

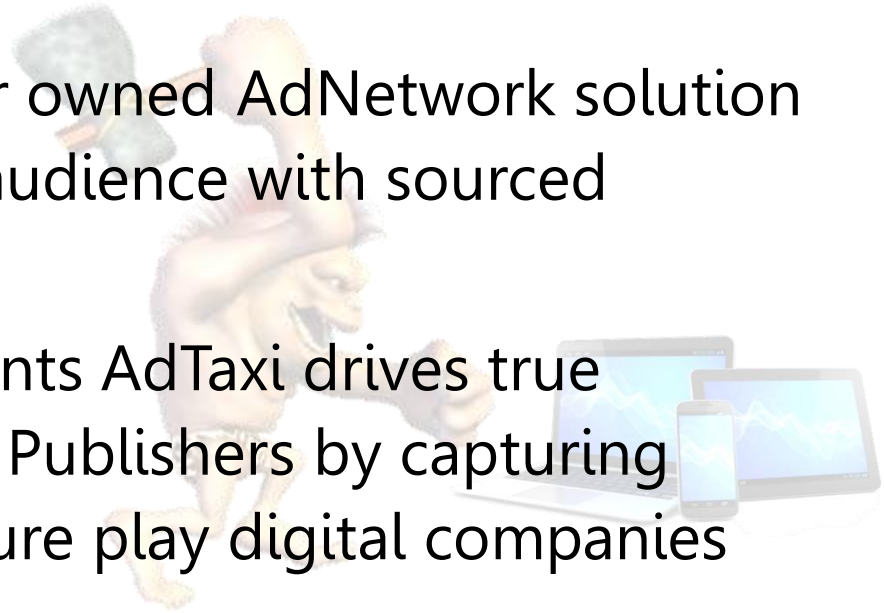


NETWORKS

A DIVISION OF DIGITAL FIRST MEDIA

What is AdTaxi?

- ❑ To a Publisher AdTaxi is a sales model and product solution that creates the best possible marriage of a Publisher's owned and operated audiences with out of network audiences.
- ❑ To an Advertising partner AdTaxi is a needs based solution that rolls up their entire digital plan under one contact focused on ROI
- ❑ AdTaxi creates the first Publisher owned AdNetwork solution bundling owned and operated audience with sourced audience across all platforms
- ❑ By combining all of these elements AdTaxi drives true incremental revenue for Partner Publishers by capturing market share back from other pure play digital companies



AdTaxi Model: Hierarchy of Digital Display Inventory



BENCHMARKS:

▪TOP:

- \$12 - \$25 CPM
- .08 - .2 CTR %
- 60% of avg. buy

▪MIDDLE:

