
Media Kit



Version 2.9

What We Do

We make advertising agencies more profitable and businesses grow. By using our powerful international reach, we can help you target up to 50 Million new customers, exposing you to a whole new world of profits and success.

Specializing in email marketing, customer acquisition and social media buying, adjump media is a leading provider of highly targeted consumers to both International and North American advertising agencies and brand-name companies.

This is what we do. And if you ask one of our thousands of satisfied clients, they'll tell you we're very good at it. Our expertise and passion is helping you succeed. We can and will lead you to greater online success.

Company Profile

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About us

From humble beginnings to becoming a respected international industry leader, adjump media has come a long way in a short amount of time. In 2005, CanadianSponsors.com Inc was created by James Walker in a make-shift office in his basement. This action signalled a significant change to the Canadian Online Advertising landscape as CanadianSponsors.com was the first Performance-Based Advertising Network to focus solely on Canada. What many called a risk, James called an opportunity. And he was right.

CanadianSponsors.com quickly became a resounding success and paved the way for further corporation expansion, including the creation of adjump media and several lead generation properties. Specializing in email marketing, customer acquisition and social media strategies, adjump media grew from a start-up in 2008, to becoming the leading provider of highly targeted consumers to International and North American advertising agencies and brand-name companies in just two years. Why did success come so swiftly? That's what happens when the CEO and Founder, along with his highly-trained staff, become absolutely focused on making sure their clients succeed. Today, adjump media boasts a reach of over 50 million consumers, delivers well over 1 million international leads per month and provides winning, effective online advertising and marketing strategies to thousands of clients.

adjump media ...When Results Matter

Highlights

Despite a global economic crisis that left many of the world's top companies reeling and looking for answers in both 2008 and 2009, online advertising revenues didn't seem to be as deeply affected. As a matter of fact, according to the Interactive Advertising Bureau (IAB) revenues significantly increased in many areas of the world in 2009.

- In the UK, online advertising has taken over from television as the biggest and most-used advertising sector. A record £ 1.752bn was spent on online advertising in just the first six months of 2009, an increase of 4.6%. Conversely, TV spending shrank 16.1% to £1.639bn.
- In Canada, Online advertising revenues jumped 14% in 2009, topping 1.82 billion and blowing right past budgeted expectations of 1.75 billion. In 2010, Canadian companies are expected to spend as much as 2.1 billion dollars on digital ads, up 15% from 2009.
- In the US, the news is also good. Despite a 3.4% decrease in online advertising revenues in 2008, the fourth quarter of 2009 showed signs of an emergent recovery with a Q4 high of 6.3 billion. This represents a 2.6 % increase year over year and a 14% increase over the 3rd quarter of 2009.
- In Australia, the first quarter of 2009 proved to be the industry's best-ever with a record 439.5 million dollars spent on online advertising.

Ensuring your internet marketing efforts are a top priority has never been so critical. With the industry growing at its current pace, your success depends on it. With adjump media, you can be rest-assured we'll guide your business to online success. Guaranteed.

* Email campaigns, classified advertisements, display ads and search marketing are all classed as online advertising.

Mission Statement

Shaped by our core values of trust, integrity and client satisfaction, and possessing a true passion for performance marketing and lead generation, adjump media is committed to providing our clients with winning, cost-friendly solutions that will surpass even the most aggressive expectations.

We believe very strongly in the adage 'Hard Work Pays Off'. It's helped us grow, become successful and develop into a company that industry leader's trust most for their online advertising and marketing needs.

Our Team

We're not big on 'tooting' our own horn when it comes to our success. As a matter of fact, we prefer to focus all that attention on our clients – and if they want to spread the word about how we helped them succeed and led them to greater online success, then that's quite alright.

However, there's a time and place for everything, and now is a pretty good time to talk about why adjump media, in just a couple of short years, has gone from a start-up company with promise – to a company leading the industry.

Having a team of highly-trained and skilled employees, who take their profession very seriously and are passionate about what they do, means everything. It means going that extra mile for clients isn't seen as a task, but an opportunity to further prove value and dedication. When you love what you do, it's not a job ...it's a way of life.

We don't hire employees, we hire leaders. People we know who will strive to become the best and look to continually upgrade their skills. While it may seem clichéd at times, for adjump media, it's the truth: we operate like a family. We support one another and work together for a common goal. And more often than not – that's the real reason behind success.

When you partner with adjump media, you're not working with just one employee, you're working with our entire team. And together, we will lead your business to greater online success. Guaranteed.

Reach and Targeting

Actions speak louder than words. We can tell you all about our ability to help your agency or business reach and target up to 50 million new consumers worldwide ... or we can just do it for you!

That's 50 Million new consumers who could learn about your products, your brand and your business.

