

New!

**Guaranteed! “Ad-View Time”
alternative vs. CPM / CPC**

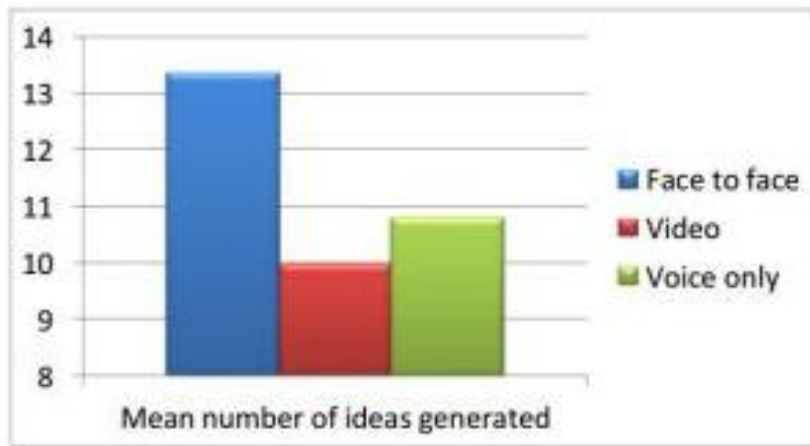
Cost Per Time

iCPT*

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FACT



Source: Small Talk, Big Results Blog

Face-to-Face and Virtual Meeting Require Captive Time and Audience.

FULL REPORT: <http://content.imex-frankfurt.com/templates/content/documents/MeetologyLabIMEX-FinalReport.pdf>

POINT

- Advertisers make substantial efforts & investment in getting their brand names in front of targeted eye-balls - as many times & as frequently as they could afford everyday – ads seen in various displays and formats.

- **Which equates to one universal rule:** **TIME!**

The more time spent with brand, the more likelihood buyer will purchase brand's goods and services

Burning question

- How to captivate target audience spending more TIME with BRAND?
- With all options available How can I GET GUARANTEED ROI?

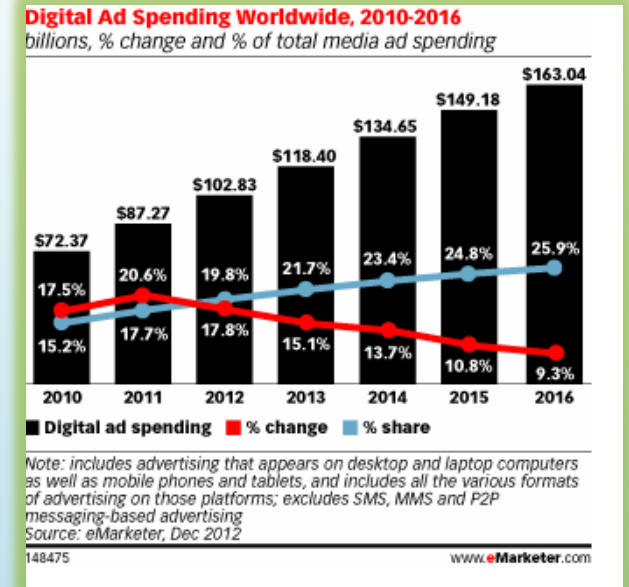


"Online Ad Spending Tops \$100 Billion in 2012"

Source: Forbes.com

Digital Ad Trends

- Online Ad Spending steady and on the rise.
- Steady growth. 15.1% increase in 2013 alone.



Source: eMarketer



"Online Ad Spending Tops \$100 Billion in 2012"

Source: Forbes.com

Human & Branding – Reality ✓

- All forms of advertising are designed to influence consumers' buying decision.
- Regardless of who WE are, what WE do, & where WE live, there is one universal rule:
- **We all have 24 hours in a day period.**

And every one wants a piece of it.

2014 Projection: Developing markets will account for 59% of all ad spend growth.

Brands reward loyal customers.

- Advertisers and global brands make every effort in every way to get their brand names in buyers' face. Once trust is established, loyalty matters.
- Brands use a variety of creative means ranged from traditional, print, TV commercials, events sponsorship, retail, billboard, mobile, and of course online ads founded on a variety of matrix such as CPM reaching eye-balls.

