



Manual

SIGN-UP

To sign-up for Hyperbidder's service, you will need to enter the following information:

- User type: Publisher, Advertiser, or both – “Publisher & Advertiser”
- Your first and last name
- The name of your company
- The company's website
- Hyperbidder User Name
- Login ID
- The total number of hits on the entire website
- Your e-mail

You can check to find out if a login ID is available before attempting to use it. Mark the checkbox if you want to receive e-mail from Hyperbidder during your use of the service, such as notifications regarding the approval or rejection of ad media. If the checkbox is left unmarked, you will have to periodically check Hyperbidder to obtain information that would normally be sent to you via e-mail.

The second sign-up page asks for information about your company. Hyperbidder needs to know:

- The industry and corresponding sub-category your company belongs to
- A company phone number
- The company's address

There is also space to write a brief description about your company. Only the industry and subcategory information is mandatory. All of the information is for Hyperbidder's use only; none will be sold or given away.

Hyperbidder will send an e-mail to the address you entered. This e-mail will contain a temporary password that you need to be able to log onto Hyperbidder. After logging on for the first time with your temporary password, you will be prompted to enter a new password. You may now change the password so it is easier to remember each time you log in.

In the industry listings, you should now be able to find your company listed in its industry and subcategory. You can view the number of pending campaigns, the total number of campaigns, and the total number of advertisers your company has created or received through Hyperbidder since you signed up. (Before creating any campaigns, you have zero campaigns and advertisers.)

PHASE 1 - PUBLISHER CREATES A CAMPAIGN

Create a campaign to let advertisers know that you have ad space ready and available for sale. Click on the "Publishers" button to begin. Campaign creation information includes:

- The exact URL (web address) on which the ad space will be located.
- The name of the campaign.
- The average number of page views the page(s) (not the entire website) are projected to receive for the duration of the campaign.
- The minimum bid amounts advertisers can place for the campaign. The default bid amounts are zero dollars for both per CPM and per CPC.
- The ad media file formats you will accept.
 - .gif (a very common type of image file, small color range, often used for animation)
 - .jpeg (possibly the most common type of image file on the Internet, very large color range, used for photos)
 - .swf (Flash, animation for the web, the most eye-catching option available)
 - Expandable Flash - This will allow advertisers to give you ads that expand over your web page if the user clicks or rolls over the ad.
 - Floating Flash - The ad will appear to "float" over your website until it times out or it is closed by the user.
- The location of the ad space (where the ad media will appear on the web page). You have four options:
 - Spot 1 - Horizontal Top Spot
 - Spot 2 - Horizontal Bottom Spot
 - Spot 3 - Vertical Left Spot
 - Spot 4 - Vertical Right Spot
 - You may also choose to have a link to Hyperbidder in your ad space before the first bid is placed so potential advertisers know you have available ad space.



- The ad size of the media - the most common dimensions are listed
 - 468 x 60 (full banner)
 - 728 x 90 (leaderboard)
 - 120 x 600 (skyscraper)
 - 160 x 600 (wide skyscraper)
 - 300 x 250 (medium rectangle)
 - 125 x 125 (square button)
 - Other (you may enter specific pixel dimensions if your space is different from those listed)

The campaign you just created will now be listed on the My Campaigns page.

In order for ads to appear on your website, you must include a small segment of code created by Hyperbidder that links to the advertisements. Go to the Generate Code section and select the campaign you wish to create code for. Cut the generated HTML and paste it into your web page where you want the ads to show up. Before your campaign begins you will see ads from Hyperbidder that let users know the ad space is available to bid on via our services. Clicking on the Hyperbidder ad will take users to hyperbidder.com so they can bid on your campaign. Now, you can log out of the Hyperbidder service and wait for advertisers to find your campaign. E-mail will be sent to you once an advertiser wishes to bid on your campaign and has ad media content for you to approve or reject.

