

# TOP LEVEL

Online Ad Network

A service of  
Page Mountain LLC

- **Easy to install**
- **You control the ads to display**
- **We sell the ads**
- **You're paid in proportion to your traffic**
- **Ads can be text or graphical**
- **More sites in the network mean more ad dollars overall**
- **Better search engine placement for your site for more traffic**
- **Free statistics services for your whole Web site**
- **Free technical help in placing the ads**

## Make Money on Your Web Site

Create additional revenue with your Web site without adding cost. We sell the ads. Your existing advertising clients can participate, but we're out to sell to new advertisers interested in reaching a national audience. Simple administration features for your staff, and monthly cash to you. Everyone wins!

### How does it work?

Your webmaster adds some text instructions to the locations on your Web site where it makes sense for advertisements to appear. You can choose from text formats or more graphical presentations. Once the pages start to display, the ads are pulled in from our servers, and we record how much your Web site visitors use the ads. Based on how much traffic your site generates, you get a cut from each advertiser's payment. Simple!

### Does each publisher control the ads that display?

Yes. You have a tool for reviewing the ads to be displayed on your site. If you find a category or even a particular ad that you don't want to appear, you can remove it.

### Will other Web sites in my area run these ads?

Possibly. The more sites in the network, the more attractive it is for advertisers to spend more, and the more your share will go up. However, with your geographical presence in the network, we are more interested in finding participants in areas we don't cover!

### Can my sales staff sell ads into the network?

Yes. We will work with you to place ads served by this system that apply to only your site. You will earn a higher commission, but the total dollars may be lower as the traffic exposed to the ad, separate from the network, will be lower. The point is to maximize the revenue for your site.

The Power of Many Web Sites  
To Attract Advertisers  
To Increase Your Revenues



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