

Internet Ad Wars: Princom scores first strike capability with myWebAdMedia

Princom launches its own "Smart Bomb" in the war for the Internet Ad Dollar and lands a direct hit with myWebAdMedia, the newest website in Princom's arsenal of internet solutions for worldwide business.

Sydney, AU ([PRWEB](#)) October 16, 2008 – Princom combines forces with Internet Web Publishers and Advertisers with the launch of myWebAdMedia, its latest website release. MyWebAdMedia targets Web Publishers who want control of how their websites display ads and business owners who want to self-direct how their ad campaigns are designed and distributed across the net.

The Internet Ad phenomenon continues to expand at a rapid pace with a recently reported 15.2% increase in overall advertising revenues for the first half of 2008. This resulted in earnings of 11.8 billion dollars according to an October 2008 report released by IAB and Pricewaterhouse Coopers.

It is no surprise then that website-based ad distributors are springing up virtually overnight to join the "ads" race. This can create conflict for Web Publishers and Internet Advertisers alike as there are now so many choices. What makes one different than the next?

Princom believes they have the answer with a simple and affordable self-service format which can be understood and used within minutes. It is easy to operate whether the user is advertising or setting up a web site and wanting ad placement.

Princom has had myWebAdMedia in development for the past eighteen months, waiting to release it until the system met the company's rigorous standards for quality. The company's strategic objective was to put the system's control directly in the hands of the independent business owner and the independent website holder.

Princom took what seems to most business owners to be a complex and confusing process and simplified it so that anyone can advertise and sell products or services on the web.

Ari Pefkos, CEO of Princom stated "myWebAdMedia was built on the principle that if given the option, most Web Publishers would jump at the chance to utilize an ad network that effortlessly streams multiple types of graphic ads to a site quickly. A single line of code is all that is required and the targeted ads will run instantly and simultaneously. This signals immediate financial return since real time is money on the web."

Recent economic events mandate that businesses control spending and make the most of shrinking advertising budgets. myWebAdMedia offers a clear solution.

- Unlimited access to a self-service ad site that is paid for and used as needed
- Budget-friendly cost with CPM or PPC options, depending on the ad
- Complete control of ad structure to accommodate size, content and presentation
- Choice of categories that showcase the ad for optimum performance

Geo-targeting, the premier feature of this release, pinpoints locations that will maximize advertising spend and return. Advanced mobile ad formats take advantage of the new geo-targeting feature to increase local buyer impact.

Publishers have full distribution control of the ads that will appear on each page of the website. They select only the ads that will compliment, not compete with, their own website's personal advertising. The customized management console allows real-time changes to ad-targeting characteristics with instant results. Statistics are continuously tracked with real-time updates.

On the flip side, the advertiser creates an ad campaign with just a few words and uploaded pictures. The user chooses from a wide variety of non-intrusive ad themes for graphic, animated graphic and mobile ads. One click saves the campaign and starts the ad distribution.

The advertiser pockets substantial savings by simply running one ad on several different sites. The publisher sees immediate return with multiple ads from one site that run with one simple setup. It's a win-win on both fronts in the campaign.

Ari Pefkos closed with "myWebAdMedia can arm business owners who advertise, want to advertise, or want to find advertisers on the web with computer-guided smart weapons to win the battle from traditional web processes. Our focus is to help advertisers and producers find new value for advertising dollars they spend on the internet."

About Princom

Princom Pty. Ltd. is an Australian-based technology company with 23 years of experience in developing successful business solutions that now shape online communities.

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Visit <http://www.mywebadmedia.com>.