IT SIMPLY EQUATES TO: HUMAN, TIME, RELEVANCE, & FREQUENCY.



TIME TO FOLLOW... THE MONEY

MARKET INDICATORS

GEO IP, Industry, Segments, & Trends.

GAME CHANGER: TIME SELLS ITSELF.

SNL CPT IS THE ONLY LOGICAL PERFORMANCE DRIVEN SOCIAL MEDIA DIGITAL
BILLBOARD AD DISPLAY SERVING CAPTIVE AUDIENCE

Brought to you Exclusively

By NetStairs PTLA and MSD Authorized Partners.

Advertising expenditure by region

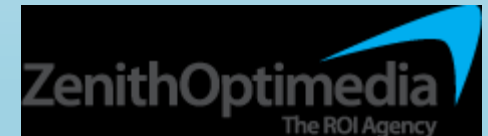
	2010	2011	2012	2013	2014
North America	162,165	165,104	172,039	178,313	186,344
Western Europe	106,344	108,688	107,885	109,668	112,642
Asia/Pacific	125,059	132,172	140,383	148,423	157,155
Central & Eastern Europe	24,181	26,151	26,631	28,592	31,089
Latin America	31,996	35,344	38,080	41,935	45,600
Middle East & North Africa	4,881	4,155	4,198	4,313	4,412
Rest of world	10,940	11,592	12,321	13,468	14,812
World	465,566	483,206	501,536	524,712	552,054

Major media (newspapers, magazines, television, radio, cinema, outdoor, internet)

Market study

- "Digital media – particularly internet advertising – are supplying most of the growth in spend by medium. We forecast internet advertising to grow by 15.1% in 2013, while traditional media grow by 2.3%".

Source:



Forbes Reports: "Digital now commands nearly one in five ad dollars, the market researcher notes."

Internet advertising by type

	2010	2011	2012	2013	2014
Display	22,543	27,444	32,757	39,173	46,892
Classified	11,443	11,063	11,830	12,571	13,296
Paid search	33,851	38,111	43,826	50,016	56,649
Total	67,837	76,618	88,413	101,761	116,837

US\$ million, current prices Currency conversion at 2011 average rates.

North America commands 39% of digital ad spending, and that's not going to decline much in coming years despite more rapid growth in Asia and Latin America, particularly [Indonesia](#), [India](#), and [Mexico](#).

Share of total ad spend by medium (%)