PHASE 2 - ADVERTISER UPLOADS AD MEDIA

Before using the Hyperbidder service, you must sign up for an advertiser's account.

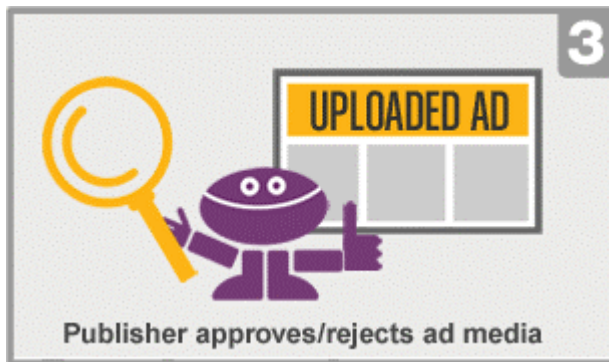
After registering, you may browse for a publisher. There are many ways to find a publisher that fits your needs. You may browse by industries and related sub-industries to find a website that matches your product or service. You may also browse by country, city, state, and zip code to find businesses (and customers) in your area. These methods allow Hyperbidder can provide advertising that is completely targeted. A list of Featured Publishers is also available; these publishers have web sites that receive the most traffic. A list of industries and a link to browse by regions are available on the advertiser's homepage.



Once you find a publisher that suits your needs, click on its company name to view their campaigns. Now you can upload advertisement media for the publisher to approve or reject. To upload ad media for approval by the publisher, first select the campaign where you wish to upload your ad media. Click the "Browse..." button to search your hard drive or other storage

medium for the ad you want to upload. Pay special attention to the publisher's requirements, for they will certainly reject an advertisement that violates their guidelines regarding content, file size (either by dimensions or number of bytes), and file type (.jpeg, Flash, etc.). If you do not have a banner or other ad media created, you may use Hyperbidder's ad media creation services or obtain the services of a third party to create media for you. After uploading the ad media, you must enter the target URL - the web address the user will go to after clicking on your ad. There is also a section for any details you may need to tell the publisher. Once the Upload File button is clicked, an e-mail is sent to the publisher, notifying them that a "hyperbidder" wants to advertise on their campaign. Log out and wait for the publisher's response to arrive via e-mail.

PHASE 3 - PUBLISHER APPROVES OR REJECTS AD MEDIA



At this stage, publishers will receive e-mails via Hyperbidder telling them that there are "hyperbidders" with ads that require approval (or rejection). Also, once logged in the publisher will see the message "You have 1 new hyperbidder" (or how ever many "hyperbidders" are waiting for a response). After logging in as the publisher, go to the Approve Banners section and select the ads that are appropriate for your campaign. You may also wish to reject ads that feature questionable content, possess excessive file sizes, or belong to your competitors. Decide whether or not to approve these ads quickly, so advertisers have sufficient time to set their budgets or alter their ads to fit your requirements.

After approving or rejecting ads, e-mail is immediately sent via Hyperbidder to the advertisers, notifying them whether or not their ads were approved. Publishers can log out and wait for more ads from potential advertisers to be uploaded and watch as approved advertisers bid on their ad space.

PHASE 4 - APPROVED ADVERTISERS BEGIN BIDDING FOR AD FREQUENCIES

Advertisers who have been approved by publishers can now begin the bidding process. Click on the "My Bids" link to view campaigns you have been approved for. On the My Bids page, click on the "Current Bids" link for each campaign to view other advertisers and the total number of points they have accumulated. Make note of each advertiser's point total, and how much you will have to outbid them by if you wish to surpass one or more of your competitors in the rankings. The amount entered by the highest bidder can also be seen on the page where you enter your bids.

Before you can bid on ad space, you must add funds to your main account, and then transfer those funds to a sub-account for each campaign you wish to bid on. At the My Bids page, click the "Transfer Funds" link to add money to your main account. Enter the amount you wish to transfer in the space given and click the "Use PayPal Now" button. You will be sent to PayPal in order to securely transfer money into the account. You do NOT have to sign up for any of PayPal's services in order to use Hyperbidder. After the secure transaction is complete, you will be sent to the Accounts Summary page.

