

## Are you monetising your online content?

If you are a publisher of travel content on the web, we can help you **make more money** out of it. Whether you have existing relationships with your own advertisers or need new advertisers to run on your site – or a mixture of both – Adnet can help you, at little or no cost to you.


## What is Adnet?

Adnet is a unique **contextual ad serving** platform which matches travellers with travel advertisers on travel websites. Our huge database of travel related keywords enables us to target advertisers to travellers at the most relevant point of their search, going one step beyond mere keyword matching. We call it '**intelligent context**'.


The ad units currently offered are high CTR and well designed text+image ad boxes, as well as contextual display ads in all the standard formats. Integration is via simple javascript 'copy and paste' onto your templates.

### Travel Deals


[Culture](#) [Beach holidays](#) [Hotels](#)



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ADNET

## What is special about it?

Adnet works in a different way from other systems on the market – even Google's AdSense. Instead of matching a set of independent keywords inputted by advertisers, to keywords crawled from a publisher's pages, Adnet works from a **predefined list** of travel-specific keywords that match with what the publisher publishes.

So, for example, Adnet knows that the Louvre is in Paris, that it is a

cultural destination, that Paris is a cultural destination, and that it is in France. It also recognises Macchu Picchu as an adventure destination, and Bali as a place for beach holidays. It also knows what the weather is likely to be in May – but that's another story!

What does this mean? It means our matching is more 'intelligent', leading to more precise targeting, higher click through rates, better results for your advertisers, and more money for you! In a nutshell, it means publishers can craft the very best contextual matching for the type of content they display, without relying on an 'off-the-shelf' system to second guess what they're all about.

Simple, yet revolutionary! Above all, effective for your advertisers, who will drive your bottom line.

In addition to designing your own 'network' of advertisers and your own keyword hierarchy (if you don't want to use ours), we can also provide ready-made contextual advertising on a CPC or CPM revenue share basis - both as standalone advertising, or as 'backfill' when you do not have advertisers of your own.

## How Adnet targeting works

Adnet targets its Ads in a fully contextual way using a 'crawler' which ranks pages according to the predefined travel keywords and parameters. The key parameters are **geography** (country, region, city or destination), **holiday theme** or category (such as skiing, horse riding or beach holiday), and **holiday type** (holiday, hotel, flight, cruise, car hire etc).

Keywords beyond these are used purely to refine matching once the other parameters have been taken into account. Ads are tagged following the same criteria. However, publishers have the ability to define their own set of parameters, holiday themes and types that best match their content.

## How flexible is it?

Very. Adnet allows publishers all the usual options, and more:







- Create channels, with discrete ad unit sizes and formats
- Track clicks, impressions and CTR on a per channel basis
- Filter ads by channel, by country and/or holiday type
- Set a default 'backfill'

- Create a high CTR 'special offers page', using the Adnet special offers widget, which can be styled using their own CSS (see image)
- Analyse on-page keywords that affect ad performance, and once logged in optimise the keyword matching *on the page*.
- Create 'tabbed' advertising units – for example if you wanted to split by holiday type, eg a tab for flight deals, a tab for hotels deals etc

## Great travel deals

All Beach holidays Cruises Hotels Ski Safari Adventure Culture

Select location: Africa Antarctica Asia Caribbean Europe Middle East North & Central America South America South Pacific

	<p><b>Hotel Adria Prague Winter Offer</b></p> <p>Book the Hotel Adria Prague and take advantage of their winter offer. Treat yourself to a short break from as little as €90...</p> <p><a href="http://www.adria.cz">www.adria.cz</a></p>		<p><b>Lyon By Rail</b></p> <p>Visit Lyon by rail. Discover the capital of the Rhone Alpes region and renowned gastronomic destination. Price start at £99.</p> <p><a href="http://www.raileurope.co.uk">www.raileurope.co.uk</a></p>
	<p><b>The Beaufort Hotel Autumn Special</b></p> <p>Book the Beaufort Hotel in London's Knightsbridge this autumn for a spot of shopping or just R&amp;R! 2 nts B&amp;B in a deluxe room...</p> <p><a href="http://www.thebeaufort.co.uk">www.thebeaufort.co.uk</a></p>		<p><b>Sri Lanka Panorama Tour Offer</b></p> <p>Enjoy an extraordinary tour through Sri Lanka staying at beautiful hotels &amp; exploring its finest sites. 4*, 11 nts, mixed me...</p> <p><a href="http://www.markstravel.co.uk">www.markstravel.co.uk</a></p>
	<p><b>Natural Splendour of Costa Rica</b></p> <p>Explore the astonishing variety of wildlife and contrasting habitats found in Costa Rica, including rainforest, cloud forest, volcanoes and lakes.</p> <p><a href="http://www.greenbee.com">www.greenbee.com</a></p>		<p><b>Jolly Beach Resort &amp; Spa Special Offers</b></p> <p>Book now for great offers to Jolly Beach Vacations, Antigua. They can offer spa packages, golf deals, FREE non motorised wa...</p> <p><a href="http://www.jollybeachresort.com">www.jollybeachresort.com</a></p>

## Find out more

For questions, please contact James Dunford Wood by emailing [jamesw@adnet-media.net](mailto:jamesw@adnet-media.net) or calling +44 (0)207 183 2689

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