



ArtsandTV.company Inc.

(Simplifying your online ad serving and optimization)



The purpose of this document is to provide your company with an overview of our proprietary ad serving technology.



Online Ad Targeting, Tracking & Monitoring

By using a **Targeted Placement** model, we can help your company target your audience down to the zip/postal code. Utilizing our ad-serving and publisher management system, our technology we can help your company find your clients' target audience anywhere and at every-level of detail.

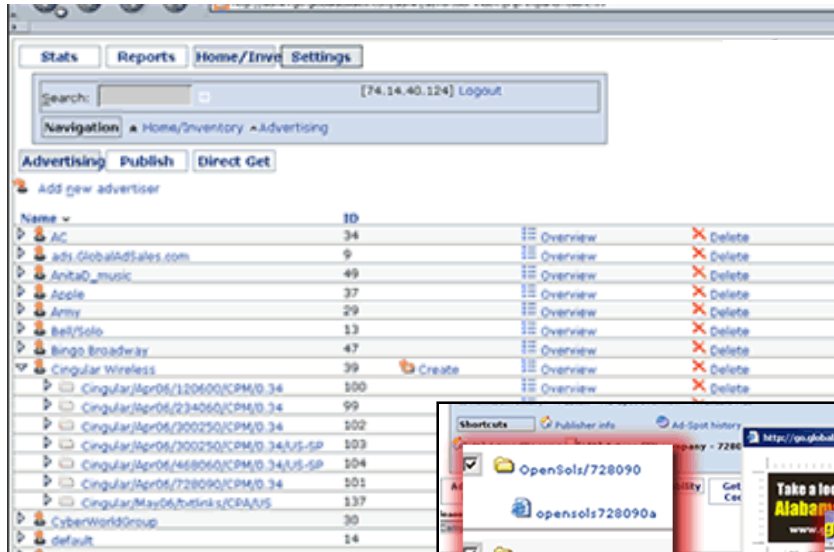


With our **Action Tracking system**, the system can help you optimize client's sales goals and provide a better ROI. Our action tracking model helps to determine the sales effectiveness of your ad placement by tracking clicks and sales conversions. This system will help you monitor the cost-per-acquisition rate and optimize your ad placement for a better ROI and get you the best click-through-rates possible.

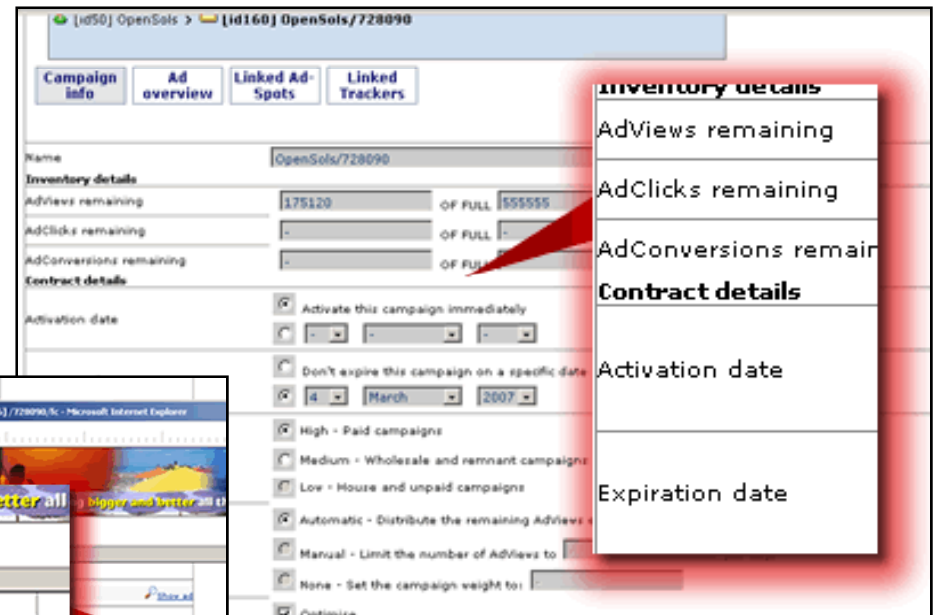
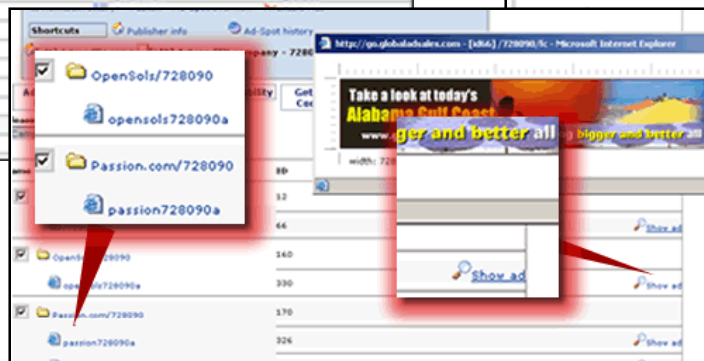
Utilizing our proprietary **URL tracking and Click-Path monitoring** system (bread crumbs), you can help your advertisers determine where ad viewers have come from and where they go from a site. This system helps you track an advertiser's target audience and collect information on the target audience for future marketing campaigns and optimizations.