On the Accounts Summary page, click the "Transfer Funds" link. You will see a list of all the upcoming campaigns that have accepted your ad. Select the campaign you want to transfer money to and mark the checkbox next to that campaign. Then enter the amount you wish to transfer in the space provided. You may transfer money to more than one account simultaneously. Click the "Submit" button to transfer funds from your main account to these sub-accounts. Money will be drawn from these accounts only as your ads begin to appear on the publisher's website. As your account approaches zero, Hyperbidder will send an e-mail informing you to transfer more funds if you wish to continue with this campaign.



Back at the My Bids page, click on the "Bid Now" button to start the bidding process. Enter a number for both CPM (cost per 1,000 impressions) and CPC (cost per click-through). The publisher sets the minimum bids and all bids must be a multiple of five (the last digit must end in zero or five). Remember not to overbid: if someone bid \$100 for CPM and the web page received 100,000 hits, they would owe \$10,000!

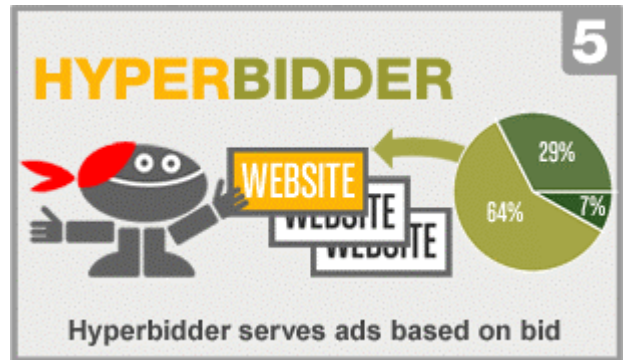
Multiplying the bid amounts you've entered times the weight of CPM and CPC determines your points. Cost per 1,000 impressions is multiplied by 65 and cost per click-through is multiplied by 35. These point totals are added together to create an advertiser's Total Points.

Total Points, as can be seen on the Current Bids page, are used to generate a Bid Rank for each advertiser. This Bid Rank determines how frequently an advertiser's ad media will appear on the publisher's web page. It is very important to note that Bid Rank, and not Total Points, determines the ad frequency of each advertisement. Thus, there is little benefit to building a wide margin in points over the other advertisers. If you are already the number one ranked advertiser, you cannot increase your ad frequency by continuously increasing the number of points between you and the other advertisers-it will always remain the same as long as you are the number one ranked bidder and no other advertisers bid on the campaign. This method prevents companies from purchasing all of the ad space to exclude their competitors. Hyperbidder allows all advertisers a chance at getting enough ad space to meet their needs. You can always increase your bid in case a competitor jumps ahead of you in the rankings. Click the "Place Bid" button if you are satisfied with your Total Points and want to submit the bid.

FINAL PHASE - WEBSITE WITH ADS SERVED THROUGH HYPERBIDDER

The campaign begins as soon as the first advertiser successfully places a bid for an approved advertisement. Immediately after that step is complete, and as long as the publisher has the correct Hyperbidder code in their web page, the advertisers' ad media will show up on the publisher's web page. The frequency with which the ads appear is determined by the bid ranks created during Hyperbidder's bidding process. Hyperbidder keeps track of the number of impressions and

click-throughs a website and its advertisements receive. This information can be viewed at any time by both advertisers and publishers on the Reports/Statistics page.



advertiser/publisher type. This way, a publisher does not have to create an entirely new advertising account for their business.

Advertisers can browse for campaigns, upload ad media, and bid on campaigns they have been approved for at any time. Advertisers must always be aware of the amount of money in their main and sub-accounts to ensure that none of the funds run out, resulting in an untimely suspension of their ad campaign.