TOPLEVEL Online Ad Network

A service of sandiego.com, Inc.

Publisher Data Sheet

Publisher Name: _____

Date: _____

Introduction

Welcome to TopLevel! Your answers to the questions below will help us market your web site to advertisers. If you don't know exact numbers, fill in your best guess range of high and low estimates. The placement of the ads on your site will be determined by the zones you setup. (See the Publisher's Guide for instructions.)

This information will not be disclosed to anyone except individual advertisers and will not appear on the TopLevel web site except in an aggregate with the rest of the publishers.

Average Monthly Visitors:	This is an estimated number based on a user session of 20 minutes.
Average Monthly Visits:	This number should exclude visits from spiders and robots. Please also specify the most recent month where traffic was recorded
Average Monthly Page Views:	This numbers should also exclude spiders and robots. Please also specify Page Views per Month for Your Home Page.
Primary Site Focus:	Describe the visitors to your site based on why they visit. If you have demographics, please attach them to this page.
Ads or Subjects of Ads You Will Not Carry (if any):	This is to give us an idea about any advertisers to avoid when including your site in a proposal.
Ads or Subjects of Ads You Prefer (if specific):	This is for you to guide us in providing content in the form of advertising that best suits your site and will be the most successful.
Primary Contact for Technical Issues:	
Name: Phone: Email:	
Primary Contact for Marketing/Advertising Issues:	
Name: Phone: Email:	
Primary Contact for Accounting/Payment Issues:	
Name: Phone: Email:	

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