@operationsonline.com, or connect with us on:

- Facebook: <http://www.facebook.com/adops>
- LinkedIn: the [Ad Operations Professionals](#) group
- Twitter: <http://www.twitter.com/AdOperations>.

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