- \$10- \$25 CPM
- .08 - .15 CTR %
- 20% of avg. buy

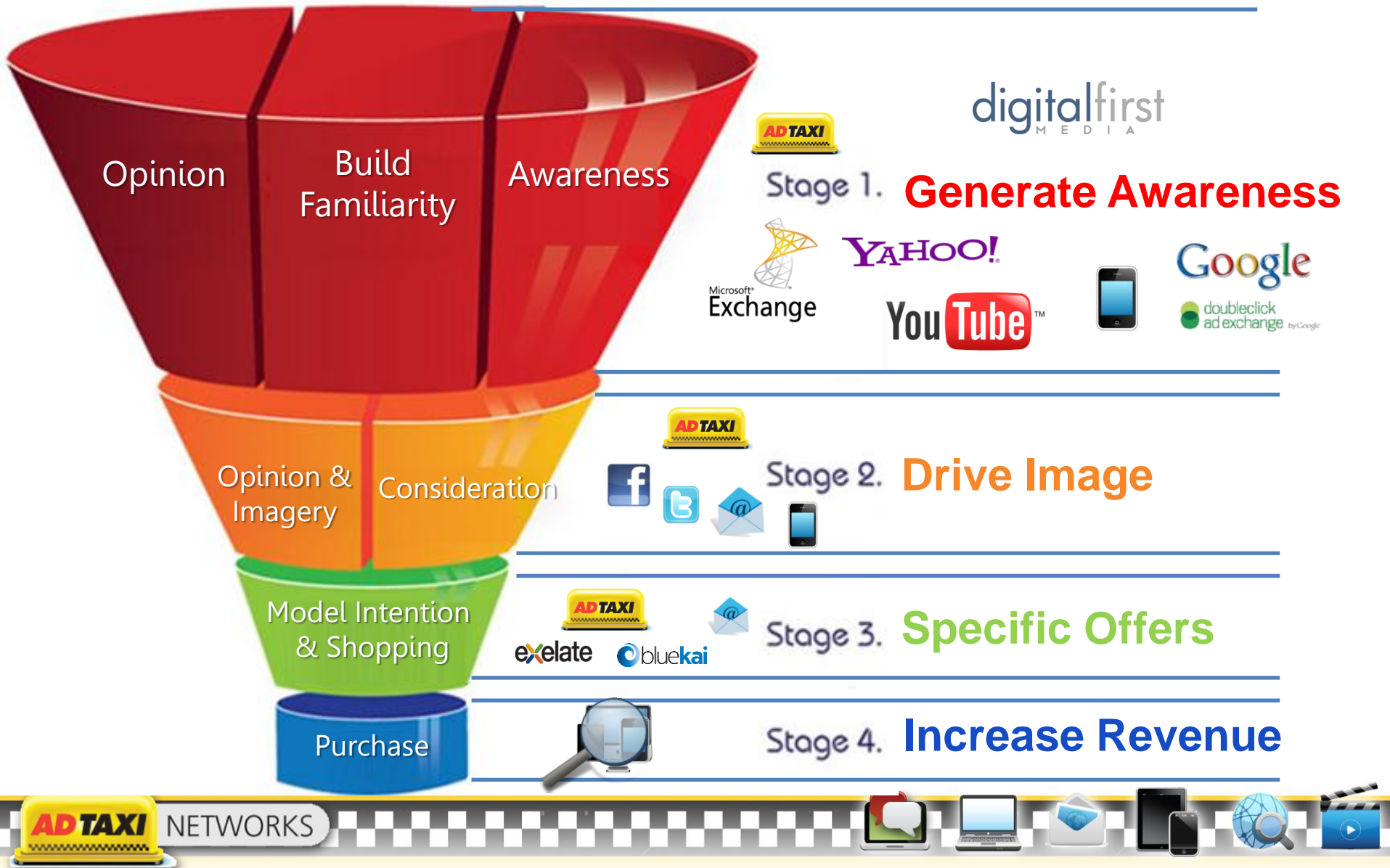
▪BOTTOM:

- \$4 - \$8 CPM
- .04 - .08 CTR %
- 20% of avg. buy



AdTaxi Solutions for Advertisers

Full funnel client solutions focused on ROI

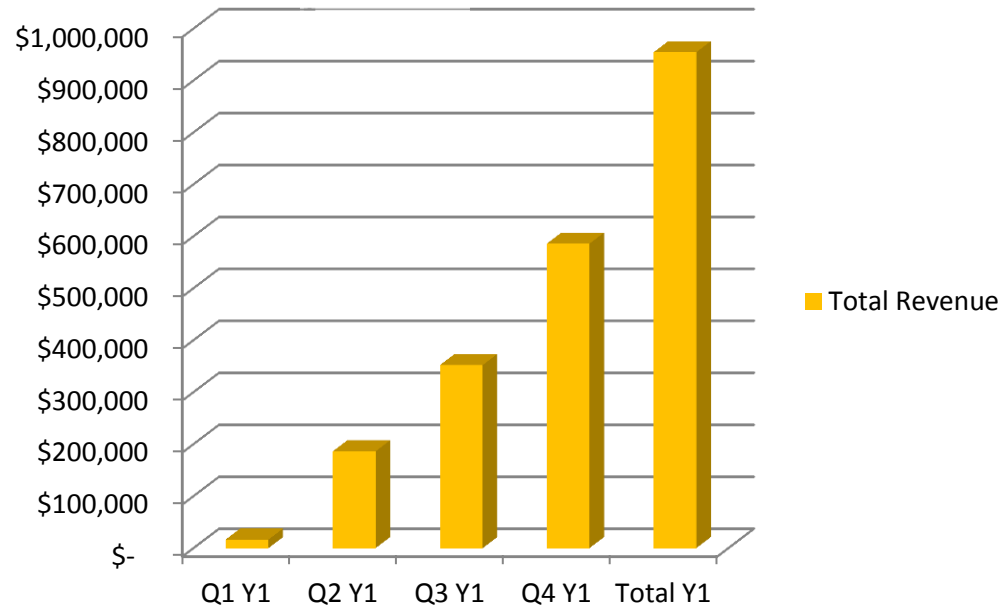


AdTaxi Beta Market – Denver results

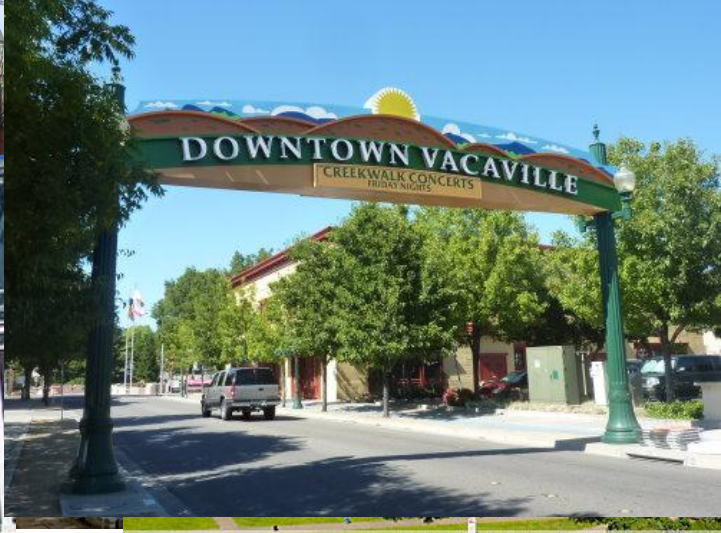
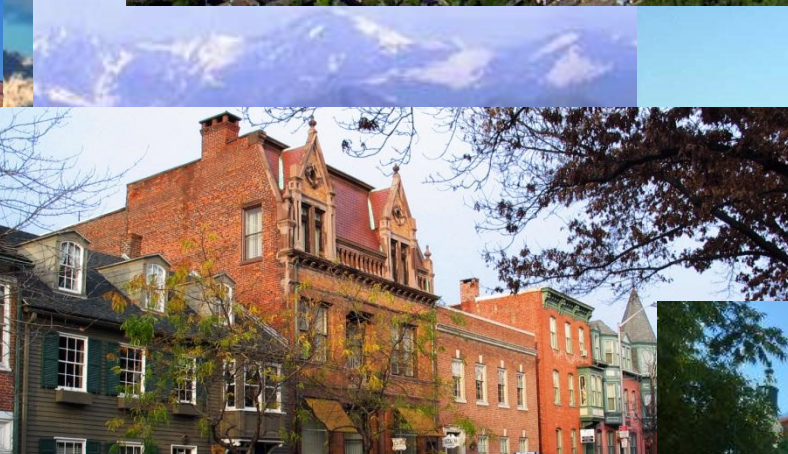
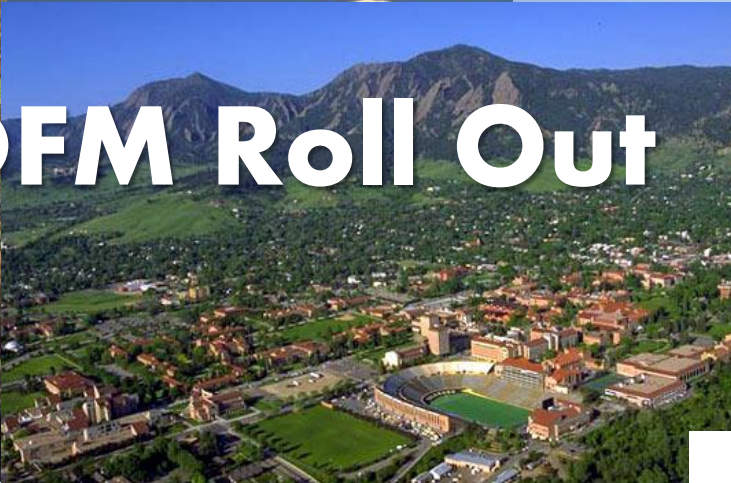
AdTaxi evolved from an audience based AdNetwork solution to a needs based audience solution on all platforms based on advertiser demand