Our ability to fully customize any campaign means we can help you reach and target a whole new world of eager consumers based entirely on your needs. Our ability to fully customize any campaign means we can help you reach and target a whole new world of eager consumers based entirely on your needs.

- Gender
- Age
- Geographic Location
- Postal Code
- Parental Status
- Interest in hobbies
- And almost any other target group you can imagine

We will also help you target even the most specific groups, for example:

- Expecting Mother aged 25-40 who live in Victoria, Australia
- French Canadians aged 14-17 who own cell phones
- Single men from the UK aged 18 to 34 interested in the latest technology

These are just a few examples of the different groups we can reach and target for your business or agency. Here's all you need to know: We will help you target a whole new world... one consumer at a time.

And when you really need to take advantage of our reach and pinpoint the most-specific groups, we'll be there to give you exactly what you want, including:

- Expecting Mothers aged 25 – 40 who live in Victoria, Australia
- French Canadians aged 14 – 17 who own cell phones
- Single men from the UK aged 18 to 34 interested in the latest technology

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Email Marketing

Creating wildly successful email marketing campaigns for our clients is something we do very well. It's one of the many reasons our client retention rate is so high.

Whether your goal is to acquire new customers, build your brand or increase brand loyalty, adjump media will be with you every step of the way, ensuring you get the results you need and deserve.

Our secret: We've been developing highly deliverable non-incentivized double Opt-In lists since 2004. These are powerful lists with aggressive conversion rates that are built through the dozens of campaigns we're running at all times, including:

- Free Sample Lists
- Parent Lists

- Senior's Lists
- Market Research Lists

Social media also plays a role in how we develop our lists. By maximizing its unique power, we're able to create confirmed, highly-valuable responsive lists managed with industry-best practices.

And to help you further maximize your email marketing efforts, our highly-trained specialists will give you valuable, expert advice on messaging and delivery schedules.

The bottom line is our experience, expertise and passion will ensure you reach and surpass your email marketing goals.



Co-Registration

Every day millions of consumers across the world complete online registration forms in order to access free gifts, services and newsletters. Consumers also fill out these forms to receive more information about products or companies.

At adjump media, we seize this opportunity to provide your agency or business with cost-effective ultra-targeted consumers – consumers who have expressed an interest in what you're offering and want more information!



We offer two types of Co-Registration:

Standard Co-Registration

During the initial sign up process, after the user has entered their name and other information, they are then shown your offer. Once they check the opt-in box, and enter any additional information you request, those details are immediately sent to you. You can target based on location, age and gender, or any combination of all three.

Solo Co-Registration

After registering with the adjump media property, the user is then directed to a professionally designed capture of your offer. At that point we can ask additional questions or target specific groups for you based on location, age and gender or any combination of the three.

Newsletters

Everyone loves getting something for free, and at adjump media, we take that behavioural fact and turn it into profits for your agency or business.

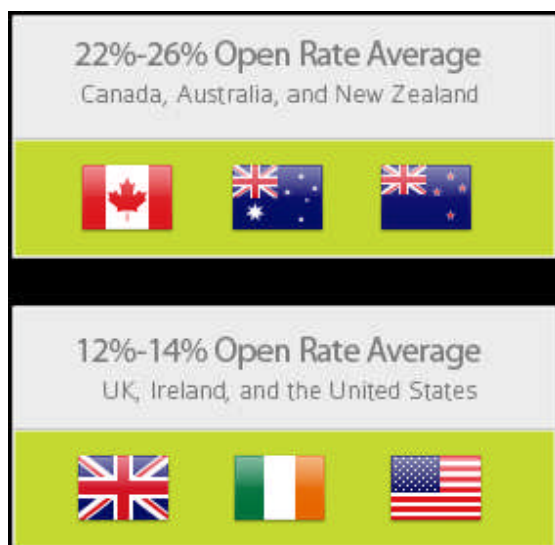
By using our powerful newsletters to advertise your offers, we're able to reach millions of consumers worldwide. That's millions of people who will now know about your business, your products, your services and your brand.

And the best part is we take care of everything for you.

- We run your offers through our newsletters and market it to our lists, leaving you to focus on other business
- We supply Free Creative Design and Copy Writing services
- We can also provide your agency or business with optimal newsletter offer placement

Using adjump media to advertise your offers means you'll gain immediate customer loyalty. Our open and click-through rates are high for a reason: our subscribers enjoy the information we provide, which means you'll have their full attention when they see your offers.

We're in the business of making you money.



Affiliate Program Management

All you need to know is this: **We take care of everything!**

From managing the entire program, to strategic planning and of course, daily contact with your affiliates, we'll take care of it all.

