iREPUBLICS.COM

Advertising Solutions

⬎ Advertising Solutions

Why Advertise Online?

The Internet is fast becoming an essential component of any major ad campaign.
As measured by Nielsen//NetRatings in its 2003 Spotlight on Advertising Report, top cross media advertisers such as Ford Motor Company, Johnson & Johnson and Verizon Communications strengthened their online ad presences by at least 30% from 2001 to 2002. Media mammoths AOL Time Warner and Walt Disney Company each increased ad spends by 28% during that period, while DaimlerChrysler increased online ad spending by over 400% as part of a major Dodge campaign.

What Online Does Better Than Offline

More Messaging
Ads using rich media as well as large interactive ad units are becoming standard offerings of Web publishers, giving online advertisers the ability to feature more information in ads, thus making messages more relevant to target audiences.

Better Targeting
Web advertisers have the capability to pinpoint consumers in ways that traditional media could only dream about. They can isolate target markets by zip code or city, by demographics and personal interests, by the context of site content and even by the time of day.

More Control Over Reach and Frequency
The Web enables advertisers to determine reach and frequency of their ads to achieve specific campaign goals more strategically than offline ever could. Advertisers can increase frequency through surround sessions, limit it through frequency caps, and better control reach through the refined targeting capabilities offered online.

More Immediacy
Online ads enable direct response like never before. Consumers can immediately click to learn more about a product, register for information, or even buy it right there on the spot.

Diminishing Returns Recovery
In addition to reaching otherwise elusive consumers, advertising on the Web can jumpstart overall cross media campaign results when offline ad returns begin to diminish "by touching the same consumers in a complementary environment," according to the McDonald's 2002 Cross Media Optimization Study.

Real-Time Optimization
An array of technologies is now available for advertisers to test and optimize online ads in real time during a campaign run. Not sure which creative will appeal to which market segment? Want proof of an ad placement's performance before it's too late? Online ad optimization can make it happen.

More Tangible Tracking and Measurement
The Internet takes the guesswork out of measuring campaign results. Unlike traditional media, just about any aspect of an online ad can be tracked, from number of ad impressions to intricate consumer interactions with the creative. Plus, as previously mentioned, even branding impact can be assessed. All of this makes for tangible evidence of ROI when it comes time to measure campaign results.

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Email Campaigns
Interactive Online Games
Campaign Tracking & web statistical analysis

Internet Advertising

Our interactive media solutions are designed to help advertisers & clients generate brand awareness, build their brands or associate their brands to specific content via sponsorships through highly targeted or broad reach campaigns with standard or highly innovative ad types..

⊡ Advertisement Types

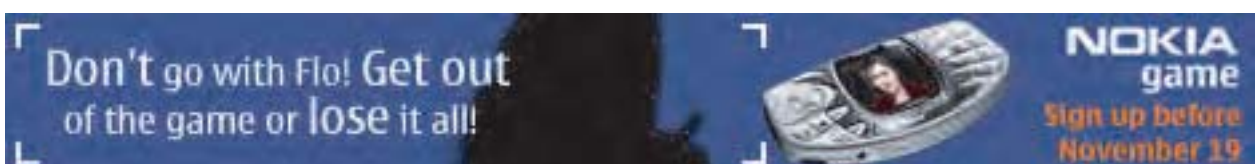| ⊡ **Standard banner** | ⊡ **Flash banner** | ⊡ **Sky scrapper** | ⊡ **Streaming media** |
| ⊡ **HTML banner** | ⊡ **Pop up** | ⊡ **Email marketing** | ⊡ **Search engines** |

Standard banner

Static Banners - Filetype: GIF

Static banners do not contain any animation, but rather consist of a single graphic. Even though these banners are not the most technologically advanced, they still exist in form of sponsorship buttons.

Animated Banners - Filetype: GIF

Animated banners contain a sequence of single graphics. Displaying each picture for a limited amount of time creates the animation. Interactivity with the animated banner is not possible, however. Despite its limitations, this type of banner is the most common banner on the Internet, since it offers a good compromise between technical prerequisites, handling and attracting attention.