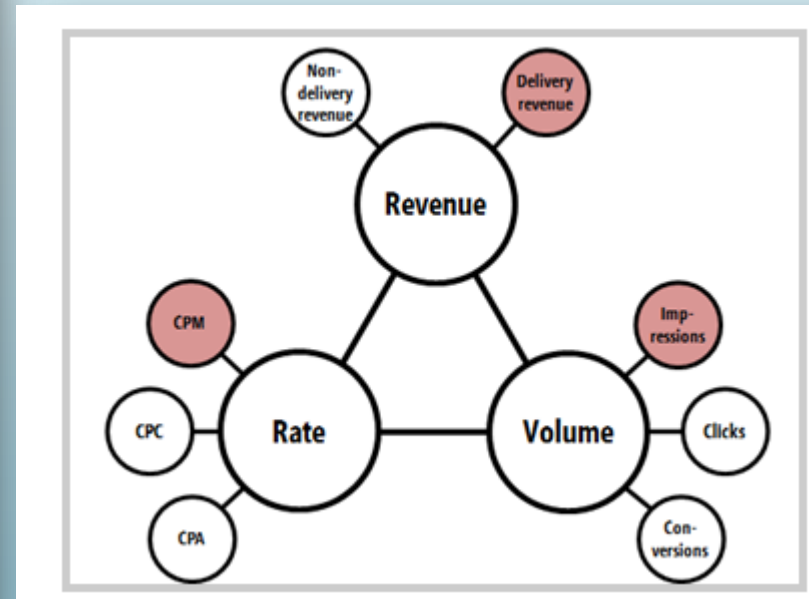
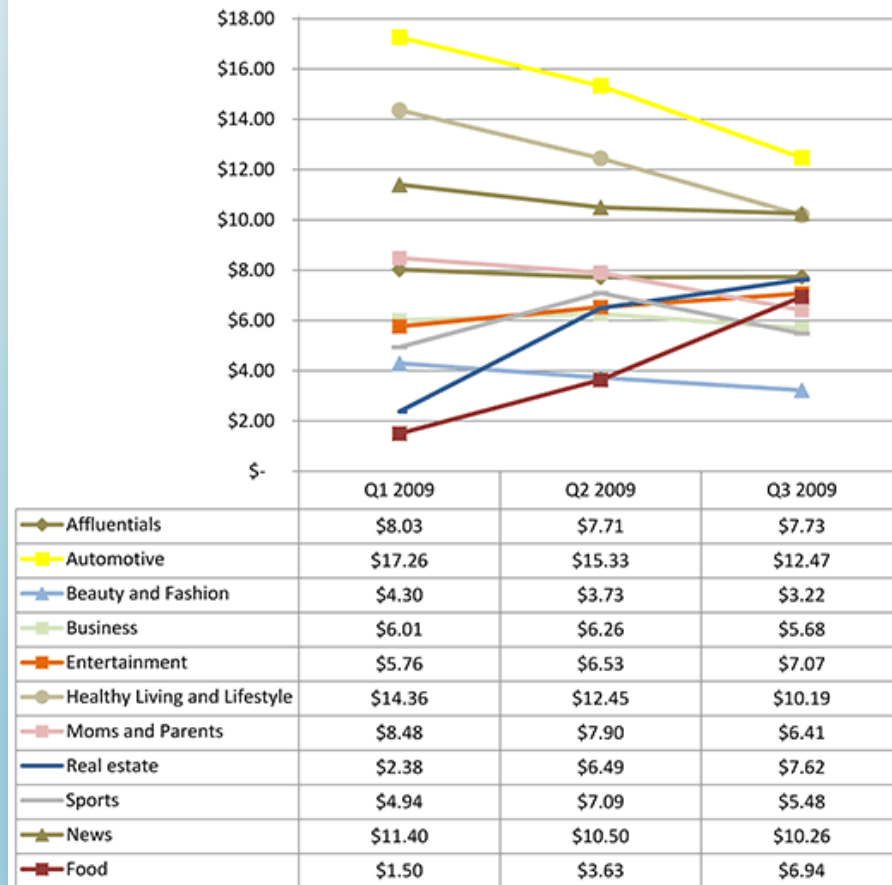
	2010	2011	2012	2013	2014
Newspapers	21.4	20.2	18.9	17.9	16.8
Magazines	9.8	9.4	8.8	8.3	7.9
Television	39.7	40.2	40.4	40.4	40.3
Radio	7.1	7.1	7.0	6.9	6.7
Cinema	0.5	0.5	0.5	0.5	0.5
Outdoor	6.7	6.6	6.5	6.4	6.3
Internet	14.7	16.0	17.8	19.6	21.4

CPM & Derivatives.

- Visit Wikipedia and Learn about CPM and its relative cousins.
- CPM was introduced in 50's for Radio Stations & Adverts
- CPM was adapted by Google to create their Cash Engine.
- CPM became the foundation managing online captive audience.
- CPM has its own flaws.

CPM (Click PER 1,000 impressions)

CPM trends across verticals



VERTICAL STATS.

CPM CONS

- **Cons:**

- **- *Lower Payouts***

As expected, since you are not selling your advertising space directly, you are going to get a smaller cut. CPM advertising companies usually have a 60/40 or 70/30 revenue split with their partner web sites, but also a much larger advertiser network and budget.

- **- *Advertiser Selections***

Since advertising is being served by another company, you may not be aware of the advertisers being displayed on your site. While they may always be non-adult and safe for work, you may occasionally come across a competing ad banner or an extremely annoying flashy ad appearing on your sites. (For the advertiser, it's all about getting the click!)

- **- *Instant Advertisers***

The continuing mission of having to find advertisers and continually bill or manage ad space sucks. No more "Advertise Here" spots or unpaid advertising.

