

## **AdSapient Banner Manager Released Under Free License**

*The first free professional ad server software is now available to online community*

**September 10, 2005** - We decide to move one step closer to our customers releasing a special edition of AdSapient Banner Manger under a free license. Although limited in its ad serving volume to 1 million ad views per month it has all the functionality that the commercial enterprise version has.

Going open source is becoming de-facto marketing even among large corporations like Sun Microsystems and Microsoft. The availability of the software to the end users sometimes is a crucial point in whether it becomes popular or not. In the long run it is the community of users that decides how the software will evolve.

There are not very many open-source or free ad serving solutions currently on the market. [PhpAdsNew](#), [BannerBlair](#), [Ledscripts](#) just to name a few. In most cases they offer simple banner ad rotation scripts with functionality enough to satisfy small site's ad serving needs.

We offer a full-fledged 3rd generation professional ad server with advanced targeting, ad management, tracking and reporting features for free. With that we strive to establish strong customer relationships, create user community and encrease our client database. We also hope that the free edition will work as a jump-start for acquiring a commercial license. Users might use it on smaller ad serving volumes to test whether it meets their needs.

While shareware license was another alternative we could go to, we decided not to choose it, because shareware products are more prone to be hacked or tampered with. Besides the free limited edition works just in the same way, only it is not limited by the time of usage.

### **Free Edition Overview**

- no more than 1 million impressions per month may be served with the free edition;
- each user of the free edition should be registered;
- no tampering with the code or design is allowed. In case AdSapient, Inc. finds out any of such misuse, it has the right to reclaim the software license and stop its service for the user in question;
- each registered user can install the software only on one JBoss instance;
- being banner manager the software as such is limited to only one publisher account;

You can find out more by going to [this link](#).

AdSapient Team