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NEWS RELEASE  
FOR IMMEDIATE USE

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## **Finally Another Major Player In The Advertising Medium...**

Kingwood, TX – It's no secret that advertisers and marketers have been heavily relying on revenue programs like AdSense and other pay-per-click (PPC) campaigns to both sell products and generate income. It's also no secret that there's a dark side to this activity like click fraud. But now there's an alternative as a new advertising medium enters the Internet marketing (IM) arena, another major player in the field: Cost-Per-Action.

Cost-Per-Action or CPA advertisers pay not only for impressions, but for those impressions that actually result in sales or other targeted and tracked, proven activity. For example, a company may pay per lead when their form is clicked and completed in full with a qualifying candidate's information, verified before payment is made to the web publishing site, to make sure the form was not completed as a fake entry.

Results show that CPA offers a tried-and-true web advertising model that can give affiliate marketing a sonic boost, both for companies marketing their wares and for affiliate marketers. In fact, even Google\* is getting in on the action with its own new CPA program.

### Downside...

However, there has been a downside to the CPA programs out there like the one hosted by Commission Junction (CJ). Negative comments abound on forums like these:

*I've had my account de-activated twice with CJ due to inactivity after I sold some of my affiliate websites. They refuse to re-activate your account, and you must sign up with a different email everytime, as they also refuse to clear your email from the system so you can't ever sign up with it again – ever – even after MANY years have gone by. I have been frustrated by their system many times... CZN*

*CJ has been performing crappy for me... - SBG*

*I use Commission Junction because I have to in some cases but I hate it. I'd prefer to use just about anyone else because it can't be worse than CJ. – SPZ*

Improved CPA Programs

To counter these negatives, companies like Texas-based Modern Click are turning IM around with positive programs. No more worrying about de-activation, links not working, non-payment, non-support / training, etc. Modern Click offers:

**Advertiser Benefits**

- Increased Sales & Traffic
- Your Own Virtual Sales Force Covering the Internet
  - Scalable Programs to Fit Budgets of all Sizes
  - Measurable, Real-Time Results for Maximum ROI

**Affiliate Benefits**

- Guaranteed High Payouts
- Real-Time Reporting & Tracking System
  - Free “Step-by-Step” Training Program
- Profitable Offers from Name-Brand Advertisers

*Finally, another major player! A breath of fresh air...DB*

To learn more about this exciting new advertising medium, contact ModernClick.com at 526 Kingwood Drive, Suite 165, Kingwood, Texas 77339 or visit them online at: <http://www.modernclick.com> .

\*\*” Google Tests ‘Cost-Per-Action’ Web Ads; Results Could Validate CPA Industry,” Mission Viejo, CA (PRWEB) June 26, 2006.

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