

Relona Multi-Location Advertisements

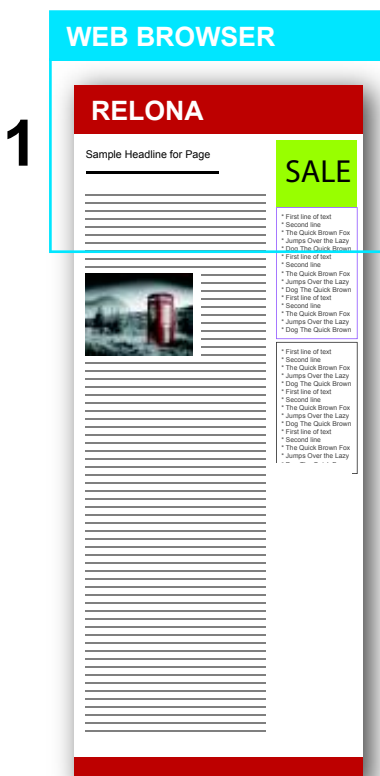
Relona developed multi-location technology to increase the visibility of advertisements on web-pages.

As illustrated below and on the next page, multi-location technology allows a single instance of an advertisement (which counts as **one impression**) to be shown to a visitor multiple-times. When the visitor sees the advertisement multiple times, he/she is more likely to notice it.

Though there is a **single instance of an advertisement** on the web-page, Relona's technology gives this single instance **multiple points of visibility**.

Highly visible advertisements produce better returns for advertisers. Advertisers using Relona have reported an average increase in click-through rates of 60%.

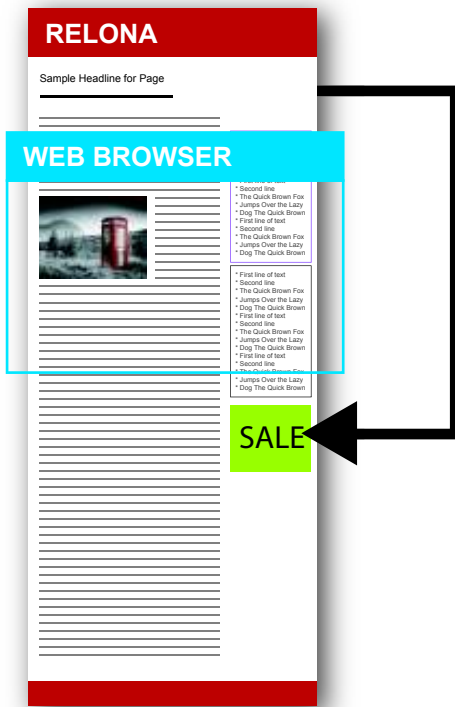
How Relona's Multi-Location Advertisement System Works



When the page first loads in the user's browser, the 300x250 advertisement is at the top of the right-column.

In the illustration on the left, the user's web-browser is represented by a blue rectangle.

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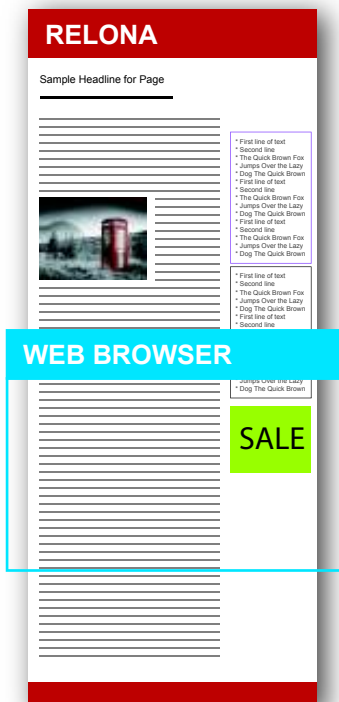


As the user scrolls down, the advertisement disappears off the top of the web-browser window.

After the ad has disappeared off the top of the browser, Relona's system moves the advertisement to a new location below the browser window (as shown by the arrow in the illustration on the left).

The advertisement changes location instantaneously. So users never see this change occur.

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As the user scrolls down further, the advertisement becomes visible in its new location at the end of the right-column.

So users view the same instance of the advertisement twice - once at the top of the page and again after scrolling down.

Users do not notice anything unusual going on. From their perspective, they are viewing two different ads.

But in reality, there is only one instance of the advertisement. It is loaded only once from the ad-server and it counts as only one impression.

Since the advertisement is shown on two locations, it is more visible to users.