

WHAT IS AD-BLOCKING?

It doesn't matter if you're a merchant or an affiliate, Ad-blocking can affect your bottom line. Ad-blocking automatically blocks the ads you promote on your website that you depend on to generate revenue. Most importantly, it's beyond your control.

Ad-Blocking applications were designed to help consumers surf the net without being "bothered" by advertising. They are offered to consumers by providers like Symantec through their Norton products, ISP's and even browser applications.

HOW DOES AD-BLOCKING WORK?

Simply stated, ad-blocking applications seek out characteristics of a typical advertisement and then block those ads from working or being viewed by the consumer.

For example, Symantec's Norton Antivirus 2004 includes a feature that blocks banners and links on websites. If it finds an image or link that it believes to be an ad, it removes that image or link from the visitor's view.



MyAP Tips For Merchants To Avoid Having Their Ads Blocked

We've done what we can to stop ad-blocking from affecting your program. Here are some things that you can do to ensure that your affiliate marketing material doesn't trigger an ad-blocking application.

(Continued on next page...)

HOW DOES AD-BLOCKING WORK? *CONTINUED...*

Here are the factors that Norton takes into account when blocking ads:

1. Keywords – Norton has compiled a secret list of 250+ keywords that trigger their Ad-blocking feature into action. (A partial list is found on the last pages of this document.)
2. Standard banner sizes – Ads with standard banner sizes, like 125x125 or 468x60, trigger the Norton Ad-blocking feature into action, wiping the ad away and replacing it with a blank space.
3. Link sources – The Norton Ad-blocker wipes away links that are generated from certain domains, including Commission Junction and BeFree links. (But NOT KowaBunga! powered links, read more below).

It should be noted that most people do not even know that this Ad-blocking feature is enabled since Norton installs their product with Ad-blocking on as a default.



Merchant Tips Continued...

1. Don't use the list of trigger words in your ads (see list at end of document)
2. Link directly to your own site with ReferDetect or ReferDetect Lite
3. Avoid putting image height and width attributes in your html code

HOW MANY PEOPLE REALLY USE SYMANTEC? IT WON'T AFFECT ME!

Taken from a press release on the Symantec website in 2004, “Symantec Security Software Ships on Nine of the Top 10 Notebook Computers Worldwide... and sales of notebooks have now surpassed those of desktops...”

Remember – Symantec is not the only provider offering this type of application. They are simply the latest provider making waves.

HOW DOES AD-BLOCKING AFFECT MY BUSINESS?

If you are a merchant, ad-blocking can stop your advertisements from appearing on your affiliates' sites. If you are an affiliate, ad-blocking can stop ads from appearing on your sites.

That means that there is a chance that less people will see the ads on the affiliate sites, click on them and purchase from the merchant. For all involved – this equals a loss in revenues.



MyAP Tips For Affiliates To Avoid Having Their Ads Blocked

KowaBunga! merchants have the tools they need to stop their ads from being blocked.

As an affiliate, here are some things that you can do to ensure that the ads that you place on your site(s) do not get blocked:

1. Don't use the list of trigger words (see list at end of document)
2. Use KowaBunga! powered merchants!

WHAT HAS KOWABUNGA! (MYAP) DONE TO ADDRESS AD-BLOCKING?

Unlike the network solutions, KowaBunga! immediately presented a solution to the Ad-blocking issue for all MyAP powered merchants and affiliates.

Note: Competing network solutions still have yet to provide a solution to the Ad-blocking issue.

Specifically, KowaBunga! provided the following solutions to Ad-blocking:

1. Direct linking – Although MyAP's links were not included on the Norton block list, MyAP gave merchants the option enable the ReferDetect or ReferDetect Lite module which allow them to give their affiliates direct links into their own domain.

While we know Direct Linking isn't the "Silver Bullet" that will completely solve the ad-blocking problem, it is a powerful solution that allows merchants and affiliates continue to their relationships without worrying that the MyAP.com and MyAffiliateProgram.com tracking domains will end up on an ad-blocking list.

On top of protecting against ad-blocking, Direct Linking also helps the merchant with branding and link popularity.



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2. No banner size in image tags – Norton's Ad-blocking feature looks for html height and width attributes for standard ad banner sizes. MyAP links avoid this issue by not including those attributes in every standard link

3. No trigger words included – Norton's Ad-blocking feature looks for standardized words and phrases to block. MyAP does not include those words in any of the code generated. (Again, see the end of this document for a partial list of words and domains)

KowaBunga! continues to stay up to date on this issue and will make more information and resources available to merchants and affiliates. As always, we're poised to make changes, additions and updates that will help our merchants and their affiliates successfully and effectively track and manage their relationships.



Important Note

It should be noted that most people do not even know that this Ad-blocking feature is enabled since Norton installs their product with Ad-blocking on as a default.

