

earn/Engine

A booking tool for the direct marketing of your ad-spaces to advertisers

Publisher solution for direct marketing on your websites

The **earn/Engine** now offers your website users to be potential advertisers without detours over an easy booking tool.

Through the banner **Advertise now on this site** your website visitors are able to directly book their ads.

If you have already installed an *easyAd* placement, you don't have to install anything except a link to the **earn/Engine**.

Additional earnings through campaigns from the *easyAd* network

In addition, you benefit by the parallel participation from the *easyAd* direct booking, you will maximize and receive more **lucrative CPM campaigns** from the worldwide *easyAd* network.

The **automatic optimization** ensures that on your website ad-placements are always running the most profitable campaigns, transparently displayed in your *easyAd* account.

easyAd-Advantages

- > Use one tool to market several websites
- > Landingpage for direct booking
- > Payment for your placements via the transparent revenue share model
- > Campaigns are paid by prepayment
- > No additional ad-serving costs for *easyAd* campaigns
- > No installation on your server necessary
- > Participation in the direct booking channel

Our Tip:

If you do not have an *easyAd* advertising space on your site, then create right now a new advertising space with your *easyAd* account and proceed to earn **extra money** with the **earn/Engine** tool.

Your earnings:
Up to \$3
CPM!

easyAd
the easy way

Your contact to *easyAd*:

easyAd Group AG
Güggelistr. 1
CH-7000 Chur

Phone: +1 415 - 295 4460
Fax: +1 415 - 295 4481
Email: zoubair@easyad.info
www.easyAd-usa.com



So easy to earn extra money with the **earn/Engine** tool

Approve Website for earn/Engine

earn/Engine Placements

In order to link your website to the earn/Engine tool, you need to follow the following steps:

1. You can use this link: <http://dev.easyad.de/easy>
2. Link in to a graphic banner

Load the banner on to your website. Example Code: `Advertise now on this website!`

The `` - Tag contains the path to the graphic data in your server. You must match it to this.

Load the banner as a zip-file in the language of your choice:

- German: `easyAd_earnEngine_Banner.zip`
- English: `easyAd_earnEngine_Banner.zip`
- Russian: `easyAd_earnEngine_Banner.zip`
- Spanish: `easyAd_earnEngine_Banner.zip`

120 x 60

Advertise now on this website!
Book here and now! / Log in

234 x 60

Advertise now on this website!
Book here and now! / Log in

Easy Embedding – with one of our prepared **earn/Engine** banners.

Welcome to the Booking tool from YourSite Inc.

easyAd you can easily book the following websites online:

www.yoursite.com	from \$4.67* CPM
Description of the website yoursite.com	
www.yoursite-shop.com	from \$6.00* CPM
Description of the website yoursite-shop.com	
www.yoursite-blog.com	from \$4.67* CPM
Description of the website yoursite-blog.com	
www.yoursite-nmr.com	from \$5.00* CPM
Description of the website yoursite-nmr.com	

* Basic price for one thousand impressions from a standard banner, target area Germany, without continuing target options, without tax.

The advertiser clicks on an **earn/Engine** banner and **without detours** is in the overview to your site booking.

Activate banner

Bannername: Delete banner / Test banner

Banner file:

Link address for clicks:

ALT text:

Bannername:

Banner file:

Link address for clicks:

ALT text:

The Advertiser **uploads its banner** to book a campaign.

The cost of the campaign is **paid easily in advance** with a credit card, PayPal or ClickandBuy.

Done! – You have never won a new customer so easy!

Your account overview: In your **easyAd** account you see all your website campaigns activity and all your revenues.

ad/Direct Media Management

This is an overview of all campaigns from **ad/Direct Media** and **earn/Engine** that are running on your placements.

Search by: in column: Campaign Search Show all

Created	Campaign name	Advertisers	Advertising channel	ID	Start date	End date	Daily revenue
07.05.2009	campaign.yoursite.com	Advertiser_EE_1	earn/Engine	5.382.204	07.05.2009	23.09.2009	\$35.19
07.05.2009	campaign.rotation_EN	easyAd Rotation	easyAd campaigns	5.382.200	07.05.2009	06.06.2009	\$12.89
10.05.2009	campaign.yoursite-shop.com	Advertiser_EE_2	earn/Engine	5.382.203	10.05.2009	26.08.2009	\$7.07

Campaign account **Revenue account**

Revenue for current month (13.04.2009 - 14.05.2009) **\$1,743.59**

No charge of value added tax

eam/Direct	Total
\$1,743.59	

	Impressions	B-CPM	Clicks	Revenue
Revenue-optimised campaigns	1,211,058	\$0.42	1,118	\$508.64
earn/Engine campaigns	203,118	\$6.08	265	\$1,234.95

Payments from credit balances
You can arrange to have **daily** payments made from your credit balance. The processing time for payments is 14 days.

You receive a **daily credit report** of your earnings and a **daily payout** is possible.

