

# Media Advisory



## AdWords Alternative Launches at Blogworld Expo

AffinityClick is an exciting alternative to Google AdWords that makes it easy for bloggers to make money by connecting their readers with relevant advertisers through an easy-to-use, customizable platform that gets results without sacrificing control.

### Who?

AffinityClick - a well-funded startup with a fresh out of beta pay-per-click advertising platform. CEO, founder, and serial entrepreneur Justin Shimoon will be on hand to answer your questions and show you our product.

### Where?

Blog World Expo in Las Vegas.

Visit us at the Mandalay Bay Convention Center at booth 106 to talk to our CEO and see our product for yourself.

### What?

Online advertising will generate over 100 billion dollars in 2010 and AffinityClick has the technology to help bloggers and merchants share context-specific advertisements with their readers.

### When?

AffinityClick will be live in Las Vegas October 15-16 and exhibiting on the Blogworld trade floor everyday between 10:30am - 3:30pm.

### Contact Us

To set up a time to talk:  
David Hicks at 613-276-4182  
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Twitter: @affinityclick  
Drop by booth 106 at the Blogworld Tradeshow

### About AffinityClick

AffinityClick helps web publishers, online advertisers and consumers connect in a more meaningful way. Together, we form an international network of content providers and trusted brand-name retailers. AffinityClick works by automatically matching the content of a publisher's website or blog with contextually relevant Pay-per-click advertising.

# Fact Sheet



## What is AffinityClick

AffinityClick is a easy to use, pay-per-click advertising platform that helps web publishers, retailers and consumers connect in a more meaningful, contextually relevant way.

AffinityClick automatically matches the content of a publisher's website or blog posts with product placements. Unlike other pay-per-click platforms, AffinityClick allows bloggers and web publishers to maintain control over the type and quantity of ads on their site.

## Why AffinityClick Matters

By placing ads that are more relevant to readers, AffinityClick generates more click-throughs and higher conversion rates.

AffinityClick works to shorten the gap between publishers and retailers by creating a social marketplace of content providers and trusted, brand-name retailers.

## For bloggers and publishers...

- Allows bloggers to monetize web content without sacrificing control over the advertising appearing on their site
- Customizable filters allow publishers to decide the volume, format, and products that appear on their site
- Keyword relevancy algorithm matches the placed ads to blog content
- Higher click-through rates through relevant advertising and engaged audience
- Higher CPC payouts - more revenue for bloggers
- AffinityClick is easy to use—no technical knowledge required
- Analytics and intelligence helps bloggers monitor keyword performance, find keywords trends, and target more lucrative terms

## For advertisers...

- Ads are automatically matched to keywords
- Higher click-through and conversion rates than traditional pay-per-click platforms
- Large network of participating bloggers ready to host advertising
- Greater engagement + approach audiences while reading relevant content = higher conversion
- Automatically generated in-text and standard IAB banner ad formats
- Ads support product images

## For readers....

- No more being bombarded by annoying ads that aren't relevant to you or your life
- Attractive graphic ads are elegantly designed and won't distract from the design of the publishers site
- Connect directly with products that are immediately available for purchase through merchants

## More Information

[www.affinityclick.com](http://www.affinityclick.com)

## Media Contact

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