BurstMedia

Championing the Long Tail

At Burst Media, we partner with websites and advertisers to maximize the value of long tail content. Since 1995, we've helped web publishers build their businesses and enabled brands to reach loyal, highly segmented online audiences.

Learn More >>

Observations on Online Advertising

Apps You Can Eat and Other Predictions for 2011

Jarvis Coffin

1. In 2011, the social media frenzy has its morning after. Recalling the era of driving traffic to company web pages, marketers will hit the wall using precious ad dollars to drive traffic to fan pages. 2. The untethered web accelerates the shift of ad dollars to online from...

12/30/2010

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🔥 HEADLINES BY FEEDBURNER

Quality Assurance

Burst Tops List of Trustworthy Ad Technology Companies
Learn More

Learn about our Traffic Quality
Read Case Study

Policies, Practices and Tools
Learn More

Latest News

Read our latest press release-
Consumers are Aware of Dynamically Targeted Ads –and their Opinions of them are Split

Publishers

Burst passionately supports the efforts of long tail publishers. We're here to help you build and grow your business of publishing quality web content.
Learn More>

Advertisers

Burst's suite of advertising solutions puts you in front of engaged online audiences. Moving beyond the confines of large web properties, we empower you to leverage the power of the long tail.
Performance Advertisers>
Brand Advertisers>

Networks

Burst's best-in-class ad management platform meets the needs of online media companies, large publishers and ad networks.
Learn More>

Publishers | Brand Advertisers | Performance Advertisers | Networks | Research
Site Map | Privacy Statement | BPA Worldwide | Consumer Opt-Out | Declaration of Methodology

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Burst Network

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| FAVORITES | SALES | CAMPAIGNS | PUBLISHERS | REPORTS | TECH | COMPANY |

Welcome, Dave Stein

Choose Network:

Burst Network ▼ | Show

Burst Network represents*:
1876 publishers who publish
3722 websites with
2970 ad locations
(* as of 01-01-2011)

Status

Campaign Stats

Changes made prior to 01/05/2011
08:45 AM EST are online.

Status Update

Stats are not in.

Company News

Products and Services Catalog
Burst Quality Assurance
Moms Spotlight Sites
Tech Gadgets Research

Industry News

Media Planning and Buying
Performance Insider
Ad Market to Grow 3%

Customize Your Dashboard ▦

Campaign Delivery

Employee:* Kelsey Smith ▼   **Delivery:*** Under Delivery : < -20% ▼   Show

Burst Network - Kelsey Smith: Under Delivery : < -20%

Pending Publishers

Date	Title	Url
01/05/2011	MMA fight video previews, trailers, fight predictions and reviews	http://www.scout4movies.com
01/05/2011	Ebru Gundes	http://www.aks20.com
01/05/2011	Blogs of Love	http://blogsoflove.com
01/05/2011	Crunch Bucks	http://crunchbucks.blogspot.com
01/04/2011	Best Insurance Guide	http://www.bestinsurances.net
01/04/2011	Fun Theme Party Ideas	http://www.fun-theme-party-ideas.com
02/14/2007	http://investorvillage.com/home	http://investorvillage.com/home.
02/08/2007	http://investorvillage.com/home	http://investorvillage.com/home.
02/05/2007	http://investorvillage.com/home	http://investorvillage.com/home.
01/06/2007	http://investorvillage.com/home	http://investorvillage.com/home.
01/05/2007	http://investorvillage.com/home	http://investorvillage.com/home.

New Publishers

Site #	Category	URL	Est. Monthly	Demos
22036	Games	playstation4.net		
22035	Shopping	www.deals4dummies.co		
22034	Family	dearcrissy.com		
22033	Web Communities & Services	www.eons.com		
22032	Education	worksheetplace.com		
22030	Health & Fitness	www.Yogatherapyweb.		
22029	Sports & Recreation	www.hockeybarn.com		
22025	Sports & Recreation	www.arsenalnews.net		
22022	Business & Finance	www.yourhiddenpotenti		

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Back to Order   **Order: Alltel JanMar11**   New Line Item Reports

Status: LIVE	**Alltel GeoTarget RON MS JanMar11**	Switch Line Item

| General Info | Network | Sites | Targets | Action Tracking | Warnings | Creative | Billing | Forecast | Summary |

The following warnings were found while validating general information:

- One or more size-target combinations has no guarantee allocation: Alltel GeoTarget RON MS JanMar11: Rectangle
- This campaign line item does not have any user entered fees.

