



[WIDGETS:]

From Novelty Application
to Revenue Opportunity

Widgets are light-weight single-purpose applications that can be run from a user's desktop, mobile phone or web page. Now with Advertising.com's Widgnet™ advertising solutions, they're a real revenue opportunity.

Literally millions of people use widgets every day. And those interested in widgets are a special breed. They're the most web-engaged, tuned-in consumers online today. And with widgets - and especially Widgnet - you can reach them.

Advertising.com's Widgnet is an entire advertising subnet devoted to widgets and similar applications. Add Widgnet to your ad distribution mix, and your ads will be incorporated into these intriguing apps. As a result, your message will be delivered within a tool the user has opted to embed and uses regularly. Advertising.com works with only the best and most popular widget publishers, who offer both today's most established applications along with tomorrow's ground-breakers.

Want to distribute your widget like you would a banner ad? If it's an IAB standard size, we can send it out quickly and efficiently on one of the world's largest advertising networks, allowing users to click and download as they choose. It's a fresh, interactive way to build your brand, encourage interaction and drive users to your site.

Complement your video, mobile, Web, search and affiliate programs with Widgnet campaigns. Why wait until widgets become just another standard offering? Get ahead of the curve by contacting widgnet@advertising.com.



Widget containing a banner advertisement



Widget distributed as a rich media ad

For more information contact us at widgnet@advertising.com.