Edit Campaign Timelines

User can create and edit new campaigns with different timeframes. User may define CPM, CPC or CPA delivery goals and separate pricing for each item.

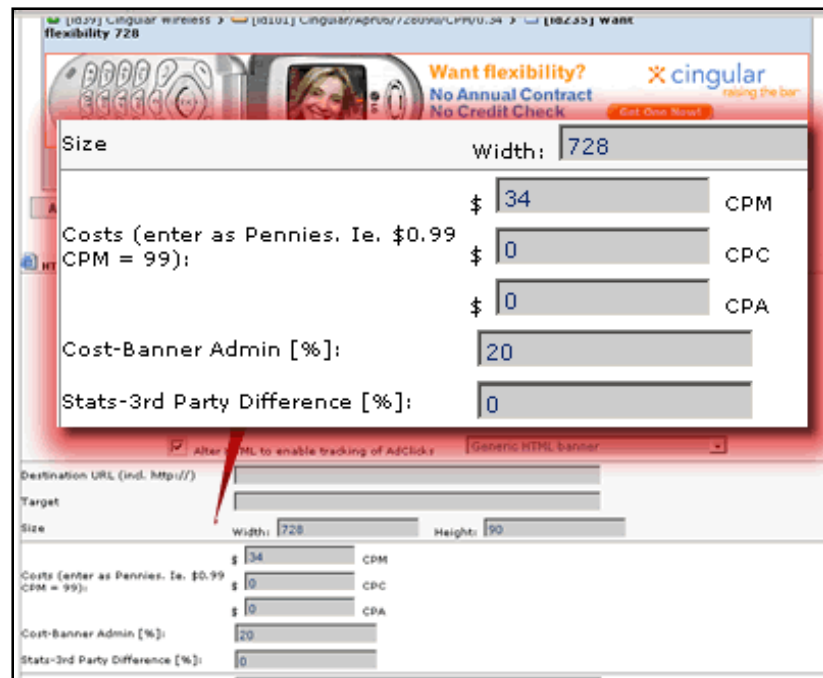


User can see all available advertisers, add new advertisers or edit existing advertisers.



Select campaigns and preview banners, then link to a publisher ad spot.

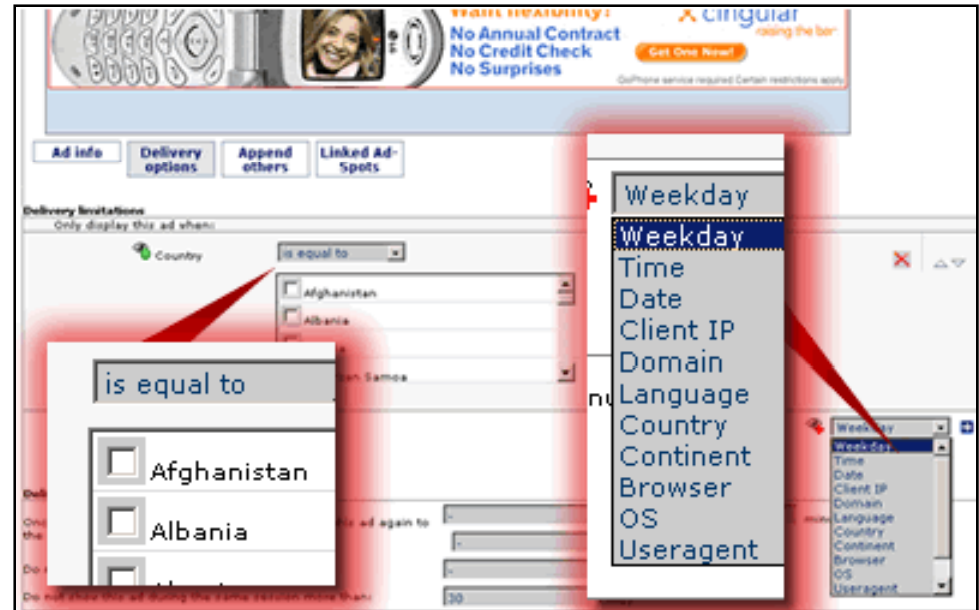
User can preview the ad campaign, set pricing parameters, administrate statistical factors, and manage other ad characteristics.



