

Aol Sponsored Listings.

Newsletter

Believe it or not, the holidays are upon us! Now is a great time to consider diversifying your online advertising strategies. In addition to showcasing our own new publishers and featured placements, we're offering you a couple of freebies to help-1) access to our Holiday 2010 webinar, where you can learn about leveraging online advertising to guide potential customers through the marketing funnel, and 2) a promotion for a \$400 credit towards your next display advertising campaign, for use on Advertising.com's Ad Desk.*

Spotlight: Ad Desk

Advertising.com has created an exciting tool to help you manage all of your display advertising needs. Ad Desk makes it easy to target your display ads across AOL's top sites, or run your ad throughout Advertising.com's display network.

[Click here to visit Ad Desk now!](#)

Check out "Did You Know?" to find out more about a free advertising offer from Ad Desk.

New Publishers

Start buying listings on these new Sponsored Listings publishers today! Click [here](#) to log in and bid now.

- [Grooveshark.com](#) is a free MP3 streaming service. The typical visitor patronizes Rhapsody, shops at artistdirect.com, and plays games on freeonlinegames.com.
- [FinancialContent.com](#) is a provider of stock market data, business news and content syndication services for publishers and advertisers in the financial media industry. The company's software integrates financial data (including stock quotes, SEC filings, and interest rates) and tools into Web sites, corporate intranets, and print media. The typical visitor reads bnet.com and watches CNBC.
- [Mail2Web](#) offers a variety of services, including their flagship Mail2Web Webmail service, which provides secure and anonymous access to your POP or IMAP email accounts from any browser or hand-held device. With Mail2Web Webmail, you can pick up your email from any Internet-enabled device, anywhere in the world.
- [Breitbart BigPeace](#) is comprised of journalists, former Pentagon officials, foreign policy officials, foreign dignitaries, members of the armed forces, elected officials, and assorted insiders who will use the dynamic "Big Group Blog Template" to make American and international security front page news once again.
-

[Parade.com DashRecipes](#) - Parade has launched this new recipe and cooking site, which houses recipes, coupons, and other food-related content.

Featured Placements

These topics have been performing well for advertisers. Click [here](#) to log in to Sponsored Listings and bid now!

- [TMZ Home Page Text Plus Image](#) - Contrary to popular belief, TMZ is not only visited by females. It is most popular among 12-49 year olds, and statistics are split almost 50-50 between males and females! Over the last week, this placement's CPC was \$0.88 - a great buy for a text plus image placement.
- [CNNMoney.com](#) - Over the last week, CTRs have gone up almost 30%. Reach affluent males - most readers fall within the 25-54 age group, making more than \$60K a year.
- [Entertainment Weekly](#) - This popular entertainment outlet draws most of its fan base from 12-49 year olds, which make up nearly 70% of its readers. Over the last month, we have seen a 15% jump in CTRs.
- [NFL.com](#) - With the beginning of football season, volume on this site has increased 893% since the start of summer - which means more eyes on your ads!

Did You Know?

Sponsored Listings, in conjunction with Ad Desk, recently hosted a webinar titled "Holiday Season 2010: Two Tools to Make Your Online Ads Personalized, Relevant and Agile." We discussed how to make text and display advertising campaigns personalized by staying connected to the customer throughout the purchasing funnel, relevant by using targeting and agile by testing early and course-adjusting based on result.

Interested in hearing more? The webinar is available to you right now! [Find it here on Advertising.com's Display University \(it's the first video on the page\)](#).

Because we know you're a savvy online marketer, and reaching your customers online is a top priority, we recommend complementing your current contextual advertising campaigns with display advertising using Advertising.com's Ad Desk.

Ad Desk makes it easy to launch, target and manage display campaigns on top quality sites, and gives you the information you need to make smart marketing decisions.

Try it out for yourself! Get behind wheel of the world's most advanced advertising platform. You'll receive a \$400 promo code via email when you create your account. Want to learn more? View our [online tutorial](#) to help you get started.

[Visit Ad Desk](#) today!

Contact us

If you have any questions, please click here to contact the AOL Sponsored Listings sales team.

Thank you for supporting AOL Sponsored Listings!