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▣ Advertisement Types

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Flash Banner

Thanks to the Macromedia Flash software, text and pictures resemble animated movies, which can be further enhanced with sound. Thanks to the vector-graphics that define Flash banners, the amazing graphics remain within the strict banner file size limits, which are often limited to 15K maximum. By scrolling over the various parts of the Flash banner, the user can interact with the advertisement.

The latest versions of the Flash software allow for forms to be embedded within the corresponding transmission of advertisement data, which can be collected by a central data bank.

Generally, a default GIF banner has to accompany the Flash banner for all users who lack the Flash plug-in.

▣ **What are these advertising types suitable for?**
Impressive product representation, presentation of the innovative character of the advertiser, processing of user data/ registration.

▣ **Where can I put these types of advertisements?**
On irepublics.com webmail interface of over 100,000 email users, and our partners in the advertising field.

▣ **What are the user's technical requirements?**
Flash plug-in must be installed.

▣ **What is the technical Reach?**
According to latest NPD Research, Macromedia´s Flash Player can be viewed by more than 97% of all web users.

▣ **What are the evaluation possibilities?**
Impressions, Clicks and the data submitted.

▣ **What are the Advantages of these advertising forms?**
Smooth flow of animation despite limited data size, sound effects, noticeably higher CTR than with GIF banners.

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Pop Ups

Pop-ups belong to the type of advertising that interrupt the user's navigation.
Pop-up windows do not show the advertisement in the current browser window, but rather open up a new window, where the size is abjusted to the users screen, automatically.

Pop-ups are suitable for displaying registration forms directly into the advertisement and still generate better click-through and conversion rates than other media. It should be noticed, however, that many users feel that pop-ups disturb their browsing experience. For this reason, pop-ups should be placed only with frequency caping mode.

Pop Ups can be delivered in the following formats Gif: HTML and Flash (Default pop-up as GIF-File is recommended).

⌘ **What are these advertising types suitable for?**
Pop Ups are a good vehicle to deliver registrations when forms are directly integrated into the ad, Flash formats can be used for branding effects as well.

⌘ **Where can I put these types of advertisements?**
Mainly on homepages (recommended).

What are the user's technical requirements?
⌘ JavaScript must be enabled, Flash formats require the plug-in.
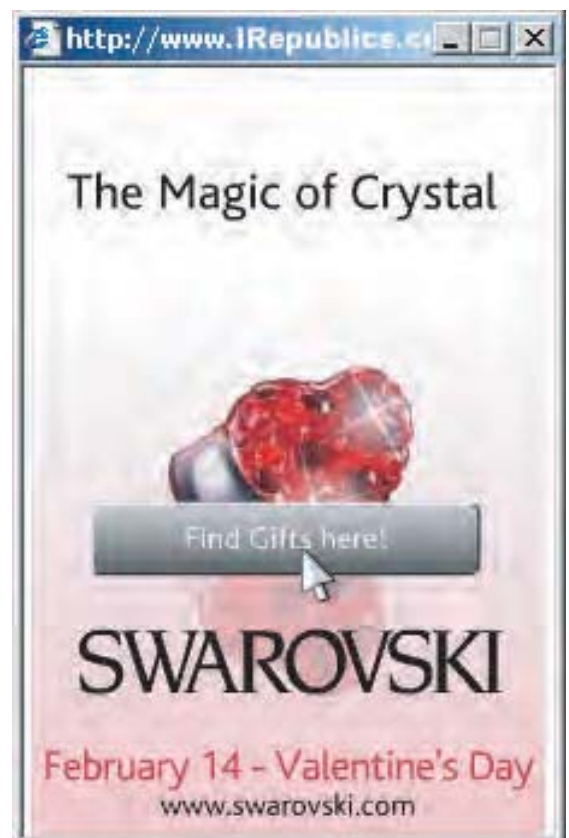
What is the technical Reach?
⌘ JS over 90%; Flash 6.0 more than 90% as well.

What are the evaluation possibilities?
⌘ Impressions, clicks, for registration campaigns also conversion rates.

What are the Advantages of these advertising forms?
⌘ Larger advertising space - better impact than standard banners; attention grabbing through separate window; higher CTR and conversion rates.