PARTIAL LIST OF NORTON'S BLOCKED WORDS AND DOMAINS

#CLink	/adcontent.	/advertentie
%23CLink	/adcouncil/	/advertise/
%2Fads%2E	/adgifs/	/advertiser/
%3Fad%2E	/adgraph/	/advertising/
&ad_	/adimages/	/adverts/
&banner=	/adinfo	/adview.
-ad.cgi	/adjuggler	/banner.
.ads/	/adlog.	/banner/
.ad.	/adman.	/banner=
.ads.	/adnet.	/banner_images/
.ads/	/adnet/	/banners/
.bluestreak.com	/adpics/	/by.banclk?
.eshop.	/adpopup	/clickover.
.net-on.com	/adproof/	/cyberfirst
.webconnect.net	/aredirect	/follow_ad?
/199.78.52.	/adrevolver/	/generate_ad.
/?ad.	/ads-	/graphics/advert
/ad-	/ads.	/htmlad/
/.ad.	/ads/	/jbanner/
/ad/	/adsales	/liveads/
/ad_control	/adserv	/nph-bounce?
/ad.image	/adspace	/nph-load?
/ad.track/	/adsrc	/nph-redir?
/adbot.	/adv/	/promo_gif/
/adclient.	/advert/	/promos/

PARTIAL LIST OF NORTON'S BLOCKED WORDS AND DOMAINS

/promote/	ad.tw.doubleclick.net/ad/	adserver.adtech.de
/promotions/	adbanner	advertisements
/rankem.cgi?action=	adbot.com	advertising.com
/sponsor.	adcenter.in2.com	alladvantage.com/go.asp?refid=
/sponsor/	AdClick	allpolitics.com/ads/
/sponsors/	adcount.hollywood.com	ar.atwola.com
/videobanners/	adlink.htm	badservant.guj.de
/viewad/	adlink.preferences.com	banner_ad
1-2-free.com	adman.medius.net	bannerad
199.172.144.25/2	adoptimizer	bannerexchange.com
?acb=acb	adredir.asp	bannerpower.com
?ad.cgi	ads.adsmart.net	bannerswap.com
?ad=	ads.clickagents.com	bf_home_ad
?Adcode=	ads.imagine-inc.com	bfast.com/booklink
?adlink	and others:	cc-dt.com
?adserv	ads.imdb.com	click1.wisewire.com
?adv=	ads.infospace.com	click100.genesis.com
?advertID=	ads.lycosasia.com.sg/realmedia/ads/	click2.wisewire.com
_ad.	ads.narrowline.com	click2net.com
_ads/	ads.realmedia.com	clk_thru^
a32.g.a.yimg.com/7	ads.softbank.net	commonwealth.riddler.com
ad.doubleclick.net	ads.usatoday.com	count4all.com
ad.infoseek.com	ads.washingtonpost.com	crosswalk.com/click.ng/transactionid=
ad.linkexchange.com	ads.web.aol.com	dirtycash.com
ad.preferences.com	ads.web21.com	ds.cybereps.com

PARTIAL LIST OF NORTON'S BLOCKED WORDS AND DOMAINS

exchange-it.com/click.go?	mediahits.com/click.fcg	rds.yahoo.com/m=9
eyblasterscript	mediaserv.247media.com	register-it.netscape.com/
fastclick.net/w/click.here	mirror.qking.net	rmbclick.com/
findcommerce.com/tracking	movielink.com/media/imagelinks/mf.ad	rn11.com
flycast.com	movielink.com/media/imagelinks/	safe-audit.com
focalink.com	mf.sponsor	service.bfast.com
geoad?	netads.hotwired.com	showad.asp
globaltrack.com	netbanner.com/cgi-bin/	smartclicks.com
globaltrak.net	nrsite.com	spinbox.
hg1.hitbox.com	pagecount.com	stats.hitbox.com
home.keyciti.com/addd2000/ok.shtml	pathfinder.com/r0/marketing	submit-it.com/images
http://us.i1.yimg.com/us.yimg.com/a	pathfinder.com/sponsors	telecom-pros.com/images
images/mainad	pegasoweb.com	texchange.com/cgi-bin/
imgis.com	pennyweb.com	tracker.clicktrade.com
impartner.de/cgi-bin/	progcgi/ads	tracker.tradedoubler.com
infoback.net	qksrv.net	us.a1.yimg.com/us.yimg.com/a
infoseek.com/redirect	rd.yahoo.com/m=2	valueclick.com
java.yahoo.com/a/1-/flash	rd.yahoo.com/m=3	vk4voam2y
java.yahoo.com/a/1-/java	rd.yahoo.com/m=4	www.zjwwlv9m2cr
java.yahoo.com/a/a-/flash	rd.yahoo.com/m=5	websponsors.com/cgi-bin/
java.yahoo.com/a/a-/java	rd.yahoo.com/m=6	webunion.com/cgi-localbin/click.cgi?
linkexchange.com	rds.yahoo.com/m=0	ww3.cybercity.com.tw/adexe/
linksynergy.com	rds.yahoo.com/m=1	www.247media.com.tw
mantel/	rds.yahoo.com/m=7	www.admax.com.tw/
maxcash.cgi?	rds.yahoo.com/m=8	www.admax.com/

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www.ads.warnerbros.com
www.anonymizer.com/cm/door.cgi?
www.asiad.net/
www.banner.com.tw/
www.bannerwomen.com
www.clickadhere.com/
www.clickxchange.com/fr.phtml
www.cyberone.com.tw
www.epaper.com.tw/cgi-bin/adm/
ad_red
www.halee.com/advert/
www.link4link.com/cgi-bin/
www.marketspace
www.modchip.com/clickcgi/click.cgi?
www.netvigator.com.tw/popad/
www.nj.com/adverts
www.nrsite.com
www.search.com/banners
www.warehouse.com/netbuyer/ticker/
www.whispa.com/tracking/
www.wishing.com/webaudit/
yahoo.com/adv/
yahoo.com/categoryid=0
yimg.com/images/compliance/