[Edit]

Details

Sizes:	Multisize	Line Item Type:	RON	Revenue Type:	CPM
Price:	$1.00	Guarantee:	24,000,000	Setup Fee Amount:	$0.00
Dates:	01/01/2011 to 03/31/2011	Budget:	$24,000.00	Setup Fee Note:	
Advertiser:	Alltel Corp. Cookies Beacon	WorkOrder ID:	B0028465018MS001	Credit Available:	$291,416.97
Agency:	Ingenuity Media Cookies Beacon	Salesforce ID:	0064000000H6OilAAF		

Sizes

Geo Target Groups	Above the Scroll Banner	Box	Leaderboard	Rectangle	Skyscraper	Wide Skyscraper
Alltel GeoTarget RON MS JanMar11 - 100.00%	✓	✓	✓	✓	✓	✓

Campaign Line Item Settings

Contract Date:	12/14/2010	Intrusive Type:	☑ Proposal Visible to Publishers ☐ Use Behavior Targeting
Product:		Sale Type: Renewal	☐ Exclude Child-Oriented Content ☐ Exclusive Line item
Adcode Throttle:	Click-through Rate	Inventory Type: Paid Campaign	☐ Roadblock ☐ Exclusive Pop
		Data Provider:	☐ Cookie Targeting
		Sold on Behalf of:	

Contacts   **Adcode Summary**

Internal Contacts:				
Sales:	Kevin Sullivan	Guaranteed Impressions:	24,000,000	Total Adcodes: 2,983
Secondary:	Amanda Martin	Impressions Allocated:	24,000,000	Inactive Adcodes: 0
		Impressions Left:	0	Disabled Adcodes : 0

External Contacts:	
Sales:	
Tech/Stats	
Invoices:	

Invalid Adcodes: 0
Live Adcodes: 2,983

Third Party Info   **GeoTargeted**   **Fees**

3rd Party Served:	Yes	Geotargeted: Yes
3rd Party Billed:	Yes	☑ Track Geo-Stats
3rd Party Catchup Factor:	7%	☑ Geo-Stats Visible
☐ Line Item uses Subcreative for Billing		
☐ Third Party Aggregator		

Fee Details

	Total
Universal Charge:	$0.12
Total Fees:	$0.12
Final Run Price:	$0.88

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Edit

	Network Name	Price	Fees	Final Run Price	Approved
☑	Burst Network	$1.00	$0.12	$0.88	☑
☐	Ad Progress Network				
☐	Arts AdNetwork				
☐	BET				
☐	Burst Direct				
☐	Burst Network Transparent PI				
☐	Dwell				
☐	Dwell Partner Network				
☐	Exchanges - BD				
☑	FOX Sports Ad Network	$0.88	$0.07	$0.81	☑
☐	Giant Realm				
☐	Non-Portal Inventory - BD				
☐	Non-Portal Inventory (blind) - BD				
☐	Ohana Media				
☐	Parade Digital Partner Network				
☐	Portal Inventory - BD				
☐	Portal Inventory - BN				
☐	Sandow				
☐	ShortTail Media				
☐	Yankee				
☐	Your Tango				

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Status: LIVE   Alltel GeoTarget RON MS JanMar11   *

| General Info | Network | Sites | Targets | Action Tracking | Warnings | Creative | Billing | Forecast | Summary |

Save   Cancel

Adcodes
Excluded: 87

Total Adcode Traffic
Reach: 2.39%
Views: 317,081,970
Uniques: 88,561,170

Clear All

- RON
  - Demo Channels (0/4)
  - Categories (0/64)
    - Burst Network (0/27)
    - FOX Sports Ad Network (0/37)
  - Vertical Networks (0/62)
  - Custom Site List
  - Sponsored Network

