

## Mail2World Email Advertising Opportunities

**EVERY 30 DAYS, YOU GET A CHECK...IT'S THAT SIMPLE**

If you are a service provider or operate a social network, hosting service or search engine, why not offer your users a valuable new service that generates revenue for your company? Your private-label, ad-sponsored email service from Mail2World provides users with the richest feature set available while providing your organization with profitable earnings, customer loyalty and recurring traffic.

M2W Sponsored Email is a fast, easy way to jump-start new revenue streams from your free and premium email offerings. Banners and taglines in key locations on our Webmail and mobile email interfaces can display in-house ads and partner promotions as well as ads served by your choice of ad networks. In addition, Mail2World's ad team is available to advise you about optimizing ad placements within the interface. If your users prefer an ad-free email environment, they can purchase a premium service upgrade for an annual fee that earns you a generous bounty per paid subscriber. An optional, fully branded store front is available for upgrade purchasing.

Each time users login to their email account, they generate recurring traffic to your site. Your users enjoy high-quality, feature-rich messaging that enhances your brand. Banners and sponsored taglines provide a marketing tool for displaying partner promotions, member discounts and targeted advertising that gives your users access to top-brand products and services. Promote your own products and services by including house ads in the banner ad rotation. Ad-sponsored email can cover the low monthly fee for your Mail2World email service, plus a profit for your organization. Earn more revenue from value-added services, such as premium upgrade packages and email-to-SMS text messaging.

### ADVANCED M2W SPONSORED EMAIL FEATURES



#### Webmail & Mobile Advertising

Users can access their email and view revenue-generating ads via the Internet from any WAP-enabled mobile phone or PC using Webmail or a desktop client like Outlook.



#### Multiple Ad Opportunities

Through M2W Sponsored Email, you can create and manage in-house, network and/or private ads and RSS content. You can also promote local news feeds and sell exclusive sponsored skins to private advertisers.



#### Reflect Your Brand Identity

Build customer loyalty by branding your email interface. Customization tools include adding your logo, creating custom skins or color schemes, adding custom landing pages, and personalizing email login and welcome pages.

M2W Sponsored Email

## MULTIPLE AD LOCATIONS

### WEBMAIL AD LOCATIONS



#### Welcome

468x60/728x90 Banners  
300x250 Medium Rectangle  
160x600/120x600 Skyscrapers



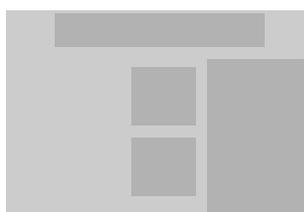
#### Inbox

468x60/728x90 Banners  
160x600/120x600 Skyscrapers



#### Message Preview

468x60/728x90 Banners  
160x600/120x600 Skyscrapers



#### Sent Mail Confirmation

468x60/728x90 Banners  
300x250 Medium Rectangle  
or Half Page (on far right)



#### Sent Items

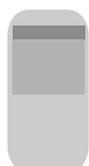
468x60/728x90 Banners  
160x600/120x600 Skyscrapers



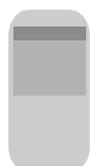
#### Contacts

468x60/728x90 Banners  
160x600/120x600 Skyscrapers

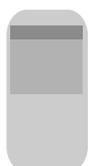
### MOBILE EMAIL AD LOCATIONS



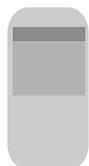
#### Welcome



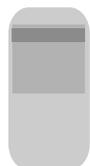
#### Inbox



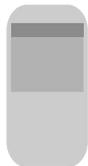
#### Message Preview



#### Sent Mail Confirmation



#### Sent Items



#### Contacts

Mail2World's flexible Webmail and mobile email interfaces allow advertising to be placed unobtrusively in many locations. Examples at left show the most popular ad types in frequently visited locations.