- Read more at <http://zacjohnson.com/the-pros-and-cons-of-cpm-banner-advertising/#p6Fo8GwhAbjTLvqj.99>

TIME is the most single universal fundamental unit of measure that if adverts had their ways they would feed 24/7.

MEET CPT – Better Way, Better Measure, Better Results. Simply Better!

MEET iCPT - (cost per time)



- **CPT has been around for couple of years. Today's definition:**
 - iCPT is modeled after Cost Per Time (CPT) which refers to a form of Internet advertising, where the buyer pays for an advertisement to be placed on a website for a set amount of time. It differs from cost per impression, in which a buyer pays for the ad to be displayed a set number of times.
 - Cost Per Time permits the ad to displayed unlimited times over the term of the contract. Some contracts may allow for a guaranteed minimum number of impressions.

<<<<<< CPT*wrapped on NetStairs SNL Platforms Deliver Guaranteed Captive Audience ON TIME >>>>>>

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Going with CPT over CPM for ads



- "I've read several articles and had a few discussions and it seems many business prefer Cost Per Time advertising over CPM because they know the exact amount they are paying. And while this seems to benefit the advertisers over the businesses (me) I feel the CPT model will be more beneficial when trying to attract business to advertise on the site (it is also a lot easier to keep track of)". Quote: [JTrinity7](#)

Source: <http://www.startupnation.com/Going-with-CPT-cost-per-time-over-CPM-for-ads/topic/>

(cost per time)

TIME i\$ MONEY!

TIME creates the most single relevance to human & brand.

- **Government**

- **Business**

- **Consumer**

Take "TIME" as the
Universal Unit of
Ad Measure.

- EVERY ASPECT OF OUR LIVES RUN ON : "TIME"

- Why not HAVING AD MEASURES FOUNDED ON UNIT of TIME? (a/k/a Cost Per TIME or CPT)

Social Media a Bust for Small Businesses.

Most small businesses feel like they are wasting their time on social media, according to a new survey. Yet, many say they've increased their time spent on social media, and only 7% have decreased their time. [Full Story](http://www.crm-daily.com/story.xhtml?story_id=12100BAEHNDL&nl=1&full_skip=1)


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Source: CRMDaily.com April 25 2013

Cloud - Best Modern Practice in current IT market - selling TIME.

- 
- iCPT* is offered through a variety of plans.
 - Choose a plan that fits needs and budget.
 - Ideal for Loyalty Program & Tradeshow Hand Out.
 - MSD should kick start client with campaign.
 - Start a simple campaign serving Loyal Customers first.
 - Build a "Customer Appreciation Day" campaign.
 - Details will follow.

Affordable - Scalable

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- iCPT Digital Billboard Ad Display delivers non-intrusive Ad-Results.
 - 12,000 MIN. = 100% ROI - Guaranteed Ad-View (Your Digital Display Billboard Ad).
 - iCPT Intro - Start with 100 Giveaway Cards. Each card delivers 120 Min display ad.
 - Low Cost - \$,€,£. .99 - That is .008 ¢ per min for Digital Billboard Ad-View.
 - Low Ad-View Cost with your complementary Virtual Interactive Venues.
 - Build different marketing and sale plans. (e.g. special offers, service plans, etc.)
 - CPM Wholesalers & Bulk Rate Ad Buyers are welcomed.

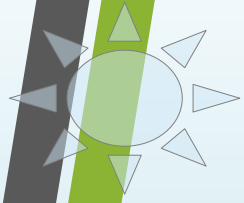
iCPT – Delivers TIME

iCPT SUMMARY

- Brand Recognition demands "FREQUENCY".
- Advertising necessitates "RELEVANCE".
- iCPT delivers both with Guaranteed Ad-View in "TIME".

FREQUENCY, RELEVANCE, & TIME

"NetStairs iCPT" founded on SNL Technologies & Platforms.



For iCPT* RATES

Contact NetStairs®

or

authorized strategic PARTNERS

& Master System Operators (MSO).

Build & Reward Brand Loyalty With Interactive



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