The Magic of Crystal

Find Gifts here!

SWAROVSKI

February 14 - Valentine's Day
www.swarovski.com

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Skyscraper

Skyscrapers are unusual large creatives that are located on the sites in a rectangular way into the web page.In addition to Gif, Flash formats can also be implemented. When using Flash in a Skyscraper, downloading time should be considered for this unusually large advertisement

Specifications: standard format is 120x800 pixels, but may vary according to website placements,

⬇ **What are these advertising types suitable for?**
To grab attention, create branding effects. Stays still visible if the user scroll down the page.

⬇ **Where can I put these types of advertisements?**
The irepublics.com network & our advertising partner sites.

⬇ **What are the user's technical requirements?**
Standard GIF formats –NoneWhen Flash is used plug-in is needed.

⬇ **What is the technical Reach?**
No limitations for GIF, over 90% for Flash 6.0

⬇ **What are the evaluation possibilities?**
Impressions, clicks (through Ad Server), usually higher CTR and conversion rates than banners.

⬇ **What are the Advantages of these advertising forms?**
 Greater advertising space, grabs User's attention through vertical implementation on site. Constant visibility

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⬊ Email Marketing

Email was and is still the most popular online service around the world. So it´s obvious that from the beginning marketers wanted to use Email for delivering advertisement.

There are basically two ways of Email advertisement;

-Newsletter ads
-Stand-Alone Emails

⬊ Newsletter Ads:

A newsletter ad is embedded into the content of a newsletter that users have subscribed to a specific topic. With HTML-based newsletters advertisers are able to display buttons, banners, skyscrapers even flash animations. If the newsletters are only text-based, you can write texts to announce your product or service.

The main part of the newsletter still remains the content. A segmentation can be done with the target group of a specific information (automotive, sports, etc.)

⬊ Stand-Alone Emails

A much higher impact have Stand-Alone Emails. Here the users have agreed to receive special emails that contain only advertisement. There are additional targeting possibilities for psycho-demographic information and interest groups. Stand-alone Emails are highly suitable for direct marketing campaigns to drive traffic to a landing page but also if the registration form is directly integrated into the Email.

As there has been long discussions going on in the indutry about Spam and unwanted Emails it is more than ever important to run stand-alone Emails only on permission-based lists where users have given their explicit consent to receive prmotional Emails
iRepublics.com can offer you such placements with INM our network of over 10,000 domain names & 100,000 email adresses.

To get an overview on the booking possibilities please go to our ratecard section.

Email creatives have no specific size restrictions or format.

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⬊ Advertisement Types

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Email Marketing

⬊ **Email marketing and Email advertising is very different from other online advertisement and requires special knowledge on text, graphics and technical set up. Our experienced staff will be happy to assist you here.**

⬊ **What are these advertising types suitable for?**
Both branding and direct marketing campaigns can effectively be done by Emails. Good results can be achieved with newsletters and even better with stand-alone Emails by additional segmentation.

⬊ **Where can I book these types of advertisements?**
By contacting iRepublics.com.

⬊ **What are the user's technical requirements?**
None, user has to be on-line to see HTML ads or click on creatives.

⬊ **What is the technical Reach?**
No limitations.

⬊ **What are the evaluation possibilities?**
Number of delivered Emails; number of opened Emails, number of clicks per links in Emails, conversion rates, etc.

⬊ **What are the Advantages of these advertising forms?**
One of the most effective way of online advertisement, especially for direct marketing activities. Nearly all target groups are available