- 🚗 Q1/Q2 Y1 – Products included Newspaper.com, Yahoo!, and Network Display
- 🚗 Q3 Y1 – Added Mobile and Email
- 🚗 Q4 Y1 – Added Social, Search and Video

YR1 Revenue Growth



DFM Roll Out



DFM Roll Out

- 🚗 87 Campaigns / Month to over 900 Campaigns / Month
- 🚗 \$340K /Month in Revenue to Over \$3MM / Month
- 🚗 5 Team Members to over 50 Team Members
- 🚗 Specific Community Newspapers
 - 🚗 NY Cluster - \$0 - \$45K/Month
 - 🚗 Boulder - \$0 - \$78K/Month
 - 🚗 York - \$0 - \$55K/Month
 - 🚗 Berkshires - \$0 - \$25K/Month
- 🚗 All Running at a 47% Operating Margin



What is an AdTaxi Buy

Example: Auto Dealer

- 🚗 Consumer's have a 60-90 day purchasing cycle for cars
- 🚗 Carl needs to sell minivans
- 🚗 Target Client are parents or future parents



What is an AdTaxi Buy

Example: Customer needs a new vehicle





- 🚗 Target New Parents entering the market in 90 days
- 🚗 Need a new vehicle – possibly a mini van



What is an AdTaxi Buy

Example: Campaign / Buy - \$3,000/mo



- Stage 1.  Mass Media – 100K Imps
Newspaper.com, 50K Imps Mobile
Newspaper.com
- Stage 2.  Consideration: Lifestyle Target 50K
Imps Social Media
- Stage 3.  Targeted Display – 100K Imps
Dodge Caravan BT
- Stage 4.  Search – SEM/SEO Key Words

Automotive: Las Vegas BMW

Why They Bought:

- One-stop-shop for multi-market buy
- Cost-per-click
- Real time optimization
- Behavioral/geographic and demographic targeting

What They Bought:

- Premium Newspaper LV– Geo Targeted
- Premium iPad– Geo targeted
- Adtaxi Networks – BT Auto Engager
- Adtaxi Mobile – Geo targeted
- Yahoo – BT Auto Engager
- Email – Good credit score

Investment:

\$3,000 - 5,000/Month

.14 CTR on Display

14% open rate on email

- 600 Visits
- 5 pages viewed
- 12 cars sold

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See what others are saying:

★★★★★
My interaction with the folks at Desert BMW was entirely "virtual" in that it was entirely over e-mail, but it still might have been the most positive experience I've ever had with a dealer.
Scott H. - Evanston, IL

★★★★★
Brought my car from Donny... Very friendly and helpful... Needed some service was helped by Bryan C. and he was wonderful!! Walked me through everything and was friendly and personable
Rhonda W. - North Las Vegas, NV

★★★★★
I've bought 2 BMW's from Desert and couldn't have been happier with my choices!
Michael P. - Las Vegas, NV

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Why They Bought:

- One-stop-shop for multi-market buy
- Cost-per-click option available
- Real time optimization
- Capabilities targeting

What They Bought:

- Yahoo! – Multimarket, Geo targeted

Investment:

\$1,500/mo/market

Results:

- Delivered 37,961 clicks
- 25,310,145 impressions
- eCPM (\$7.46)
- CTR = 0.16%



Education: Arizona State University

Why They Bought:

- One-stop-shop for multi-market buy
- Cost-per-click option available
- Real time optimization
- Behavioral/geographic and demographic targeting

What They Bought:

- Adtaxi Networks - Pay per Click

Investment:

