



Site Advertising & Media Kit March 1 - June 30, 2010



As the only professional association exclusively dedicated to online advertising operations and technology, AdMonsters offers a unique and uniquely qualified audience to companies wanting to reach senior operations leaders from across the industry.

Please contact our media sales team at sponsorships@admonsters.com to discuss how to reach your most valuable audience.

Thousands of ad operations and technology leaders visit admonsters.com to get the same focused, valuable, and business-critical information offered at our conferences.







Our blog series, "[Leading Operations Online](#)", written by the leading minds in ad operations today, provides valuable insight into the direction of the market and provides direction to our members.

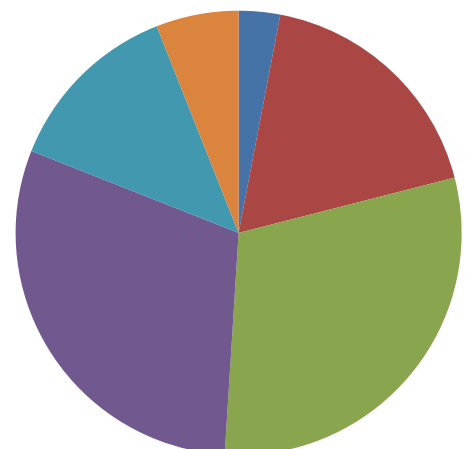
"[AdOps News from Around the Web](#)," the admonsters aggregated news feed, provides hand-selected stories. Articles come from dozens of sources; each story is carefully vetted for quality and relevance.

AdMonsters users are influential business leaders representing media owners, agencies, advertising networks and exchanges, and technology providers.

Our Members & Users

AdMonsters' users and members directly reflect the overall industry. In short, our audience **is** the ad operations--critical internal sellers within an organization often key in making important business and purchasing decisions. When ad operations see a solution that will help the business, they will become its biggest cheerleader.

	Sr. Executives	3%
	VPs & Sr. VPs	18%
	Directors & Sr. Directors	30%
	Managers & Sr. Managers	30%
	Sr. Individual Contributor	13%
	Junior Staff	6%



**Hundreds of leading brands visit
admonsters.com every month**



AdMonsters Homepage

Reach thousands of existing and potential customers monthly as they come to 'front door' of [admonsters.com](#). This is a rare and valuable high-impact branding opportunity.

Pricing:

Flight (weeks)	1 week	2 weeks	3 weeks	4 weeks
Cost	\$500	\$800	\$1,000	\$1,200

Campaign Details:

- » Campaigns will be frequency capped at 5x per week. We will run a maximum of 5 concurrent campaigns. Weeks run from 12:00 AM (EST) Monday morning through 11:59 PM the following Sunday.
- » Creative must be received no later than 5 PM EST Thursday before the campaign is to go live. While we will try our best to get campaigns live, if creatives are received after this cutoff can we can not guarantee they will start on Monday.
- » For multiple week flights, we ask that you please provide at least 1 separate creative for each week. For example, if you are running for 4 weeks, please give us 4 separate creatives that we can cycle through during the flight.
- » All homepage purchases include a bonus companion run in our aggregated news feeds section, "Ad Ops News from Around the Web". You may include separate creative for this bonus placement.



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Leading Operations Online

Join AdMonsters at O'Reilly Where 2.0 March 30

February 15, 2010 [partners](#) [Bowen Dwelle](#)

AdMonsters is proud to be a Media Partner of O'Reilly Where 2.0 for the second year in a row. Now in its sixth year, Where 2.0 is one of the world's foremost events dedicated to exploring the emerging technologies in the geospatial industry. Happening March 30-April 1, 2010 at the San Jose Marriott in San Jose, California, Where 2.0 brings together the people, projects, and issues building the new technological foundations and creating value in the location industry.... [read full post](#)

Back from the AdMeld Partner Forum

February 8, 2010 [demand-side platforms](#) [DSP](#) [real-time bidding](#) [rtb](#) [Rob Deichert](#)



I had the pleasure of attending the AdMeld Partner Forum today at the Time Warner Center. It was an Advertising.com reunion with current and past employee galore. Alums have scattered to the wind and they represented probably a dozen companies.