The screenshot shows a web-based interface for editing an ad campaign. At the top, there is a preview of the ad with the Cingular logo and text: "Want flexibility? No Annual Contract No Credit Check". Below the preview, there are several input fields for pricing and optimization:

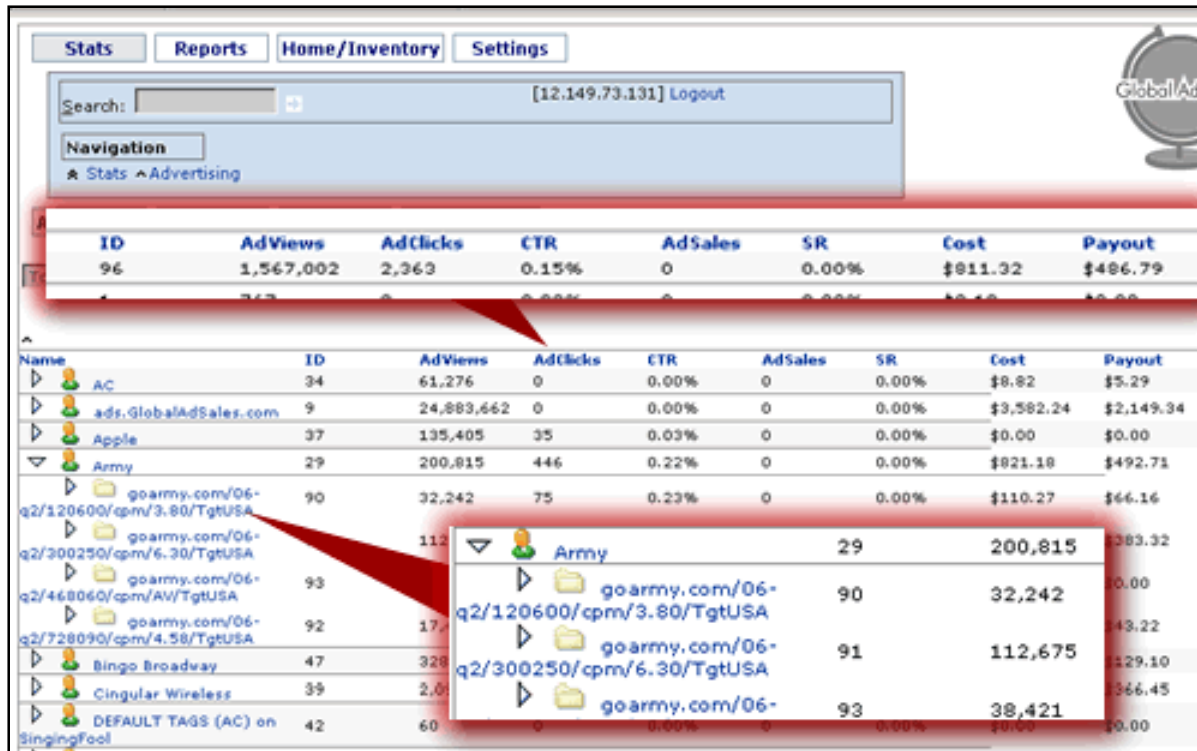
- Size:** Width: 728
- Costs (enter as Pennies. Ie. \$0.99 CPM = 99):**
 - CPM: \$ 34
 - CPC: \$ 0
 - CPA: \$ 0
- Cost-Banner Admin [%]:** 20
- Stats-3rd Party Difference [%]:** 0

At the bottom, there are fields for "Destination URL (incl. http://)", "Target", and "Size" (Width: 728, Height: 90). There are also checkboxes for "Alter HTML to enable tracking of AdClicks" and "Generic HTML banner".



The screenshot shows the targeting options section of the ad campaign editing interface. It includes a "Delivery Invitations" section with a dropdown menu for "Country" set to "is equal to". Below this, there are checkboxes for "Afghanistan" and "Albania". To the right, there is a "Weekday" dropdown menu with a list of targeting options: "Weekday", "Time", "Date", "Client IP", "Domain", "Language", "Country", "Continent", "Browser", "OS", and "Useragent".

