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WHITEPAPER



podvertiser™



PODVERTISER

SIMPLIFYING PODCAST ADVERTISING



Advertiser's Guide to Podvertiser.com



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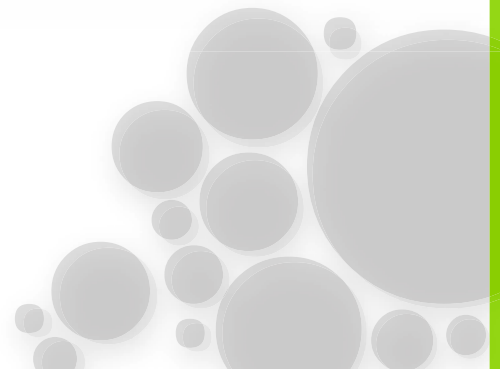




Table of Contents



- Podvertisement: Radical but Simple
- How much will I pay?
 - How can I podvertise?
 - How difficult is to manage podvertisement campaign?
- Can t I advertise in podcasts without using Podvertiser.com?
- Who can podvertise?
- How big should I be to podvertise?
- How do you ensure the quality of podcasts?
- Who are you,guys?





Podvertisement: Radical but Simple



Have you consider advertising in podcasts to achieve a better targeting in your advertisement campaigns. We have good news for you.

Podvertiser.com is a technology enabler to distribute advertisement in the podcast world. We work for both advertisers and podcast providers. We help advertisers to find advertisement slots in appropriate podcasts and help podcast providers to generate viable revenue stream from their podcasts. Our technology makes ad distribution so easy, simple, and seamless for both advertisers and content providers. Our state-of-the-art technology inserts content-sensitive geo-targeted advertisement into appropriate podcasts on the fly in real time.

With our innovative campaign management tool, managing the ad campaigns is hassle-free.

Since we know how important for you to achieve targeting in your advertisement campaigns, we specifically designed our systems to answer your needs. Podvertiser has comprehensive classification of podcasts that you can feature your commercials in. We create categories in a tree-like structure in which the most general category is on the top and the more specific categories are branched out below. The more the categorization tree branches out, the more specific the category gets, hence, the more specific audience it reaches. If you are interested in reaching general audience, you may choose to advertise in a more general category which covers many podcasts with various topics. If you are interested in reaching more specific audience, there is always a category of your specific interest in our categorization scheme. You can deliver your message to a targeted audience by choosing an appropriate category with necessary level of specificity that you are looking for. If you are an energy drink producer, you may want to deliver your commercials to people who are interested in sports. Hence you can choose the sports category to feature your commercials. We, then, insert your commercials into podcasts from the sports category. If you are interested in more specific audience, you can choose football, fitness, or tennis and target more focused listeners.





How much will I pay?



Podvertisement is analogous to keyword search marketing such as Google's AdSense or Yahoo's Overture. In Podvertisement, you select a category of podcasts and/or a location of downloaders (listeners) that you want your ads to be inserted and the price that you are willing to pay if your ad is inserted into a podcast from the category of your interest. This means that the cost of podvertisement is not fixed. Depending on how many advertisers want to feature in a specific category and how much they are willing to pay, the cost of podvertisement changes.

How can I podvertise?



Here are the easy steps to podvertisements:

1. Register with us. It's quick. It's easy. Most important of all, it's free.
2. Upload load your podvertisement audio file.
3. Select a category from our list of categories and/or locations.
4. Specify how much you are willing to pay should your ad be inserted into a podcast which meets your selection criteria.

Now, you are all set. Sit back. Let us do the work. We take care of everything. We insert your ad in podcasts downloaded by the listeners that you are interested in targeting.

Podvertisement can't get any easier.

How difficult is to manage podvertisement campaign?



Managing your podvertisement campaign with Podvertiser can't be easier. You can run as many different advertisement campaigns as you wish. You can create, follow, and benchmark your podvertisement campaigns in real time. We give you a great control as well as flexibility to tailor your podvertisement campaigns.

Podvertiser's campaign management tool enables you to specify daily, weekly, monthly budget. Hence, you always meet the advertisement budget. With Podvertiser, you do not need to make any priory commitments. You can change, modify, or cancel your ad campaign anytime. In Podvertiser.com, you pay as you go.





Can't I advertise in podcasts without using Podvertiser.com?



Sure, you can. You need to find appropriate podcasters, negotiate deals with them, write contracts, monitor podcasts whether your commercials have been featured in them or not. You can do all of these without Podvertiser.com. However, as the number of podcast provider grows, this process becomes a hassle. Podvertiser.com gives you an opportunity to advertise in various podcasts from variety of podcast providers without dealing any one of them. Podvertiser.com is your single point of contact. You choose your criteria, we insert your commercials into podcasts meeting those criteria. Since Podvertiser inserts ads, there won't be any cheating. The number of ad inserted, which you will see in your campaign management tool is the actual number of your ads inserted into podcasts. You can follow your campaigns in real time. Podvertiser's campaign management tool gives you a great reporting functionality which helps you create summary reports with the detail level you wish. Therefore, as we say, podvertisement can't get any easier.

Who can podvertise?



Literally, everyone. If you are doing any form of advertisement such as print, tv, radio, banner, sponsored search, the podvertisement is just right for you. We give you a unique way of advertisement in podcast world. Podvertisement is the most efficient way for unobtrusive, content-sensitive, location-specific targeted advertisements.

How big should I be to podvertise?



The size does not matter in Podvertisement. You can be a local restaurant, you can reach geo-specific targeted customers who lives close proximity to your restaurant. Or, you can be a national or international brand, Podvertiser gives you an opportunity to reach your target audience.

Podvertisement is for everyone.





How do you ensure the quality of podcasts?



We offer a great revenue sharing program to podcast providers. We share 50-70% of what you pay for the podvertisement spot with the podcast provider. We design an incentive compatible revenue sharing program such that the more popular podcasts get higher percentage of the revenue generated in their podcasts. This in turn creates a network externality in a way that providers create better contents to be able to make more money and more listeners get their contents since they create higher quality contents. Our revenue sharing program motivates podcast providers to improve the quality of their podcasts.

Who are you, guys?



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