

MediaBids.com

The Newspaper and Magazine Advertising Marketplace

MediaBids Per-Inquiry Advertising Program






"In the ever-changing world of media buying & placement... This is an option worth exploring."
 —Justin Hoffman, National Advertising Account Executive, *The Kansas City Star*.

Overview:

- You select national advertisers whose ads you'd like to run in your publication.
- We send you their ad with a unique phone number in it, used for tracking purposes.
- Your publication gets paid based on the response their ad generates.
- You receive access to real-time call tracking, monthly reporting & payment.

Sample Response Rates for Select Per-Inquiry Advertisers

Below you will find a small sampling of real response information for select advertisers currently participating in MediaBids' PI (Per-Inquiry) Advertising Program.

Advertiser	Publication Type Generating Response	Color & Ad Size of Ad that Ran	Payout	Number of Responses
 LifeLock <small>Guarantee Your Good Name</small>	Quarterly Magazine	4.5 x 10 Full Color	\$6,840	152
	Weekly Newspaper	5 x 6 B&W	\$2,142	21
	Weekly Newspaper	7 x 10 B&W	\$2,100	210
 <small>WEIGHT LOSS CENTERS FOR WOMEN</small>	Bi-Monthly Magazine	4.5 x 2.25 B&W	\$1,100	44
Associated Tax Relief	Daily Newspaper	3.6 x 5 B&W	\$540	9
Credit Card Relief	Bi-Monthly Magazine	4.5 x 2.25 B&W	\$500	25
	Daily Newspaper	3.6 x 5.5 B&W	\$303	3
JK Harris & Company ®	Weekly Newspaper	5.75 x 5.25 B&W	\$300	15

Please note that response rates indicated above do not guarantee that your publication will generate the same response, it is used strictly as a sample of what other publications have generated.

MediaBids

Website: <http://Marketing.MediaBids.com/PI/AllAdvertisers.html>

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