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illustrative
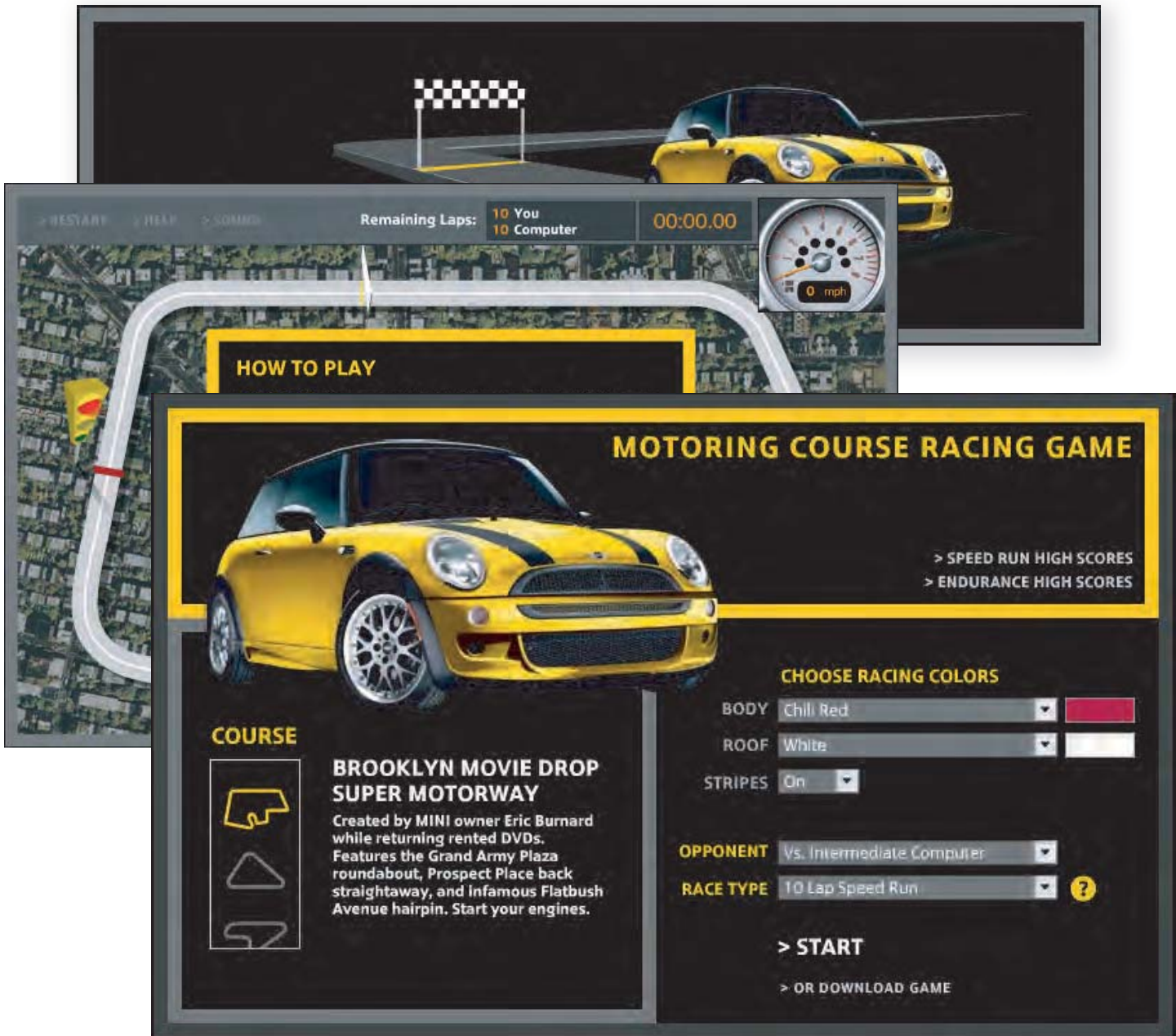
Online interactive games created with Macromedia flash

