

2011-2012 Banner Media Kit





Are you looking for an alternative advertising firm to help you manage your display advertising?

There are four valuable elements which result in a successful display campaign:

- 1. Targeted Reach** - TheMediaCrew channels make it easy for advertisers to reach significant audiences with focused interests.
- 2. Optimized Results** - Our real-time optimization technology constantly shift ad impressions to the better-performing sites, generating the best possible results throughout your campaign.
- 3. Campaign Experience** - We assign a dedicated Account Manager to each client.
- 4. Quality Content** - We stand behind the quality of the sites we represent and give you our full site list to prove it.

TheMediaCrew represents over 1500 web sites with a global reach of 5 billion monthly impressions and 80 million monthly users.

Additionally, when you sign up with TheMediaCrew, your campaign will be managed and tracked using our TMC Ad Server technology.

TMC Ad Server Features

- Graphic Reporting Tools
- Flash Video Tracking
- Advanced Frequency Capping
- Cookie Targeting
- Completely Hosted Global Turnkey Solution
- Net Acuity Geotargeting Solution (including Zip/DMA)
- eCPM Auto Optimization
- Full Rich Media Support
- Support for CPA and CPL campaigns
- Inventory Management and Forecasting

We will hand-pick every site to ensure pure, relevant content. You'll get customized packages that leverage our best sites, channels, or premium Run-of-Network. So no matter what you choose, the quality is there.

- Arts & Entertainment
- Automotive
- Business
- Consumer Electronics
- Education & Reference
- Extreme Sports
- Health
- Hispanic
- Home & Family
- Information Technology
- Investing
- Mobile Devices
- Movies
- News
- Parenting
- PC/Console Games
- Sports
- Technology
- Teen
- Travel
- Women