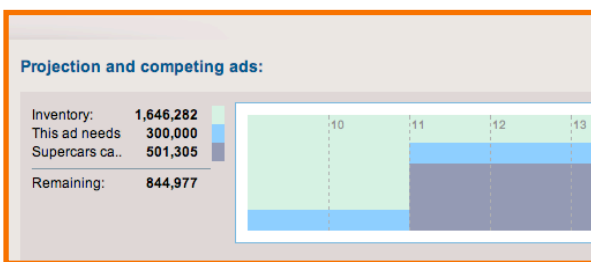


BittAds is a refreshing take on the way online advertisements are managed. It's intuitive and provides you with the tools to get more out of your advertisement inventory.

As a hosted service BittAds takes away worries about server uptime or upgrades. Integration in your website or online application is easy and works with any kind of online advertisement.



Key features



Instant inventory overview

BittAds features a unique graphical inventory projection system that shows you instantly how much space you have left and which ads are competing for inventory. Because this all happens in real-time you could even instantly book while selling your ads on the phone.

Hours of the day during which this ad can be shown:

| Night | Morning | Afternoon | Evening |
|----------------------------|----------------------------|-------------------|---------|
| 00 01 02 03 04 05 06 07 08 | 09 10 11 12 13 14 15 16 17 | 18 19 20 21 22 23 | |

Geo locations this ad is restricted to:

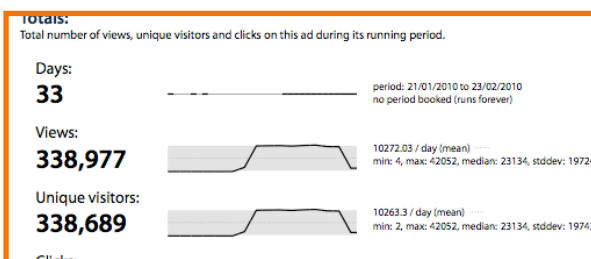
Country:

Add country:

Add city:

Advanced targeting options

Show an ad with a maximum of 3 times a day, to 20,000 Firefox users and only between 6 and 8 o'clock in the night. BittAds has an extensive list of targeting options that let you be very specific of when an ad should be shown and when not.



Performance reports that matter

Need to know in an instant how well your ads performed? BittAds takes reporting to a new level by providing optimized reports that don't drown you in data, but give the information that's of relevance to you.

the response looks like this:

```
<?xml version="1.0" encoding="UTF-8"?>
<ads user-name="1197277102p89642">
<ad id="1" shape="example" location="example">
<a href="http://www.bittads.com" title="BittAds"
target="">  </a>
</ad>
</ads>
```

g http://server.bittads.com/ad-xml.ucw to fetch ads, make sure to pass on
ads.com to the user, and to pass on any cookies starting with "bitt" from the user to

Compatible with your infrastructure

If you have ads that are a little out of the ordinary BittAds has the right tools to display them. By using our XML-API BittAds allows you to turn virtually anything into a managed online advertisement: text, video, images, mobile, etc.

But why take our word for it? Try it and create your free BittAds account today at www.bittads.com.

Free Edition

The BittAds Free Edition gives you up to 10 million impressions (ad requests) per month. If you are to reach 10 million impressions per month, we will notify you. Your account will then be frozen. There are never any costs involved. The Free Edition is also limited to having 10 concurrent ads. If you require more, please consider switching to the Standard Edition.

Standard Edition

BittAds Standard Edition is the full service with **no limitations**. The more ads you process the lower the CPM (cost per mille) are. The basic fee is € 90 per month. You can cancel the service anytime with a termination notice of only a month.

| | | |
|------------|--------------|---|
| 1 | - 10,000,000 | → €29,- per 1 million impressions (in other words, €0.029 CPM) |
| 10,000,001 | - 25,000,000 | → €23,- per 1 million impressions (in other words, €0.023 CPM) |
| | 25,000,000+ | → please contact us |

During the month, you can easily see how many impressions you have already done. No surprises.

Support

If you require premium support, please feel free to check our support packages. These range from regular office hour support to 24/7 by both phone and e-mail.

- **Level 1:**
Phone and email support during CET business hours (09:00-18:00 CET).
Response time for urgent issues: 30 minutes.
Pricing: €150 per month, plus €0.006 per 1000 impressions (€6 per million).
- **Level 2:**
24/7 phone and email support.
Response time for urgent issues: 20 minutes.
Pricing: €400 per month, plus €0.015 per 1000 impressions (€15 per million).

We offer business hour support tailored to your timezone. Please contact us for details.

Contact

If your organization has any additional requirements like training or special ad integration projects, please don't hesitate to contact us.

For our sales department, please mail to:
sales@bittads.com

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