☐ **Select All / Clear All Burst Network Categories**

☐ Automotive
☐ Beauty/Fashion
☐ Business & Finance
☐ Careers
☐ Education
☐ Entertainment
☐ Family
☐ Food & Drink
☐ Games
☐ Health & Fitness
☐ Hobbies & Interests
☐ Home and Garden
☐ Mature
☐ Moms Spotlight
☐ Music
☐ News & Information
☐ OBSOLETE
☐ Science
☐ Shopping
☐ Social Networking
☐ Sponsorhip
☐ Sports & Recreation
☐ Technology
☐ Travel
☐ User Generated
☐ Web Communities & Services

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Back to Order Search

Order

		Ingenuity Media			
Order Name:	American Cancer Society_09/10/2010_08/31/2011	**Credit Limit**	**Available Credit**		**Unattached Line Items**
Advertiser:	American Cancer Society	$500,000.00	$291,416.97		0
Agency:	Ingenuity Media	Notify Credit Dept	Credit Report		Generate Documents
Billing Company:	Ingenuity Media				

Edit

Line Items

Associate unattached line items | Add new line item

Name	Start	End	Work Order #	Guarantee	Budget	Price	Size	Camp. Type	Rev. Type	Status	Detach
American Cancer Society Custom MS Sep10Aug11	09/10/2010	08/31/2011	B0028465010MS001	47,230,487	96,822	$2.05	Multisize	RON	CPM	LIVE	Detach
American Cancer Society Custom AA MS Sep10Aug11	09/10/2010	08/31/2011	B0028465010MS002	1,550,000	3,178	$2.05	Multisize	RON	CPM	LIVE	Detach
American Cancer Society Custom MS Sep10Aug11 B	09/10/2010	08/31/2011	B0028465010MS003	10,000,000	3,500	$0.35	Multisize	RON	CPM	LIVE	Detach
American Cancer Society Custom Spongecell MS Sep10Aug11	09/10/2010	08/31/2011	B0028465010MS004	18,518,518	50,000	$2.70	Multisize	RON	CPM	LIVE	Detach

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Status: LIVE | Alltel GeoTarget RON MS JanMar11 | *

| General Info | Network | Sites | Targets | Action Tracking | Warnings | Creative | Billing | Forecast | Summary |

Save Cancel

Action Tracking:	○ Yes ⊙ No
Track ON: *	Please Select
Percent of Sales:	
Cost Per Action:	
Action Template:	Please Select Edit Template New Template
Action Window: *	Days
Tracking Type: *	Please select
Suspense Time:	Please Select
Action Stats Visible to Advertiser	☐

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Status: LIVE   Alltel GeoTarget RON MS JanMar11   *

| General Info | Network | Sites | Targets | Action Tracking | Warnings | Creative | Billing | Forecast | Summary |

Preview Changes   Cancel

Invoicing   ## Credit

Invoice Timing*   **Invoice Combination**   **Allocation***

○ Bill Once   ☐ Combine first two billing periods   ⦿ Contractual: Guarantee Allocation
○ Monthly by Date   ☐ Combine last two billing periods   ○ Lump Sum Allocation
⦿ End of Month

Payment Type: Line of credit
Credit Limit: $500,000.00
Credit Available: $291,416.97

Breakdown By Creative Size   Enter number by : ⦿ Guarantee ○ Percentage   View 'Breakdown by Invoice'

Size	Target	To Be Allocated	Size Target Guarantee	Budget	Served
⌄ Above the Scroll Banner	Alltel GeoTarget RON MS JanMar11	0 (0.00%)	4,800,000	$4,800.00	58,944

Invoice #	Credit Status	Billed	Start Date	End Date	Invoice Guarantee	Budget	Served
B0028465018MS011	CLEARED TO RUN		01/01/2011	01/31/2011	1,653,334	$1,653.33	58,944
B0028465018MS021	CLEARED TO RUN		02/01/2011	02/28/2011	1,493,334	$1,493.33	0
B0028465018MS031	CLEARED TO RUN		03/01/2011	03/31/2011	1,653,332	$1,653.33	0

