

Power up
your buy with
Super Channels

Advertising.com

Fight listless sales with Advertising.com Super Channels – a powerful way to buy. With Super Channels, advertisers can access an aggregation of our most sought-after ad inventory across multiple content verticals. You can even combine Advertising.com and AOL Super Channels to form a powerful solution capable of reaching your ideal audience more easily than ever.



Get powerful CPM with Advertising.com and AOL Super Channels

What are Super Channels?

Advertising.com Super Channels are aggregates of our most sought-after ad inventory on our most valued 3rd party sites, each focused around a specific content category like women, technology, or entertainment. Leveraging our industry leading Publisher Services team, Super Channels give advertisers access to the top content-focused sites across the web with a single campaign. In short, with Super Channels, getting a message to an audience at scale has never been easier.

Why buy?

Quality and flexibility. Super Channels are packaged to include top sites with non-user generated content, above-the-fold placement, ad verification, and when applicable, site transparency and rich media. And they provide a complementary buying solution to AOL Super Channels, particularly when AOL inventory is unavailable or constrained. Advertisers can take comfort in knowing their campaign will only run on quality, relevant sites – just choose a content category and leave the rest to us.

Advertising.com Super Channels available October 1st

Women. Content focus on: pop culture, parenting, style, careers and more. Delivers up to 24M impressions per month.

Lifestyle. Content focus on: healthy-living tips, latest fashions, home decorating trends and more. Delivers up to 84M impressions per month.

Parenting. Content focus on: all stages of family life, from new, first-time parents to grandparents. Delivers up to 9M impressions per month.

Health. Content focus on: ways to keep the mind, body and soul feeling great, with resources for health conditions, nutrition, and more. Delivers up to 8M impressions per month.

Business/Finance. Content focus on: the latest business and financial news affecting both personal and company portfolios. Delivers up to 26M impressions per month.

Technology. Content focus on: reviews, news, and analysis on internet products, tech companies, consumer electronics, and more. Delivers up to 345M impressions per month.

Advertising.com Super Channels:

- African American
- Automotive
- Business/Finance
- Casual Gaming
- Consumer/Finance
- Education
- Email
- Entertainment
- Food
- Green
- Health
- Hispanic
- Lifestyle
- Men
- Movies
- Music
- News
- Parenting
- Politics: Conservative
- Politics: Liberal
- Real Estate
- Retail
- Sports
- Technology
- Teens
- Travel
- TV
- Video Games
- Weather
- Women

For more information, visit Advertising.com.

Advertising.com

*Please consult media planner monthly for the most accurate inventory levels – comScore data available November 2010.
© 2010 AOL Inc. Advertising.com is a trademark of AOL Inc. and may not be used without written permission.