User can select the **Geo/Day/Time** targeting to limit the type of ads shown. Other targeting features are available.



ID	AdViews	AdClicks	CTR	AdSales	SR	Cost	Payout
96	1,567,002	2,363	0.15%	0	0.00%	\$811.32	\$486.79

Name	ID	AdViews	AdClicks	CTR	AdSales	SR	Cost	Payout
AC	34	61,276	0	0.00%	0	0.00%	\$8.82	\$5.29
ads.GlobalAdSales.com	9	24,883,662	0	0.00%	0	0.00%	\$3,582.24	\$2,149.34
Apple	37	135,405	35	0.03%	0	0.00%	\$0.00	\$0.00
Army	29	200,815	446	0.22%	0	0.00%	\$821.18	\$492.71
goarmy.com/06-q2/120600/cpm/3.80/TgtUSA	90	32,242	75	0.23%	0	0.00%	\$110.27	\$66.16
goarmy.com/06-q2/300250/cpm/6.30/TgtUSA	112							\$83.32
goarmy.com/06-q2/468060/cpm/AV/TgtUSA	93							\$0.00
goarmy.com/06-q2/728090/cpm/4.58/TgtUSA	92	17,000						\$3.22
Bingo Broadway	47	328						\$29.10
Cingular Wireless	39	2,000						\$66.45
DEFAULT TAGS (AC) on SingingFeed	42	60						\$0.00

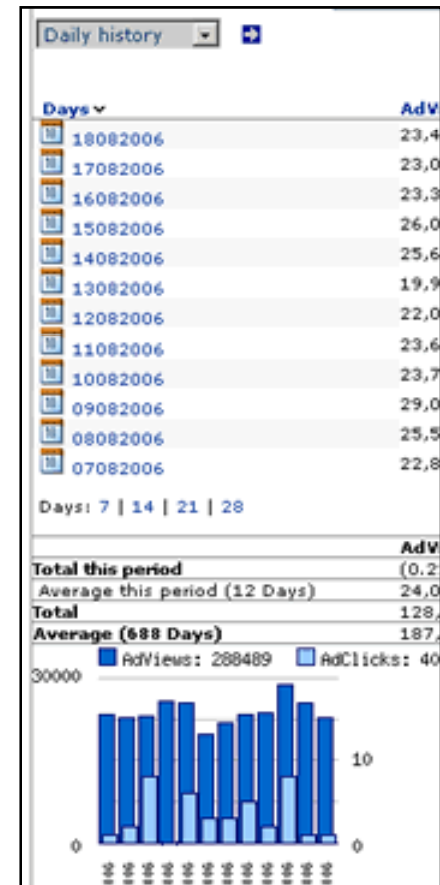
User can view campaign level and ad level statistics for each advertiser.

User can provide statistics of total views, clicks, ratios and payout to the publishers.

In addition, User can review geographic delivery statistics and analyze statistics across multiple metrics and optimization strategies.

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User can provide statistics of total views, clicks, ratios and payout to the publishers.





Publisher Statistical Overview

Name	ID	AdViews	AdClicks	CTR	AdSales	SR	Cost	Payout
andpop.com	96	1,567,002	2,363	0.15%	0	0.00%	\$811.32	\$486.79
ArtsandTV.com	1	767	0	0.00%	0	0.00%	\$0.13	\$0.08

ID	AdViews	AdClicks	CTR	AdSales	SR	Cost	Payout
96	1,567,002	2,363	0.15%	0	0.00%	\$811.32	\$486.79

musicvision.com	ID	Payout
musicvision.com	56	231,291
musicvision.com/default/120600	221	53,284
musicvision.com/default/300250	220	92,935
musicvision.com/default/468060	217	82,951
musicvision.com/default/728090	110	2,121

User can create multiple ad sizes to match website layouts.

User can monitor total views, clicks, and ratios and revenue.

User can further analyze specific ad spots by size, time of delivery and region.



Contact Information

Jeremy Lightstone
Creative Director & President
Telephone: 416.473.2727

James Wallace
Director of Network Operations
Telephone: 416.887.2787

Ian Lightstone
CFO & Strategic Business Director
Telephone: 416.473.2727

Mailing Addresses:

New York Office
636 Broadway, 3rd Floor.
New York, NY 10012
U.S.A

Toronto Office
105 Church St
Suite 600.
Toronto, Canada.
M5C 2G3