



from the Advertlets event album:



here's your chance to position your brand, in communities that truly matter.

blogs.

your new way to reach Asia's online users.

The Advertlets Network

More than 100 million impressions per month.
More than 10.5 million unique visitors per month.
More than 25,000 blogs.

Malaysia: An online audience of 150,000 a day
Singapore: An online audience of 80,000 a day

A fresh way to reach your target audience effectively Say hello to blog advertising!

Online diaries, better known as blogs, are big in the online community, and form the fastest growing type of website today. Snippets of lives have made their way onto the Internet, where dreams are echoed and affirmed throughout cyberspace. Welcome to a new era of personal publishing.

But could these virtual spaces be your new advertising channel?

We certainly think so. Unlike traditional media, you are advertising in a personal space—where bloggers and their readers share mutual interests and experiences. Constant visits to blogs by friends (and fans) ensure that your message will be seen and heard by the people who matter.

advertisers can select blogs based on the following criterias:

- traffic/visitors
- gender
- age range
- profession
- blogger or not

why us? you know who you're reaching

Need to know who you are reaching? With Advertlets, you get a demographic breakdown of the visitors of each blog, which helps you identify what kind of audience each blog attracts - similar to how demographics are collected for print publications.

Online users also have higher spending power, and tend to be more savvy consumers. Engage the blogosphere, gain your brand the affinity that it deserves, and reap the rewards!

you're in good company with Advertlets!

Check out some of the clients that have chosen Advertlets to define their presence:

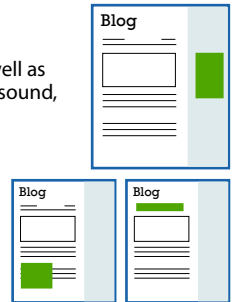
 Toyota Automotive	 Starbucks F&B	 EMI Spice Girls Album Launch	 Snapfish by HP Photo Sharing	 Buena Vista Movie Promos
 Digi Fu-Yoh!	 Celcom Xpax	 Petronas Brand Campaign	 Mediaprima Portal Promotions	 TMNet Community Promo
 Zuji Travel Travel	 Manhattan Fish Market F&B	 Mystyle Mobile Vouchers	 Recruit.net Regional Campaign: Malaysia, Singapore, Japan, China, India, Hong Kong, Australia, New Zealand	
 Mudah Marketplace Classifieds	 EOE Online Photography Store	 Acme Mobile Mobile Content	 iProperty Property Portal	

ad formats banner ads (cpc & cpm)

We provide various sizes of banner ads, as well as options for customization - text, animation, sound, video and more! two ways to roll:

pay for performance:
your ads are rotated, you pay only when someone clicks.

pay for prominence:
display your ad prominently across blogs, pay per impression



sponsored blog posts

Need more than just banner ads? Sponsored blog posts provide valuable word of mouth publicity. Get bloggers to review your product/service/event, or promote your service, blogvortorial-style!



market research

Need to conduct market research? At Advertlets, we give you space on blogs to conduct market research, specific to your brand or service through specially tailored polls.



contact us for more details!



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