- We have strategic relationships with the top-producing, most successful affiliate networks in the industry. This means we can spread your campaigns across multiple networks, giving you maximum exposure.
- You have one point of contact, not several. And your account manager will be available to you through email, instant message, office phone and cell phone.
- One Invoice. We invoice you once a month and we pay the publishers, giving you peace of mind.
- We do it all! If an issue should come up, we address it immediately, including trouble-shooting, poor traffic sources or removing affiliates from your program.
- Or if small changes are needed to banners or links, or if rate changes are required, we'll take care of that too. We offer and provide a stress-free partnership.

Social Media

Having our own team of professional social media marketers, including Facebook and MySpace, means we can leverage the best that social media has to offer with our reliable tracking platform. The end result is an unlimited amount of non-incentivized, high-quality traffic sent to your campaign or website.

And here's the best part - we do all the work for you! We manage the Facebook and MySpace campaigns while your business benefits from our expertise and focus. Why concern yourself with ever-changing rules and regulations. Your focus is on your business. Our focus is making sure you succeed.

Here's how it works: We buy large amounts of media on social networks and then publicize your ads. Your organization or agency then gets super-effective and affordable social media advertising without having to worry about managing the campaign or the process. It's an easy way for you to increase revenue streams with minimal involvement.

Development Services

- Online Marketing Strategies
- Creative Development

Online Marketing Strategies

Helping companies grow and become more successful is something we're very passionate about. And with our proven track record, it's also something we're very good at.

We will customize a winning, cost-effective online marketing strategy for your business that will deliver the kind of results you need, deserve and, have been waiting for.

How will we do that? By first learning everything there is to know about your business and your goals. Once accomplished, we'll then create an online marketing strategy that will focus on:

- Increased Sales
- Heightened Brand Awareness
- Increase Traffic Quality and Quantity
- Reducing Your Overall Budget
- Increasing Your Return on Investment

We take care of everything!

- Campaign creation and strategy
- Designing high-end landing pages that convert
- Site coding and hosting
- Full tracking access so you can monitor results
- Everything is included – especially your success!

Guaranteeing success is easy when you can help businesses reach out to 50 million new customers. That's 50 million reasons why you need to contact us to speak about a custom-designed online marketing strategy. The right strategy makes all the difference!

Creative Development

If you're an advertiser looking for a winning creative package that will drive your profits to new heights of success, we have good news for you. Or if you're a publisher looking for fresh, dynamic creatives to monetize your lists or websites, well we have good news for you too!

Our highly-trained Graphics and Content-Creation Departments will design beautifully created banners of all sizes that will do the one thing you truly need: convert!

Our email creatives are well-written and focus on both emotional and cerebral touch-points in order to get you the results you need. And our landing pages are fresh, professionally designed and built for one reason: to make your business more money by enticing the right consumer to take the right action.

We have the talent, the expertise and the drive needed to produce the kind of results you deserve. We're ready ...are You?

Learn More

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FAQs

How is your affiliate network different?

Separating yourself from the competition is a lot easier when you provide something others don't. By offering an expansive variety of international offers, adjump media is able to put your agency or business on the fast-track to better monetizing and optimizing your assets. We have international offers our competition doesn't for one main reason: our reach. We can reach out to over 50 million consumers. When we say we will lead your business to greater online success, we mean it.

How often do you pay your affiliates?

We pay Net 15 which means we pay within 15 days of the last day of the previous month. We also use wire payments for publishers generating more than \$1000.00 per month and weekly wire payments for publishers generating more than \$1000.00 per week.

Will you help me put my advertising campaign together?

That's what we do! First, we'll spend a great deal of time with you to figure out exactly what you need and what your goals are. Once determined, the real fun begins. We'll then design and implement an online marketing strategy that will optimize your website, help you build bigger, better lists and lead you on the path to greater online success.

How can I be sure that the clicks and leads I send to your offers from my websites or emails are being credited to me?

We place pixels on our campaigns so that you can track your own stats whenever you want. Or, we will also provide you with a login with 'real time' stats so you can watch the profits roll in!

What kind of results can I expect if I run an email campaign with adjump media?

Because we use text-based emails for our campaigns, you can expect amazing results. Our email professionals are masters at using subject lines to draw curiosity and to get the recipient to both open the email and then act upon it. What's also important, and something our email team is very good at, is making sure our emails pass through spam filters, which of course means more subscribers seeing your campaign. We currently maintain click-through rates as high as 18%.

How can you help me make money from my opt-in email list?

We can create a newsletter that is personalized and tailored to your lists. This will help increase subscriber loyalty and serve to increase your reach by giving you access to campaigns that are part of adjump media's extensive collection of exclusive private campaigns. By using these more exclusive and better performing campaigns, you will grow your list and get a higher response rate to your own sends.

How can you help me with Facebook and other Social Media Marketing?

Our team of experienced, highly-trained social media marketers will optimize targeting, pricing and wording of ads to achieve the results you need - which means a large quantity of highly valuable leads.

