

# Contextual Open Media Exchange

**Empowering you to develop  
Your online advertising network!**

A Joint Venture Service

**CLICKSOR**  
DELIVER WHERE IT MATTERS

**YESUP**  
ECOMMERCE SOLUTIONS

**MyAdmarket**



- Media Exchange Platform
- Contextual Technology
- Private Label System
- Ad Serving

# Open Media Exchange Platform

The new way of partnership for Online Advertising Marketplace

**Buying and/or selling traffic?** An Online Ad Serving Platform is essential to maximizing your company's profits! With advanced contextual targeting technology, the Yesup Open Media Exchange Platform empowers advertisers, publishers, ad agencies and networks to partner up, and drive up traffic and profits!

Partnering with Each Other



Integrating an advanced Contextual Platform into your online marketing plans enables you to leverage the number of advertisers and/or publishers operating in your network, and to power that network and business to the next level.

## Develop or Expand Your Contextual Ad Network!

Research & Development costs lots of time and money; even in the rapidly growing internet world the development of technologies can eat up more than half of your company's resources. It is absolutely essential that your business employ well developed technologies, so that the time and money you save can be shifted towards business development and sales. Earn higher profits, and realize earlier returns on your investments!

Our Open Media Exchange Platform offers private label features, so that you can develop your own business with a platform outsourced from Yesup. Important site features are customized and private labeled to your company's information, including login areas, traffic sources and company logos. The account area allows you to customize buttons and instructions in the language of choice (i.e. German, Spanish, French, etc...). A Chinese version has also been developed (Clicksor.cn).

### Key Features:

- Private (White) Label System
- Customized Control Panel
- Wide selection of targeting and ad offerings
- Complete and timely Ad Serving & Traffic Reports
- Inline Text Link, Banners, Popunders, and more
- Auction Pricing Models
- CPC & CPV XML Feed
- Dynamic Partner Media Exchange
- A large range of Optimization tools
- Click Fraud Prevention Technology

Email: [adserving@clicksor.com](mailto:adserving@clicksor.com) Tel: 905-763-9735 Website: [www.myadmarket.com](http://www.myadmarket.com)

## ■ What are the benefits for your company?

All types of clients currently employ our Open Media Exchange Platform, empowering them to build and/or develop their own contextual or non-contextual ad networks!



### As Advertisers/Ad Agencies:

- Powerful targeting and reporting
- Increased traffic and extended market reach



### As Publishers:

- Accept only those creatives meeting your specific criteria
- XML feed for CPC/CPV
- More ads, resulting in higher online revenues and profits



### As Advertising Networks:

- Dynamic partnerships with other networks
- More ads and more publishers
- Additional targeting features for existing clientele



## Professional Services

- Dedicated Account Manager
- System Setup Training (individualized, with complete instructions)
- 24/7 Control Panel access
- Personalized and ongoing Account Support, via email, live chat and telephone

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**Finding the Right Solution.....  
build and cultivate your own online network!**

## **Contextual Open Media Exchange Platform**

Yesup Ecommerce Solutions, Inc through a Joint Venture with Clicksor.com, Inc. has established the premier contextual media exchange platform. The result: the Contextual Open Media Exchange (OME). This Joint Venture will take advantage of Yesup's strength in online marketing operations and Clicksor's advanced Contextual Technology to deploy a competitive leveraging platform and solution to face an increasingly challenging market.

Clicksor empowers advertisers, agencies and publishers to cost-effectively manage interactive and traditional online ad campaigns.

Excellent customer service and technical support complement our joint venture content, enabling you to generate advertisers, agencies and publishers right away!

■ Clicksor.com, Inc.  
[www.clicksor.com](http://www.clicksor.com)

■ Yesup Ecommerce Solutions, Inc.  
[www.yesup.net](http://www.yesup.net)

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