



Press Release: 28 April, 2009 London, United Kingdom

New Online Advertising Solution

Press Release: Internet World Show, London: UK Based consultancy, pjb Associates is pleased to announce the formation of a distributor partnership in the United Kingdom and Ireland with InPage inc. – a developer and provider of a new method of online advertising.

Advantages of InPageAds: -

- Increase Ad inventory in websites by utilising the blank white screen, between web pages.
- Ads are hosted and managed on the same server as the website content.
- InPageAds are full screen and can contain animation, sound and other graphics.
- InPageAds, when used appropriately, create strong brand reinforcement and effective message announcements that don't appear to be invasive and intrusive to users.
- InPageAds can be clicked through for additional information.
- InPageAds and Display Ads can all be managed by one Management System – InPage InTouch Manager - that can be accessed via the web anywhere.
- InPageAds linked with Display Ads, enhances the Display Ad visibility; improves interaction and click through ratios.
- The InPage InTouch Manager – provides a very flexible system for managing an Ad campaign with unlimited Ads and advertisers, geographical targeting, time of day and date management, unique tracking and many more features.
- InPage is a cross-platform solution serving the InPageAd creative, Display, mobile, InGame and video advertising.
- InPage can also supply website publishers with Ads from the Inpage Ad Inventory.

Free from Set-up Charges

We don't charge any set-up fees for using the service. We work out a revenue share based on the number of Ads that are viewed and clicked through.

Wanted Agents

pjb Associates is actively recruiting a new network of agents to develop the service across the region. We need: -

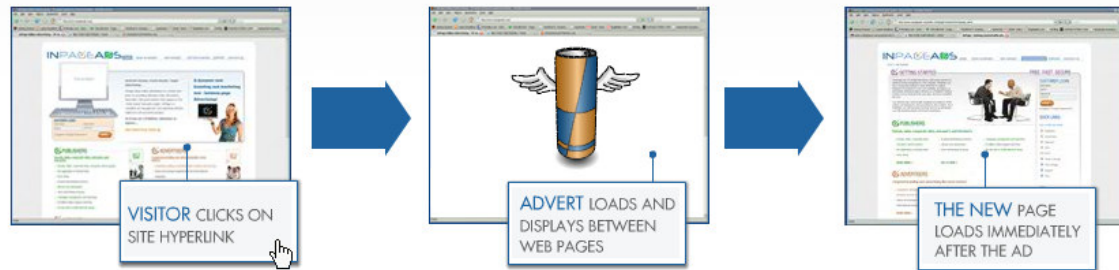
- Website Owners (publishers) - who want to add new Ad inventory to their websites and better manage their existing Ad inventory.
- Agencies - who manage Ad Campaigns on behave of their clients whether it be a brand or a website publisher.
- Advertisers – looking to improve the effect of their online campaigns, through new innovative advertising methods.
- ISPs – who want to offer this innovated ad serving solution as value-added service to their clients – by adding free of charge the InPage Application Server to your shared or stand-alone hosting servers and entering into a revenue share arrangement on the number of Ads served.



INPAGEADS™

Market Positioning

InPage comes to market with a full range of Display media for web, mobile, video and InGame, while including a niche product that injects ads into the “latent” time between Internet pages; a typical InPage ad is served for 3 seconds while at the same time loading the requested page.



Due to the short display time of the InPageAds this positions the solution as a brand creation, corporate identity and action driving tool comparable to that of Television advertising. However, InPage is also a complete ad serving network for both traditional banner and in-between Ads with its own Inpage Application Server (IAS) hosted on the same server as website content and its entirely web-based flexible InPage InTouch Manager for managing multiple ad campaigns.

Further Information

Visit <http://www.inpageads.co.uk>

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About pjb Associates

pjb Associates is a European-based, globally looking, consultancy and service agency company, at the forefront of new media developments that has been established since 1990. The company actively seeks out innovative multiple media solutions that are emerging in a global market place.

See <http://www.pjb.co.uk>

About InPage Inc.

InPage is a multi national company; with its head office in Charlotte, North Carolina, USA. InPage Incorporated maintains and operates branch offices and/or companies in many parts of the world, each InPage software or intellectual property of the InPage product sets.

InPage Incorporated, goal is to develop media that will shift the dynamic of advertising by creating advertising solutions and campaign management tools, coupled with powerful reporting engines that deliver TV-style advertising online in real-time to the Internet and other media platforms.