How can you target specific groups such as families with children under the age of 2?

We can do that easily and very effectively. When consumers sign up for our FreeParentStuff newsletter (or one of our many other hugely popular newsletters) we ask the ages of their children. This information is then made available so you can better target select demographics.

How fast can you go live with a new CPA ad campaign?

How fast do you want it? Our team of dedicated internet marketing professionals can have a campaign live on our affiliate network within 30 minutes providing all the pertinent information is made available to us.

What demographics do your newsletters cover?

Our newsletters are sent to 6 different markets across the world (Canada, the USA, the UK, Ireland, Australia, and New Zealand). We can specifically target any particular age, geographic area, gender, parental status and much more. We also have extensive, very responsive and loyal lists in French Canada.

Press Room

CanadianSponsors.com announces new adjump media website.

New look for performance-based marketing solutions provider that gets results.

Ottawa, Ontario (Aug 23, 2010) - CanadianSponsors.com Inc., one of the most-trusted performance-based marketing companies in the world, is pleased to announce today the launch of adjump media's new website.

Specializing in email marketing, customer acquisition and social media strategies, adjump media, owned by CanadianSponsors.com, is a leading provider of highly-targeted consumers to both International and North American advertising agencies and established brand-name companies.

"We're excited to offer this new look" says adjump media Founder and CEO, James Walker. "It signals a more focused approach in communicating our philosophies and strengths to the business world, especially major advertising firms and corporations. We're in the business of making companies money and we feel this new corporate site captures that enthusiasm and dedication".

The new-look corporate site features a professional design that is easy to navigate and content that is informative, timely and easy-to-find.

"Business owners and executives don't have the time to go fumbling around a website looking for answers or information, nor should they have to" says Walker. They want to know how adjump media can help their business grow, how we can help them monetize their assets and how we can help them reach 50 million

new consumers. And that's what we've done. The new corporate site is an evolving project that will continue to grow. We're very pleased with this first step"

Since its launch in 2008, adjump media has grown steadily and now provides over one million international leads per month. In 2009, adjump media generated over 10 million leads through social media platforms alone.

"Our clients enjoy success because of the attention they receive. We work very closely with each client to ensure we understand their needs and goals. Once that's accomplished, we then shape a winning online advertising and marketing strategy that's guaranteed to get them results" says Walker. "It's what we do and we do it well".

For more information on how adjump media can help your business or organization reach 50 Million new consumers, please visit our website at adjump.com or contact our Sales Department at 613-592-6642.

Testimonials

Getting quality domestic and international traffic to our offers has been a challenge with most of our partners. Over the past 3+ years, we've come to rely heavily on the traction and consistent reliability from adjump media.

They have been a true media partner in every sense and have allowed us to scale multiple components of our business model internationally

Scott Heistand
TopAdMarket

adjump media has consistently supplied us with high quality leads for several years now. We have worked together on a variety of verticals including consumer surveys, casual gaming and search toolbars. Knowledge, talent, and positive attitudes continue to impress me at adjump, and I look forward to working with their team for years to come.

Tim Wisner
Media Magnetic

First of all I want to thank the guys at adjump media for giving my business such a fantastic boost in New Zealand and Australia.

We have gained a huge Audience for our Virtual Weight Loss Challenge as well as a large number of new members into our distribution team across both countries. I always feel well-looked- after and their service has been prompt and cost effective.

I'd like to thank in particular Michael DeButte for looking after me and my team, in fact all the people I've dealt with have been a pleasure to work with. I'd strongly recommend their services without a doubt.

Hector Bustillos
www.dietnz.com

From Canada to Australia, adjump media delivers quality at scale. They continue to be an important partner for us to reach a worldwide audience. The quick-response can-do service-with-a-smile is just icing on the cake.

Bryan Simonson
GMI (Global Market Insite, Inc.)

We have had the pleasure of partnering with adjump media for the better part of a year now: their traffic can always be counted on to be of high quality and good solid volume. Plus, my representative is knowledgeable, thorough, and is a pleasure to work with.

Mindy Raslevich
Dedicated Media, CPA DNA

I'm writing to express my deep satisfaction and appreciation for adjump media and their team. They have always delivered quality samples and are consistent, flexible and tuned into our needs. They have always been my saviour especially under tight deadlines. The overall quality of output has been very satisfying and I will continue to use Adjump for years to come.

Dipti Moré
GfK NOP Media

With a vast array of international offers and a team that moves at the speed of lightning, the crew at adjump media continues to impress! They are not only knowledgeable, efficient and responsive, but are also a JOY to work with. You can count on this trustworthy team to pay on time, and after many years of working together I think it is safe to say...they will add tremendous value to any partnership.

Fallyn Carolan
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