

fotocontext.ru

FotoClick®

FotoClick® is a new ad technology which allows advertisers to make any object at any web picture their own shop-window.

FotoClick® is not a usual banner or text link at the website. Your Ad appears only when the Visitor mouses into an image and shows his interest in the shown widget.

FotoClick® is a Cost Per Click Ad Product. If your ad was shown to the customer without a click you wouldn't pay a cent.



How it works

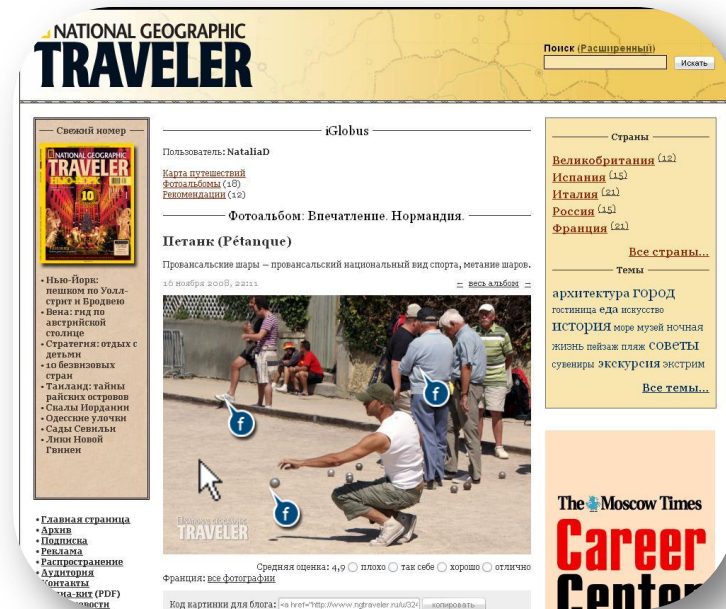
The web site just adds a line of javascript to load FotoClick®

and

any picture at any website of our Network transforming into the adspace which allows Users to know more about our Advertisers products and services.



Picture stays clean and unbranded until....



... the user will mouse into the picture .

Example

Mousing the picture user will see small ad widget as shown at the picture with the cornflakes cup.



FotoClick® can be shown not only at the exact product but at any object which could be interesting for our Advertisers.

Apple at the picture?

FotoClick® widget can show Apple Juice ad or iPods distributor web site link.

Man at the picture?

FotoClick® can advertise shampoo the man use or a gym when he use to work out.

Example

You ad can be shown at the particular object or at the whole picture.



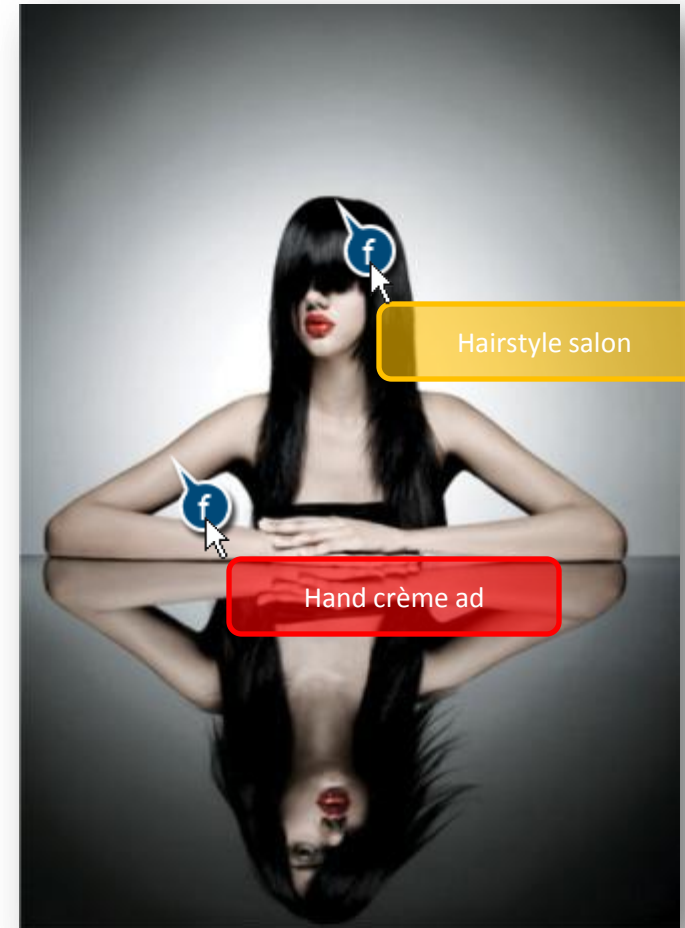
Toyota to Launch Solar-Powered Prius that can Park Itself



Toyota
Moving forward

Advantages

- Brand new digital communication
- High CTR% because of the unusual ad placement
- Targeted audience
- Cost-Per-Click payment
- If the Advertiser has a huge range of products he can place a lot of FotoClick® widgets for each product at just one picture
- Huge variety of websites, pictures, personals and objects all around FotoClick® Network
- Advertiser can include picture, AdobeFlash® or even video inside the FotoClick® widget



How Big is FotoClick®?

FotoClick® can place ads at any websites which contains pictures. Just few websites where you can advertise via FotoClick®

Fashion:

Vogue.ru, Elle.ru, Gq.ru, Bazaar.ru, Glamour.ru, Lookatme.ru, Mainpeople.ru, Rbcstyle.ru, Wmj.ru, Mensfashion.ru, Trendymen.ru, Leluxe.ru, Surlaterre.ru, Fashiontime.ru

Business&Money:

RBC.ru, Kommersant.ru, Quote.ru, Expert.ru, Vedomosti.ru, RBCDaily.ru, Finam.ru, Forexpf.ru, MFD.ru, Finmarket.ru, RB.ru

News:

Lenta.ru, Pravda.ru, Kp.ru, Gazeta.ru, Utro.ru, Newsru.com, Dni.ru, Vz.ru, Rian.ru, Mk.ru, Izvestia.ru

Cars:

Auto.mail.ru, Autonews.ru, Irr.ru, Autodrive.ru, Auto.ru, Autonet.ru, Avtomarket.ru, Zr.ru, Autoreview.ru, Auto.utro.ru, Avto.ru

Women's Lifestyle:

Myjane.ru, MyCharm.ru, 7ya.ru, Cosmo.ru, Lady.mail.ru, Woman.ru, WMJ.ru, Fashiontime.ru, Ameno.ru, Rbc.style.ru, Superstyle.ru, Passion.ru, Kleo.ru, Mama.ru, Solnet.ru

Sport:

sport-express.ru eurosport.ru sovspport.ru sports.ru championat.ru euro-football.ru sport.rbc.ru sport.ru

Leisure:

Kinopoisk.ru, Timeout.ru, Afisha.ru, Mainpeople.ru, Amedia.ru, Inout.ru, Robbreport.ru

How to Advertise?

- Choose your audience
- Choose web sites
- Choose pictures with the support of our media managers
- Your successful ad campaign had just begun!

Contact us

fotocontext.com
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