



About Ad Dynamo Advertise your business to a targeted online audience by advertising a CPC text ad, contextually targeted to the content the browsers are interested in. By serving approximately 6 million ad impressions per day, Ad Dynamo gives you the opportunity to reach customers instantly, only in the countries you are targeting. You have reach to millions of customers instantly, you can set up your first advertisement in under 2 minutes and you can start driving traffic to your website instantly.

How Ad Dynamo Works

What is Ad Dynamo?

Advertise your business to a targeted audience based on the content that they are interested in

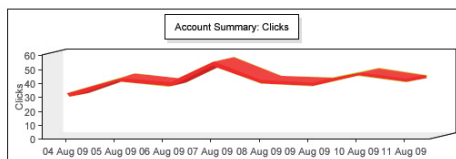


There are 4 simple steps to advertising with Ad Dynamo

- Sign up and create an account to be an advertiser with Ad Dynamo
- Write your text advert
- Select your targeting criteria and manage your costs
- Assess your results and performance in the Ad Dynamo dashboard

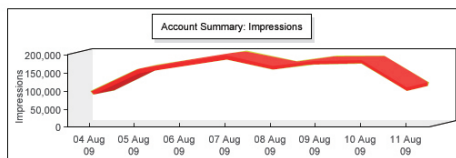
Dashboard

Access your results and performance



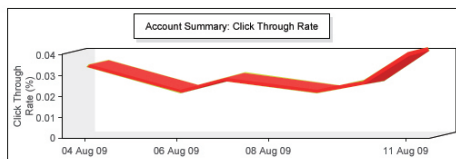
Summary for Today

Daily Budget	R 160
Spent Today	R 97.80
Percentage Spent	61.13%



Shortcuts

Campaign Management
Dynamo Reports



Text Adverts

Excellent Adverts

Get your online advertisements up and running instantly
www.addynamo.com



What are the advantages of using Ad Dynamo?

- Pay as little as necessary
- Pay per click
- Automatic placement of ads – based on relevance of keywords in content
- Quickly create adverts in less than 2 minutes
- Ad Dynamo is willing to offer free design of all banners to Advertisers

What are the rates to advertise with Ad Dynamo?

- There is no minimum spend as it is up to the advertiser to set the daily budget. The daily budget will never be exceeded.
- The CPC is dependent on the publisher and targeting and what other advertisers are bidding for the same keywords. Therefore it is an auctioned environment.
- All prices include 15% agencies commission.

About Habari Media

Habari Media is a local media and marketing agency founded in 2004. It is the online sales arm of the Habari Group and offers the largest reaching online portfolio in Africa. Other members of the Habari group include Habari Direct, Habari Answered and Big Wednesday. Habari's areas of expertise include online and mobile media sales as well as through the line advertising. It provides service to clients across the entire African continent with a company policy that emphasizes meeting and exceeding all expectations. For more information visit habarigroup.com.



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