

InternetAdSales.com Beta Launch - YAXS

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### **InternetAdSales.com Announces Beta Launch of IAS Media Marketplace at**

<http://www.internetadsales.com/modules/mediamarketplace/>

#### *New Website Listing Service Connecting Commercial Web Publishers with Online Advertisers*

The IAS Media Marketplace is carefully designed to connect independent web publishers with potential online advertisers. This searchable, sortable database of commercial websites with available advertising inventory allows advertisers to quickly identify websites that match their target audience and demographic needs, desired traffic levels, media requirements and budget, and conveniently get in touch with site owners to request more information or a quote. The IAS Media Marketplace is not an advertising network, in that we do not negotiate deals or handle ad serving or payment processing. Rather, we strive to place a diverse spectrum of independent publisher inventory in front of advertiser eyeballs in an efficient and user-friendly manner. Internet Ad Sales does not charge any commission for advertising inventory purchases made through the IAS Media Marketplace.

This Xoops-based service is built on an extensively modified version of the MyLinks module, customized with the addition of numerous new fields intended to streamline the site selection process for potential advertisers. Sites are categorized and sortable according to a number of new criteria specific to the profiles of commercial web publishers with available banner inventory.

During our beta-testing and rollout phase, all web publishers who submit a new web property will, if accepted, remain permanently listed at no charge. Following the testing and rollout phase, newly submitted sites will incur a low annual fee for listing.

We encourage all web publishers that carry advertising or sponsorships on their sites to take advantage of the testing phase to submit their sites for a free, permanent listing. Registration is required for submission.

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