



HIGHLIGHTS

NetLine’s premium display advertising delivers both CPC and CPM options, leveraging our extensive B2B network to provide you high-end visibility to your target audience.

The NetLine Value

- Targeted placements for high-end results.
- Premium traffic driver.
- Zero risk of placements in non-relevant or unsuitable environments.
- Stronger results with no burden on your marketing team.
- Network includes leading industry blogs, tech, and business destination sites.

CPC/CPM Premium Display Advertising

NetLine’s premium display advertising delivers both CPC and CPM options, leveraging our extensive B2B network to provide high-end visibility to your target audience.

Delivering your branding and demand generation campaigns within NetLine’s B2B advertising network allows you to obtain contextual relevance by placement among leading technology and business destination sites and industry Blogs, and gives you insight as to what sites display your ads. More flexible than standard search engine CPC/CPM, NetLine’s CPC/CPM Premium Display Advertising pricing model can align to your Demand Generation and Branding campaign budgets.



Example: NetLine’s B2B network with over 15,000 sites.

High Value – High Visibility Placement

Achieve placement on sites most networks don’t reach. Utilize opportunities outside of banners such as RSS inclusion, eMail newsletters, Blog Advertorials, and custom placements.

Our technology provides tracking and reporting that can help you evaluate everything from brand building to ROI. And its flexibility allows you to create custom reports based on your specific goals.



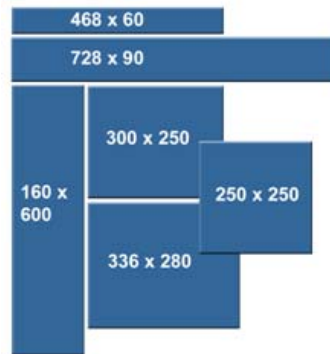
NetLine's superior technology and expert services ensures successful demand generation programs. NetLine reduces the complexity and high-cost of demand generation by supporting a wide range of creative options targeting relevant categories, and leveraging our extensive B2B network of over 15,000 sites.

Features

- Traditional banners and text links.
- All forms of Rich Media: HTML, Flash Video.
- IAB-standard size selections.
- Up to 40K max file weight.
- Up to 15 sec./3x animation length/looping.
- Third-party ad tracking support: Internal, Atlas, Dart, etc.
- Top target categories: IT, Data Management, Security, Storage, Software Development, Telecom and Wireless....

Benefits

- Capture attention and create impact with a variety of supported design formats.
- Achieve high visibility and high traffic, through our extensive B2B network of 15,000+ sites.
- Engage loyal and savvy visitors through popular categories.
- Improve cost management with flexible pricing models for CPC or CPM.
- Get placements not directly available from other vendors.
- Drive traffic direct to your designated landing pages/micro-sites.
- Gain insight on what sites display your ad.



Example: Supports maximum creative with wide range of size and format options.

Extend the Value of Demand Generation Programs

Combined with any NetLine Enterprise Marketing Management services, like NetLine's Distributed Micro-sites, or eMail Delivery Service, NetLine's CPC/CPM Premium Display Advertising can extend the value of your overall Demand Generation Programs.

About the Network

Our network is the foundation of our expansive distribution platform, and includes NetLine's TradePub.com and 1000's of B2B Websites, Blogs, and relevant online properties. Our audience of business professionals is continually expanding, and with a 75% average of traffic driven from our partner sites, the result is a higher influx of fresh and new prospects on a consistent basis, in contrast to large destination sites.

About NetLine

NetLine Corporation is a leading B2B performance-based integrated marketing company that provides online lead generation and marketing services for Advertisers, Marketers, and Publishers. Clients include IBM, Juniper Networks, Microsoft Corporation, Neo@Ogilvy, SAP, and Universal McCann, among others.

For more information visit, www.NetLine.com or call NetLine to speak with a programs expert 408.340.2200