

Safe-Audit - the unique transactional Ad Banner Network

Why is **Safe-Audit** different from all other Ad Networks?

Safe-Audit is like an online market where:

- a) Host Sites can pick up banners to host
- b) Product Sites can promote their proposals for banner advertising by results.

Safe-Audit is unique because there is **NO RATE CARD**:

Advertising sites that wish to have their banners hosted structure their own payment proposal according to what they think they can afford. They then place it on **Safe-Audit** for consideration by the registered hosts at **Safe-Audit**.

Safe-Audit allows Advertisers to structure their proposals as any hybrid combination of: Exposures, click throughs, fee for registration or payment for sale effected.

The neat thing is that not only can host sites follow the performance of any banner they are hosting but advertisers too can see at once what is happening with their banners. Information helps advertisers decide which banners to keep, how to try new banners, how to refine their payment proposal to make them more popular with host sites etc. And of course Host sites can use those stats to decide which banners are giving them the maximum payback. All in all this feedback creates an efficient market for banner proposals. Moreover, **Safe-Audit** has to safe-guard its reputation by ensuring that the sites hosting banners are appropriate and that they do not cheat. The reputation of **Safe-Audit** is on the line so they maintain very sophisticated procedures to find and terminate any banner spammer. That ensures that advertisers get genuine value for money.

Furthermore, all proposals on **Safe-Audit** are results orientated:

- 1) No costs are incurred other than those based on performance by the criteria that the advertiser has offered and the host has accepted.
- 2) Nothing is payable up-front. Advertisers only pay for what they get - when they have got it.

Safe-Audit also provides full administration of all payments from advertisers to hosting sites. Billing is processed on a monthly basis and each advertiser only pays with one check. **Safe-Audit** charges the advertiser a consolidated 20% fee for the introduction to host sites, the auditing of traffic and the administration of payments. **Safe-Audit** also ensures that host-sites get paid promptly.