Size	Target	To Be Allocated	Size Target Guarantee	Budget	Served
› Box	Alltel GeoTarget RON MS JanMar11	0	4,800,000	$4,800.00	82,193
› Leaderboard	Alltel GeoTarget RON MS JanMar11	0 (0.00%)	4,800,000	$4,800.00	68,749
› Rectangle	Alltel GeoTarget RON MS JanMar11	0 (0.00%)	0	$0.00	3
› Skyscraper	Alltel GeoTarget RON MS JanMar11	0 (0.00%)	4,800,000	$4,800.00	65,966
› Wide Skyscraper	Alltel GeoTarget RON MS JanMar11	0 (0.00%)	4,800,000	$4,800.00	65,928
			24,000,000 (0 Remaining)	$24,000.00	

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Order: Alltel JanMar11

Status: LIVE   **Alltel GeoTarget RON MS JanMar11**   Switch Line Item

| General Info | Network | Sites | Targets | Action Tracking | Warnings | Creative | Billing | Forecast | Summary |

Select Target Group: Alltel GeoTarget RON MS JanMar11 - 100.00%   Manage Target Groups

Geographic   ✎ Edit

Countries to be Included
∨ USA

DMA's to be Included
Flint-Saginaw-Bay City (MI)
Grand Rapids-Kalamazoo-Battle Creek (MI)
Green Bay-Appleton (MI,WI)
Lansing (MI)
Lincoln-Hastings-Kearney (KS,NE)
Madison (WI)
Minneapolis-St. Paul (MN,WI)
Omaha (IA,MO,NE)
South Bend-Elkhart (IN,MI)
Toledo (MI,OH)
Wausau-Rhinelander (WI)

Day and Time   ✎ Edit

24 hours, 7 days a week

Internet   ✎ Edit

Networks to be Included	Throughputs to be Included	Connections to be Included
All	All	All

IPs to be Included	Domains to be Included
All	All

Miscellaneous   ✎ Edit

User Agents to be Included	Traffic(%)	Source Code Versions to be Included	Referrer URLs to be Included	Traffic(%)
All		All	All	

Keywords   ✎ Edit

Site Keywords to be Included	Network Keywords to be Included
All	All

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Status: LIVE   Alltel GeoTarget RON MS JanMar11   *

| General Info | Network | Sites | Targets | Action Tracking | Warnings | Creative | Billing | Forecast | Summary |

Geographic - Alltel GeoTarget RON MS JanMar11 - 100.00%

[Save] [Cancel]

Countries

⦿ Include countries ◯ Exclude countries

Countries:
Type to find

Canada
United Kingdom

Afghanistan
Albania
Algeria
American Samoa
Andorra
Angola
Anguilla
Antarctica
Antigua And Barbuda

[Add >]
[< Remove]
[< Remove All]

Selected Countries:
Type to find

USA

Regional Settings

Type of Selection ◯ None ◯ Regions ⦿ DMA's ◯ MSA's

⦿ Include DMA's ◯ Exclude DMA's

DMA's
Type to find

Unknown

Abilene-Sweetwater (TX)
Albany (GA)
Albany-Schenectady-Troy (MA,NY,VT)
Albuquerque-Santa Fe (AZ,CO,NM)
Alexandria (LA)
Alpena (MI)
Amarillo (KS,NM,OK,TX)
Anchorage (AK)
Atlanta (AL,GA,NC)
Augusta (GA,SC)

[Add >]
[< Remove]
[< Remove All]

Selected DMA's
Type to find

Flint-Saginaw-Bay City (MI)
Grand Rapids-Kalamazoo-Battle Creek (MI)
Green Bay-Appleton (MI,WI)
Lansing (MI)
Lincoln-Hastings-Kearney (KS,NE)
Madison (WI)
Minneapolis-St. Paul (MN,WI)
Omaha (IA,MO,NE)
South Bend-Elkhart (IN,MI)
Toledo (MI,OH)
Traverse City-Cadillac (MI)
Wausau-Rhinelander (WI)

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Member Search :

Keys :

Url :

