



## Maine News Direct

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# LOCAL INTERNET ADVERTISING DELIVERS PRECISION TARGETING

KENNEBUNKPORT ME, May 1, 2007 – WebSmart America, Inc. a leading innovator in online marketing announced today the launch of a new local advertising program that targets consumers viewing the topics and sections of virtually any online newspapers. Trademarked by WebSmart as Action Ads™, they allow Internet advertisers a cost-effective way to use the Internet to gain the attention of local audiences. The announcement was made by company president Joseph Sleeman.

According to a new study, local Internet advertising now makes up 2.3% (\$1.65 billion) of all local advertising. Most of this revenue comes from classified type advertising. Action Ads™ utilize a combination of behavioral targeting technologies, opt-in marketing and contextual advertising to target consumers who frequently read the news online. According to the Newspaper Association of America, consumers are reading the news online more than ever before.

Action Ads™ as well as other contextual based advertising, is when an ad is placed on a web page, in real time, based on the specific content of that individual web page. With contextual based advertising, an ad for tennis shoes would appear on pages about tennis events, while an ad for golf clubs would appear on a page about golf events. With news sites, it becomes even more powerful due the wide range of ever changing stories and topics covered by each page of the site. (Source:Netlingo.com)

According to Sleeman, "what makes Action Ads™ so effective is the precision targeting. This takes place by displaying your ad when a potential consumer visits their favorite local online newspaper and clicks on a topic or section link they have an interest in. Action Ads™ can target sections of virtually any online newspapers whether it is the New York Times or a small town paper. Any newspaper section or topic can be targeted such as business, real estate, fashion, lifestyle, automotive, if there is a link, we can target it. Action Ads™ can deliver over five times the ROI of search engine pay per click ads and ten times the ROI of print ads"

### About WebSmart America

WebSmart America was founded in 2003 and has trademarked an innovative formula called Four Corners of Success™ (visibility, click-ability, stickiness, conversion) which today remains as the cornerstone of its success with clients worldwide. WebSmart America is shaping the next generation of web savvy businesses -- into Web Smart businesses by offering clients tools that not only accelerate their Internet visibility but drive customers to their web site. WebSmart America, Inc. is headquartered in Kennebunkport, Maine. For additional information please [www.websmartamerica.com](http://www.websmartamerica.com) or call 207-321-5079 or toll free 800-450-7556.

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