Twitter was hot with some great nuggets from the panels.

Kicking it off with the keynote was none other than Emily Riley from Forrester Research. Emily is old school Advertising.com, one of the first delivery managers in the company. She helped pioneer the online education business back in the day with Casey Cook and Mike Peralta. Emily is super sharp and delivered the goods about RTB as well as shared some interesting marketer... [read full post](#)

[Read more Leading Operations Online posts...](#)



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AdMonsters Updates

Ad Ops 360 EU II Sessions Announced

Our second EU Ad Ops 360° will take place in London on March 24, 2009. This one-day conference is designed to offer junior and mid-level ad operations professionals an opportunity to further their professional education while collaborating with...

February 16: AdMonsters Webcast US VIII - Yield Management: How informed are you about your inventory?

[Jason Kelly, VP, Strategy & Revenue at Time Inc. Digital to deliver keynote at US Publisher Forum](#)

Upcoming Events [iCal](#)

Publisher Forum US XXII

March 7, 2010 - NY Metro

Ad Ops 360 EU II

March 24, 2010 - London, GB

Members Dinner - San Francisco -

March 24, 2010

Leadership Forum US IX

April 15, 2010

Ad Ops 360 US IV

Ad Ops News From Around the Web

The Rubicon Project Offers Web Publishers Global Insight Into Their Ad Space

February 17, 2010 [ad networks](#) [operations](#) Source: Rubicon Project

LOS ANGELES - February 16, 2010 - the Rubicon Project, the Internet advertising infrastructure company, has significantly enhanced VANTAGE, its proprietary Firefox browser plug-in that provides its premium Web publisher customers real-time perspective on their advertising space. Available through the company's REVV for publishers™ advertising technology platform, VANTAGE gives publishers access to up-to-date revenue stats, impression stats and performance comparisons from their demand partners...

The Next Disruptive Tech on the Web? Trust

February 17, 2010 [verification](#) Source: Ad Age

Creative ideas

We encourage you to **be as creative as possible** with your ad units. We've given you a big canvas to paint on and hope you'll make the most of it.

Given our unique and focused audience, you may want to **create a custom creative** that speaks directly to leaders in online ad ops and end users of your product.

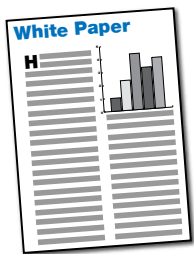
Some ideas to get you started:



Advertise a session you're leading at an upcoming AdMonsters forum. Get people excited about it before they get there.

2.0

Announce new product launches or releases to the audience who will most effected and interested in those changes.



Link to white papers and other research you've done and influence the influencers. Show off your hard work and success.



Get the word out about speaking engagements and events where you executive team will be presenting.

Leading Operations Online

The AdMonsters Blog

AdMonsters staff and industry leaders representing the full spectrum of online ad operations and technology write the articles featured in 'Leading Operations Online'. Sponsoring this section of the site is a fantastic way to demonstrate thought leadership and to associate your brand with influential articles and opinion pieces. We also invite you to contribute to this series while running your campaign.

Pricing:

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Cost	\$250	\$400	\$500	\$600

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**London
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Ad Operations Jobs

**Senior Monetization Manager,
Microsoft Mobile Advertising** (Bellevue)

Ad Operations Coordinator (San Francisco)

**Ad Operations Traffic / Campaign
Manager** (New York)

**Manager, Digital Ad Product
Development** (ny)

Interactive Specialist (New York)

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Mergers, Acquisitions, and Ad Operations

February 4, 2010 [mergers](#) [operations](#) Doug Wintz

The only thing that is constant in our business is change. Whether you've worked for a start up, or an established publisher, chances are you've been at one end of a merger or acquisition. If you're lucky, the powers that be will have conducted a complete due diligence which would include the impact of this business strategy on the operations end of the business. Too frequently, however, the operational issues are only considered a sidebar and tucked away under the category "we'll figure that out later". Of course, this leaves it all up to operations to figure out. Here's what you need to plan for and manage as all the operational "stuff" hits the fan as a result of merger and acquisitions activity.