A great way to encourage user participation in promotions, product launches, or just simply to generate interest in a particular site or brand, interactive games are becoming increasingly popular for a number of promotional and marketing reasons.
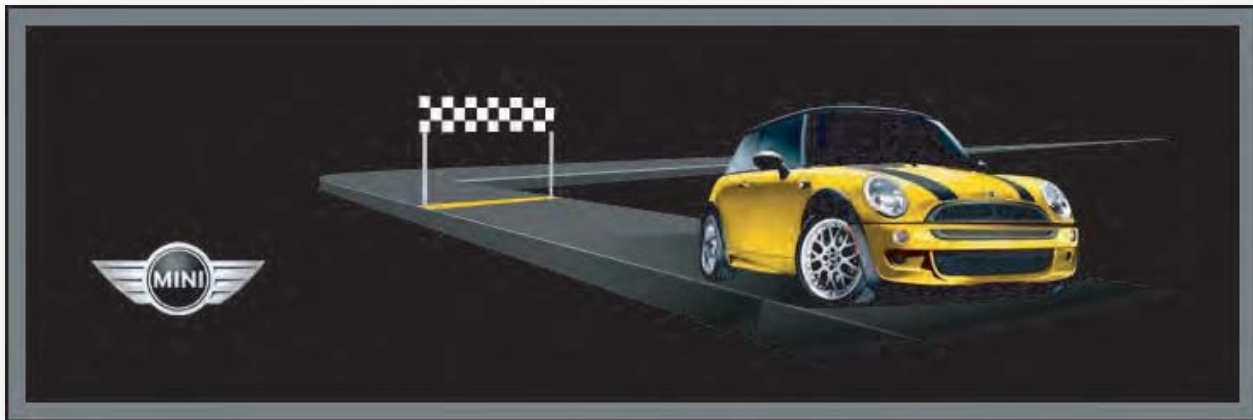
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illustrative

Online interactive games created with Macromedia flash

A great way to encourage user participation in promotions, product launches, or just simply to generate interest in a particular site or brand, interactive games are becoming increasingly popular for a number of promotional and marketing reasons.

⬂ Encourages user participation & loyalty.

⬂ Generates interactive participation and repeat visitations.

⬂ Excellent brand building oportunity.

⬂ Capture and process user/participants details via integration to database.

⬂ Monitor participation rates.

⬂ Tie up with INM & Banner advertising packages.

Complete promotional services

Interactive games are fast becoming popular with a number of different industries as a viable form of online advertising & promotion. The advancement in Macromedia's flash technology now makes it relatively simple to link these interactive games up with databases hosted either on your main website, or on a specific site-let designed for this promotion.

iRepublics.com offers complete development, databse integration, sitelet hosting & campaign statistical analysis, along with reports & captured information processing & submission at the end of the campaign.

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Services

iRepublics.com offers advanced campaign tracking statistical anaysis for clients undertaking online advertising via the iRepublics network. At your disposal are a unique array of tools for tracking & monitoring your campaign.

Advertiser Features	Version 5 for ASP.NET/ SQL	Version 4 for ASP/ SQL	Version 2.0 for Access
Advertisers have web access to real-time reports for their specific campaigns.	✔	✔	✔
Includes an option for advertisers to purchase advertising. You should only use this option if you have an SSL certificate for your web site. When the advertiser makes a purchase they are automatically inserted into the database as an advertiser.	✔	✔	
Enhanced adve... can display their... Advertisers can... options for email... current banners...			

Reporting Features	Version 5 for ASP.NET/ SQL	Version 4 for ASP/ SQL	Version 2.0 for Access
Provides advanced real-time reporting options for both you and the advertiser. Reports can be viewed as HTML or exported to EXCEL. Reports can be broken down by Site, Advertiser, Banner, Campaign, Zone, and Date.	✔	✔	✔
Automatic daily and weekly email reports available to both the administrator and advertisers. Version 5 reports are sent in HTML format.	✔	✔	✔
Option to select which reports are available t... your advertisers.			
Displays a bar chart of impressions in the pas... days.			
Full sorting capabilities on all reports.			

Banner Features	Version 5 for ASP.NET/ SQL	Version 4 for ASP/ SQL	Version 2.0 for Access
Option to launch a new browser when user clicks an ad, making it simple for them to return to your site.	✔	✔	✔
Support for display of text underneath banner ad and when mouse is hovered over ad.	✔	✔	✔
Support for 3rd party code, Rich Media Ads, FLASH banners, and third-party ad agency code such as FlyCast, BurstMedia, etc. Please note that third-party code that uses the ILAYER cannot be served without removing the ILAYER portion.	✔	✔	✔
Includes advanced file upload feature. Simply browse an image on your local computer and upload the banner at the click of a button.	✔	✔	✔
Includes Flash code generator for adding flash banners. Also includes the ability to track clicks in flash banners.	✔	✔	
Includes wizard for adding Popup/ Pop Under advertisements	✔	✔	
Option to hide Target URL's for banner ads.	✔	✔	