### WEBMAIL AD TYPES & FORMATS

#### Ad Types

468x60/728x90 Banners  
160x600/120x600 Skyscrapers  
300x250 Medium Rectangle  
Half Page  
Interstitial  
Context-relevant Text Links  
Google AdSense support

#### Ad Formats

Traditional graphic ads  
(GIF, JPG and GIF animations)  
Rich-media ads  
Text ads

### MOBILE AD TYPES & FORMATS

#### Ad Types

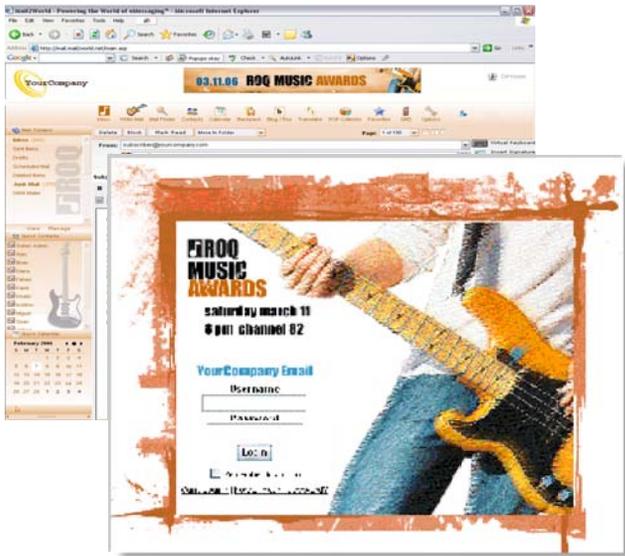
304x64 XLarge Banners  
215x34 Large Banners  
164x30 Medium Banners  
112x20 Small Banners  
Context-relevant Text Links

#### Ad Formats

Traditional graphic ads  
(GIF, JPG, PNG, GIF animation)  
Text ads

## EXCLUSIVE SPONSORED SKINS

Sponsored skins are a high-impact, lucrative advertising medium powered by Mail2World's highly customizable email interface. If your site offers substantial traffic and well-defined visitor demographics, exclusive sponsored skin placements can attract large fees from top advertisers looking for unique advertising venues. Sponsored skin designs can be oriented around an advertiser's company, product, service or event. Unlike a single banner ad that displays in one location for three to five seconds as part of an ad rotation, sponsored skins are integral to the Mail2World email interface and remain on display the entire time a user is on an email page, which is usually two to three minutes.



Sponsored skins are a unique and powerful way to promote events, companies, products, services, entertainment media and more.

## Sponsorship Overview

Sponsored skins can be displayed on top of your organization's email interface to generate additional revenue. Sponsored skin placements may be made available to advertisers in 3-month, 6-month and 12-month subscriptions.

## Sponsored Skin Design Options

Sponsor-specific banner ads or exclusive multi-banner rotations can be placed in the masthead. Brand color schemes can be fully integrated across your email interface. Product images or logos may appear under menu buttons in navigation bars. Clickable custom icons, such as a soft-drink can or bottle, can replace standard navigation icons. Icons can be programmed to disappear on mouseover to display the full sponsored skin. Ad graphics or logos may be ghosted back behind content on the Welcome page, Message Preview window and other locations within the email service.

## Golden Skins

"Golden skins" are limited, exclusive skins that promote prizes or promotional codes and are displayed randomly to some users (e.g., country-specific, U.S. state-specific, language, gender). The exclusivity of golden skins builds anticipation and attracts high sponsor fees.

# M2W Sponsored Email

## FEATURE HIGHLIGHTS

- Multiple revenue streams: banner advertising in free email, paid subscriptions to premium email and value-added services (e.g., email-to-SMS packages).
  - Create and integrate unique messaging storage and feature packages based upon existing go-to-market customer offerings.
  - Manage and control ad networks, house ads and/or private advertisers in ad rotations.
  - Create and design your own branded interface, login page, welcome page and interchangeable colors and skins.
  - Acquire additional revenue from each annual paid subscription to a premium email package.
  - Integrate internal promotional or sponsored tagline advertising in every message.
  - On-demand reports to generate customer detail for geo-targeted advertising.
  - Extensive selection of free user newsletter formats.
- Attentive customer service and 24/7 technical support.



## Take the Next Step

For complete information about how Mail2World can create a better messaging solution for your organization visit our Web site at [www.mail2world.net](http://www.mail2world.net) or call us at **888.448.6665**



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## ABOUT MAIL2WORLD

Mail2World delivers and supports an award-winning suite of carrier-class, Web-based, private-label messaging and collaboration services. With the richest feature set in the industry, Mail2World's customer base includes hundreds of reputable brands and prominent organizations from around the world, such as publicly-traded corporations, telecom carriers, mobile operators, and some of the most-recognized universities and online social portals.