AdOps News from Around the Web Aggregated News Feeds

Our aggregated news feeds, AdOps News from Around the Web, features articles, opinions, and important product announcements collected from dozens of sources. Each article is hand-selected by our editorial staff for relevance and value. You won't find any puff pieces or PR fluff here just the best the web has to offer ad ops teams.

Pricing:

Included in homepage purchases

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The Next Disruptive Tech on the Web? Trust

February 17, 2010 [verification](#) Source: Ad Age

After reading that headline, I can see some (maybe lots) of you scratching your heads saying: "Wait a minute -- trust is a not a technology!" A decade ago that would have been true -- it is not now. Our digital lives were once confined to e-mail, some web surfing and an occasional online purchase (for the braver among us). A mere decade on and our lives are increasingly being lived online. Yet, while our dependence on the internet has grown exponentially, the technologies we use to navigate the...

Visible Measures Launches 'Trends' Ad Tool

February 17, 2010 [metrics](#) [video](#) Source: Media Week

Brands looking to understand whether their own online video efforts measure up to competitors' campaigns now have a new resource. The Web video analytics firm Visible Measures has released Trends, a new Web-based tool, which provides access to traffic, audience and engagement data from hundreds of real Web-video campaigns. Essentially, Trends is designed to help brands determine benchmarks for video ads, which can be used in both post-campaign analysis and for planning purposes. This has been...

Video Ad Networks Embrace Retargeting

February 17, 2010 [retargeting](#) [video](#) [video networks](#) Source: ClickZ News

Video ad retargeting is emerging as a new way for direct response advertisers to leverage in-stream video advertising. Still largely nascent, the practice is showing signs of wider use by ad buyers as a means of recapturing leads and boosting ad effectiveness. As one might gather from the name, video retargeting is a variation of display ad retargeting - a practice frequently used by online retailers and other direct marketers to deliver ads to shopping cart abandoners and other non-converting...

MTVN, Quantcast to Laser-Target Web Video Ads

February 16, 2010 [audience](#) [behavioral](#) [inventory](#) [targeting](#) Source: Media Week

MTV Networks plans to offer advertisers the ability to purchase specific demographic and lifestyle target audiences within its online video inventory as part of an ongoing partnership with the Web analytics firm Quantcast. According to MTVN officials, the new sales tactic will encompass video inventory on sites reaching 84 million unique users, including MTV.com and Spike.com, as well as sites

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Ad Operations Coordinator (San Francisco)

Ad Operations Traffic / Campaign Manager (New York)

Manager, Digital Ad Product Development (ny)

Interactive Specialist (New York)

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Contact us

If you would like to know more about the site sponsorship opportunities available to your organization, please get in touch with us by either sending an e-mail to sponsorships@admonsters.com or by visiting our website at admonsters.com/contact.

We look forward to working with you to develop a campaign customized to your needs and our audience.

Ad specifications

The ads on the site follow the IAB guidelines and are a standard dimension used across the web. For detailed information on IAB standards, please visit the [IAB website](#).

Ad unit dimensions: 728 px (wide) x 90 px (high)

File size: Up to 40Kb

File types supported: Static images (GIF, JPG, PNG); Flash (SWF)

Maximum animation: Total 15 seconds including looping (maximum 3 loops)

Sound is not allowed, user-initiated or otherwise

Please note that all site sponsorships are run on a tenancy basis and there is no guarantee on specific impressions or user reach. Please see your contract for complete terms and conditions of your campaign.

