



DWA POPS

Direct Web Advertising (DWA) Pops is an advertising supported software application that provides the user with additional content and advertisements based on the Web sites users visit most!

How do DWA Pops Work?

> DWA Pops provides users with advertisements that match users' interests to make user Internet experience more satisfying. DWA Pops determines user interests by collecting information about what sites the user visits on the Web. For example, if a user visits a travel Web site, we may present an advertisement that promotes the sale of airline tickets. These special offers and advertisements may be displayed using various size pop-up windows on web sites user visit.

> Standard Web log information and computer settings such as user IP addresses, browser type and versions, screen resolution, time zone selected and the version numbers of some of the software installed on user computer.

> Information about Web sites users visit — this information includes the web sites address (URL), the amount of time spent at a Web site, and how a user entered and exited a particular Web site.

By using the DWA Pops software application a profile is created that is used to select and deliver special offers and advertisements that might be of interest to user. This profile is stored on DWA Pops servers and contains the following information:

> User DWA Pops ID which is a numeric identifier that is generated by the DWA Pops software application.

> A historical record of content and advertisements delivered by DWA Pops, and the response rate associated with the content and advertisements that was delivered to user through the DWA Pops software application.

* DWA Pops may deliver advertisements and promotions based on URLs and/or search terms users enter when navigating the Internet. This service is offered as a benefit to our users to obtain useful and informative information about products and services offered by our sponsors.

We collect aggregate statistics about the URLs and search terms user enters

How do DWA Pops Deliver Advertising?

> DWA Pops may deliver advertisements and promotions based on URLs and/or search terms users enter when navigating the Internet.

This service is offered as a benefit to our users to obtain useful and informative information about products and services offered by our sponsors. We collect aggregate statistics about the URLs and search terms user enter.

> DWA Pops software is delivered through permission-based marketing where a user has opted-in through an approval process to accept the download of the DWA Pops application.

The method of delivery is derived from various sources such as a media-type download but not limited to a browser enhancement, movie viewer, or other permission-based executable files.



DWA POPS

Media DWA Pops (can limit one unique per IP)

- Application Based Network
- Permission based download
- DWA Pops one ad per day
- 55% Male
- 45% Female
- 70% U.S. and 30% International
- 5.5 million unique users and growing
- 1.5 million/day (unique and U.S./International available).

DWA Pops (we can limit one unique per IP) (contextually targeted or RON) - 2 million/day (Unique and US or International available).

- Application Based Network
- Permission based download
- Targeted Advertising (keyword based)
- 31 Categories
- High Conversions
- 4 million unique visitors a day
- 12 million unique visitors a network
- Full Optimization available

Co-Registration

- Big Mail Box
- 10,000-20,000 registrants a day
- Opt-In (user must choose Yes/No)
- Opt-Out (option is pre-marked Yes)
- Co-Reg Bundle
(no-opt client will be opted in to program)
- Post Reg (Pop) - Pre-filled data pop
(user must press submit)
- Types of information Name, Address, Phone, Age, Time Stamp, IP Address and email address.

Wotch.com (can limit one unique per IP)

- Opt-In (user must choose Yes/No)
- Opt-Out (option is pre-marked Yes)
- Co-Reg Bundle
(no-opt client will be opted in to program)
- Post Reg (Pop) - Pre-filled data pop
(user must press submit)
- Types of information Name, Address, Phone, Age, Time Stamp, IP Address and email address.

Sample Pricing for Targeted DWA Pops:

DWA Pops price breakdown:

1. 800,000 impressions @ \$3.75 CPM
2. 2,000,000 impressions @ \$3.50 CPM
3. 4,500,000 impressions @ \$3.25 CPM

- Minimum Order: \$3,000

- Our cost for minimum order: \$2000