User :

add URL(s)

add billing notes

add/edit recq. notes

adcode : url : desc request

add Site

add AM

Log In

URL(s) :
edit : http://www.wavcentral.com

Attributes

☐ Premium Campaigns Opt In

Site Title   WavCentral.com
Company   Central Ad Software, Inc   view/edit
Quicken Name 1352 - WavCentral
Forum Title   Wav Central
Outside Site ID

[Use Checks Payable / Billing Address]
<<   <   user **1352**   >   >>
Save

Site Notes :
Adcode ad1352g was audited (audit #47793) on 11/11/2010, By BBRathbun, with an

Special Sales Notes :
EXCEPTION TO RUN OTHER NETWORK ADS ON EXCLUSIVE CONTRACT

Status :	Inactive Date :	Inactivated By :	JS Redirect :	JS Upload :
Active			No	No
Inactive Reason :	Reason Code :	Contract Type :	Audit Status :	Site Type :
		Standard	Not in Audit Mode	Ad Sales

Contacts Billing Address Contract Info AdCodes

Main :   Brian White   view/edit
Technical :   view/edit
Billing :   view/edit
Sales :   view/edit

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BET Interactive AdNetwork

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Current Campaigns

Priority:*   All Levels
Employee:*   Tammy Nesmith
Campaign Type:* All Campaigns
Products:*   All Products
Currency:* $

Show   Reset

Your Saved Reports

Save As _____   Find _____ Show

All Campaigns and All Levels Priority for Tammy Nesmith at BET - All Products, Currency: $

Under Delivery ▬▬▬ Over Delivery ▬▬▬
less than - 20%   -20% to -5%   -5%> < 5%   5-20%   more than 20%   Delivered

Campaign Name	Delivery	Start	End	Guaranteed	Expected	Delivered	3rd Party	CTR	CPC	eCPM	Budget	Status	Sales Rep.
Amtrak MC LDT AA Media 870 RON 160x600 Oct21- June30 2011 - Wide Skyscraper E0071649001WS001	20% 23%	01/01/11	01/31/11	66,748 views	8,613 views	10,330 views	0.00%	0.07% CTR	$0.00 CPC	$6.44 eCPM	$430.00	live	Tammy Nesmith
Amtrak MC LDT AA Media 870 RON 300x250 Oct21- June30 2011 - Box E0071649001BX001	22% 24%	01/01/11	01/31/11	122,373 views	15,790 views	19,274 views	0.00%	0.03% CTR	$0.00 CPC	$7.44 eCPM	$910.00	live	Tammy Nesmith
Amtrak MC LDT AA Media 870 RON 728x90 Oct21- June30 2011 - Leaderboard E0071649001LB001	24% 28%	01/01/11	01/31/11	122,388 views	15,792 views	19,654 views	0.00%	0.06% CTR	$0.00 CPC	$5.44 eCPM	$666.00	live	Tammy Nesmith

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Status: LIVE | **Alltel GeoTarget RON MS JanMar11** | Switch Line Item

| General Info | Network | Sites | Targets | Action Tracking | Warnings | Creative | Billing | Forecast | Summary |

Banner Wizard set up new creative or edit existing one

Search for Another Campaign
Return to Creative
Setup/Selection
Return to Campaign Manager

*for now, you still need to use the javascript conversion for campaigns that are not IE specific

Campaign Details

WO#	Campaign ID	Size	Campaign	Advertiser	Flight Dates
B0028465018MS001	175293	Multisize	Alltel GeoTarget RON MS JanMar11	Alltel Corp.	1/1/2011 thru 3/31/2011

Edit code

Creative Name: alltel_ron_flash_728x90_010411.xhtm

Click Thru URL:

Select Size: Leaderboard ▾

```
<script>
document.write('<IFR'+'AME src="http://view.atdmt.com/ANY/iview/285746735/direct/0##BU
document.write('<SCR'+'IPT language="JavaScript" type="text/javascript">');
document.write('document.write(\'<a target=_top href="##REDIRECT##/REDIRURL=http://clk
document.write('</SCR'+'IPT></IFR'+'AME>');
</script>
```

UpdateBanner

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