\$2,000 / Month

Results:

- Delivered 297 clicks
- 727,107 impressions
- eCPM (\$2.75)
- CTR = 0.41%



Entertainment: US Women's Open

Why They Bought:

- One-stop-shop for multi-market buy
- Cost-per-click option available
- Nation Mobile Reach
- First Party Data

What They Bought:

- Denverpost.com - Rich Media
- Denver Post Email
- Denverpost.com – ROS
- Adtaxi Networks - Pay per Click
- Adtaxi Mobile – Pay Per Click

Investment:

\$8,000 Month

Results:

- Delivered 14,980 clicks
- 6,246,632 impressions
- eCPC (\$1.48)
- CTR = 0.24%



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Real Estate: Remax Alliance

Why They Bought:

- Turnkey
- Established Relationship
- Reporting/Dashboard
- Multimarket Reach

What They Bought:

- Adtaxi Networks – Multimarket Geo targeted
- Adtaxi Mobile – Pay Per Click
- Denverpost.com - Rich Media
- Denver Post Email
- Denverpost.com – ROS

Investment:

\$25,000 per month

Results

- Delivered 12,916 clicks
- 25,833,331 impressions
- eCPM (\$6.01)
- CTR = 0.05%
- \$155,000

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Reporting & Analytics

DASHBOARD 101:

AdTaxi offers a campaign performance dashboard which enables advertisers to track the effectiveness of their marketing spend in one central place.

Daily Updates:

- **DISPLAY** – AptYahoo, AdTaxi Exchange
- **SEM** - Google AdWords
- **SOCIAL** – Facebook
- **TRAFFIC** – Google Analytics

Weekly Updates:

Spreadsheet manually uploaded to Dashboard every Monday

- **MOBILE**
- **CALL TRACKING**
- **EMAIL**

The screenshot shows the AdTaxi dashboard for a user named 'Mattress King'. The dashboard is divided into several sections:

- Header:** Includes the AdTaxi logo, navigation tabs (Dashboard, Campaigns, Leads, Traffic, WorkSpace, Manage, Account), and user options (Log Out, Help).
- Welcome Back:** A personalized greeting for 'Mattress King' with the last update time: 'November 16th 2011 at 12:00:00 AM'.
- Dashboard Overview:**
 - Insight:** Three informational messages: 'You have 2 new leads!', 'You are using all available marketing products.', and 'Web site traffic is increasing'.
 - Campaign Summary:** A table showing performance metrics for various campaigns.
 - Marketing Investment:** A donut chart showing 100% investment in social advertising.
 - My Workspace:** Sections for 'Latest Notes' and 'Things to Do', both indicating no items.
- Contact Us:** A section with the AdTaxi logo and contact information for the account manager, phone number, email, and technical support.
- Right Sidebar:** A promotional banner for 'LOOKING TO CAPITALIZE ON YOUTUBE FEVER?' with a 'VIDEO' button.

Campaign Name	Type	Imp	Clicks	Leads	CTR	CPC
MK - Yahoo + Denver Post	Display	7,232,652	8,998	0	0.12	-
MK - AdTaxi Networks	Display	1,537,841	334	0	0.02	-
WOW - AdTaxi Networks	Display	572,375	147	0	0.03	-
WOW - Yahoo + Denver Post	Display	839,529	493	0	0.06	-
MK - PPC	SEM	298,878	9,309	0	3.11	-
WOW - PPC	SEM	826,837	5,127	16	0.62	-

Custom reporting is available upon request with a 48-hour turnaround time.

How is AdTaxi Supported?

- 🚗 Sales – Centralized Strategy – Regional Direction – Local BM's
- 🚗 Operations – Standardization – Work Flow – Scale
- 🚗 Technology – Platform Partners – 3rd Party Metrics – Internal
- 🚗 Marketing – Branding – Lead Gen – Revenue
- 🚗 Business Development – Affiliate Partners – New Teams



NETWORKS



Thank You

Brock Berry
Vice President
AdTaxi Networks
Brock@AdTaxiNetworks.com
Twitter: @BrockEnfield
(303) 954-2521