



BlowSearch

Searches **fast**
as the **wind!**

BlowSearch.com/Advertisers
Phone: 347-273-1287



- Blowsearch provides you with complete control over your advertising. Other pay per click advertising providers give you no control over your ads. You can't control the traffic sources, competitor's maliciously clicking on your ads, or accurately gauge your real return on investment. ***With BlowSearch you can!***
- We give you a dynamic set of tools to control how, when, and where your advertising is displayed. Then we combine this with patent pending traffic filtering technology to provide you with the highest quality traffic on the net.
- **Access Over 5.5 billion impressions and 155 million users each month.**
- **Over 50% Of All Online Buying Starts With Search Engines!**
- Compete equally against your competition to attract qualified buyers.
- Increase your company's branding.
- No long-term commitment, contract, or up-front fees.
- On demand advertising. Listings can be placed or edited 24/7.
- Know exactly how many online buyers each ad dollar bring.
- The text of your ad pre-qualifies buyers before they click.
- You only pay when someone clicks on your advertising.
- ROI is easy to track and calculate with our complete reporting.

- Find qualified niche traffic for any type of web site.

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Control Your Budget:

Auction-Based Pricing, Spending Caps, No Contracts

Optimize Your Campaigns:

Select Only The Best Performing Traffic Sources

Expand Your Reach:

US and International Traffic

Campaign Flexibility:

Banner Ads, Pop-Under Ads, Transition Ads, Search Listing Ads

Multiple Targeting Options:

Contextual and Behavioral Targeting, Advertiser Retargeting, Geo-Targeting (US and International Traffic)

Measure Your Results:

Blowsearch enables you to track your results by traffic source and keyword. We also give you the ability to optimize your campaigns by choosing only the best-performing traffic sources to maximize your ROI.

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- **BANNER ADS:**

Blowsearch Banner Ads are available in a variety of IAB-standard sizes and multiple formats including Text, Graphic and Graphic Redirect Banners

Banner Ad Overview:

Min. Bid Price- Keyword Targeted: \$.002 (\$2.00 CPM)

Run Of Network: \$.0005 (\$.50 CPM)

Advertiser Pays Per View (Impression)

Ad Location- Premium Ad Spaces on Publishers Websites

Ad Sizes:

468x60 Full Banner

234x60 Half Banner

728x90 Leaderboard

300x250 Medium Rectangle

250x250 Square

120x240 Vertical Banner

180x150 Rectangle

240x400 Vertical Rectangle

120x600 Skyscraper

160x600 Wide Skyscraper

Ad Format: *Text, Graphic Image, , Graphic Redirect*

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- *Pop-Unders Ads:*

Pop-Under Ads combine the keyword-targeting of CPC (Cost-Per-Click) advertising and the cost-effectiveness of CPM (Cost per Thousand) advertising. Pop-Under Ads are available in multiple formats including Landing Page, Graphic Image and Graphic Redirect Pop-Unders.

Pop-Under Ad Overview:

Min. Bid Price- Keyword Targeted: \$.005 (\$5.00 CPM)

Run Of Network: \$.0035 (\$3.50 CPM)

Advertiser Pays Per View (Impression)

Ad Location: New Browser Window (Pop-Under)

Ad Sizes: 800x600 Full Page Pop-Under (Landing Page)

720x300 (Graphic Image)

Ad Formats: Landing Page

Graphic Image (GIF or JPG, 50k max file size)

Graphic Redirect (JavaScript, HTML, Flash)

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- **Transition Ads:**

Transition Ad is an ad that is displayed to a consumer as they are navigating between pages on a publisher's website. When a consumer clicks a link on a publisher's website, your transition ad will be displayed as an intermediate page before the consumer reaches the next page on the publisher's website

In the Transition Ad window, your ad is displayed below a small frame at the top of the browser window. The frame includes a link to allow the consumer to continue to the next page on publisher's website after they have viewed your ad.

Transition Ad Overview:

Min. Bid Price: Keyword Targeted: \$.01 (\$10.00 CPM)

Run Of Network: \$.01 (\$10.00 CPM)

Advertiser Pays Per View (Impression)

Ad Location: Displayed as a full-page interstitial when a consumer navigates between pages on a publisher's website

*Ad Size: 800x600 Full Page Browser Window (Landing Page)
720x300 (Graphic Image)*

Ad Formats: Landing Page, Graphic Image, Graphic Redirect



- *Search Listing Ads:*

Search Listing or Cost-Per-Click (CPC) ads are paid-search text ads that appear in search results listings. Search Listing Ads include Title, Description, your click-through URL (URL to the landing page or Website your ad links to) and a display URL (URL that is displayed in the ad)

Search Listing Ad Overview:

Min. Bid Price: Keyword Targeted: \$.05

Run Of Network: \$.01

Advertiser Pays Per Click

Ad Location: Sponsored Search Results

Ad Format: Text



- *Targeting*

Contextual Targeting:

Contextual Targeting uses keyword targeting to display your ad when the consumer is searching or browsing for your product or service. As the name implies, your ad targets the context of a consumer's keyword search or a web page that a consumer is looking at.

Behavioral Targeting:

Behavioral Targeting displays ads based on a consumer's past browsing and search behavior. With Behavioral Targeting, ads are not displayed based on the context of a consumer's current keyword search or browsing activity. Rather, ads are displayed based on searching and browsing behavior over a period of time.

Advertiser Retargeting:

Advertising Retargeting offers you the opportunity to communicate to your customers after they have visited your Website. Our tracking technology tracks consumers that have visited your Website. When that consumer returns to another Website in our network, your ad can be displayed to them as a Banner, Pop-Under, Transition or Search Listing Ad.

Geo Targeting:

Geo Targeting allows you to target your audience by specific countries or regions. Choose from US and International traffic sources to target your consumers.



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- **About Us**

BlowSearch has been a concept that has started back in 1999. Our mission is to offer you a one-stop location for your entire search needs. No longer will you need to research several search engines. Simply use our engine, and let us pull data from some of the top search engines across the Internet and provide you with a simple and concise report with all of your results. When you click on one of the results we open a new window for you to maintain your report so that if the first one you clicked on was not correct you can close that window and select another result quickly without wasting any time. We will consistently add more features and data to our engine to help improve results. We have purposefully kept the graphics small on our site so that the page loads fast; after all, you want data, not graphics.

We consider ourselves a "Super-Meta PPC" search engine. Other meta engines only pull from four or five engines due to programming limitations. Simply put, the more engines you pull from, the longer it takes. Through our extensive infrastructure and technology, we are able to pull from many engines simultaneously, in fact we currently pull from more than 50 engines and offer a blended result based on relevancy giving our visitors the best results the internet has to offer.

We hope you enjoy our engine, if you have any suggestions, please email our Webmaster at webmaster@blowsearch.com.



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