

Adkontekst – ads in the right context

Adkontekst is a contextual advertising network, which covers search engine results and partner websites. It is managed jointly by **NetSprint** and **Wirtualna Polska**, the **2nd largest Polish portal**. It was created on the basis of extensive experience in the fields of information searching technology and contextual advertisements management and placement. The Adkontekst network is the most significant alternative to Google AdSense on Polish market.

Thanks to the advanced semantic technology used in **Adkontekst**, ads are directly associated with user queries or the content of websites on which they are presented. In this way, advertisers can reach only those internet users who are interested in their products. The **Adkontekst** system covers **over 1100 of the top opinion-making** and highly reputable websites in Poland and reaches more than **15,9 million users a month** (over 91%, based on Gemius MegaPanel research, November 2009).

Adkontekst offers wide range of advertising products:

- **Adkontekst Text Boxes** – text ads displayed in search results (by keywords and phrases) and partner websites - matched with the content and style of websites.
- **Adkontekst Exclusive** – graphic-text ads matched with the content and style of websites, displayed within website content.
- **Adkontekst Flash** – display ads (.swf available,) matched with the content and style of websites.
- **Adkontekst Intertext** – ads in the form of Text Boxes, Adkontekst Exclusive or Adkontekst Flash displayed by keywords underlined in the website content. An ad is displayed on a new layer when users mouse-over.



Major advantages offered by Adkontekst advertising:

- Advertising in the leading Polish websites - wide coverage - reaches more than **15,9 million Polish Internet users**.
- Pay per click model of payment (auction model – Max CPC).
- Wide range of advertising products (text, text+logo, flash, intext ads).
- User-friendly and user-accepted formats of ads.
- Highly relevant and precisely targeted advertising message.
- Additional targeting by category, domains, keywords, geo-location.
- Effective anti-spam protection.
- Achieving campaign effectiveness regardless of the goal.

- Ease of start up campaign - directly from Adkontekst website wizard or through our reseller network including top media houses, SEM and interactive agency.
- Full control over advertisers' expenses.
- Simple campaign management – (full transparency – tool to see and manage all the sites that displayed your ads).
- Possibility to import campaign from other advertising systems (including Google AdWords).
- Dedicated Account Management (In-House consultancy service and support).
- Flexible pricing policy – extra bonuses for bulk orders.

Possibility to expand campaign to other countries on the basis of implemented nsContext platform owned and developed by NetSprint:

- **Lithuania and Latvia with Textads** – a leading contextual network in the Baltic States
- **Denmark with Open AdExchange** – the biggest alternative to Google AdSense
- **Norway with Adpower.no** – managed by Edda Media - a leading press publishing company in Norway
- **Ukraine with Adpower.com.ua** – managed by Ukrainian Media Holding – a leading media owner in Ukraine
- **Bulgaria with Adpower.bg** – in cooperation with Investor BG, one of the most dominant player on local market

Company overview

NetSprint provides advanced IT solutions customized for Internet content search, management and monitor. Systems offered by our experts at NetSprint are based on 10 years of extensive experience in sector of search technology development.

Our solutions, used by leading European online publishers, allow for the building and reinforcement of relations with users and advertisers. **NetSprint** operates in Central Eastern Europe and in Scandinavian countries. Our strategic investor is Mecom Europe – the second largest daily press publisher in Europe.

We are the exclusive provider of advertisements in the **Adkontekst contextual advertising network**, covering over 1100 top opinion-making Polish websites, as well as the top search results from NetSprint.pl and WP.pl. Our total coverage is more than 15,9 million (more than 90%) Polish Internet users (Megapanel PBI/Gemius, November 2009).

We also offer dedicated solution, named **Information Access Platform**, based on the universal **NetSprint Advanced Search Platform technology**, which is used for searching and contextual presentation of corporate resources and websites. We provide enterprise search solutions especially adapted to needs of publishers, portals, verticals, corporations, online stores as well as “yellow & white pages”.

Another area of our company's operations is Internet monitoring. **NewsPoint** and NewsPoint UGC are professional solutions that supports marketing and PR activities. NewsPoint monitors more than **17,000 websites worldwide and features 14 languages**. **NewsPoint UGC** is a solution, which monitors social media content, such as blogs, forums, microblogs and social networks (in Poland **575,000 forums** and more than **141,000 blogs**).

nsContext is a solution addressed to the media companies or advertising networks, which need a tool to build contextual ads network.

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