1) What is contextual advertising and what is this advertising service.

This platform is designed solely for contextual online advertising. Contextual advertising is a method by which certain text or words on a web page are highlighted. When a user moves the mouse over these highlighted words, a popup window is displayed in place in which there will be one or more advertisements displayed. The words that are highlighted are picked from keywords present in the "adPlusPlus.com" database.

So if you want to publish web site/pages advertised you need to get your keywords and description of your product/service for every page of yours you want to advertise. Since we are highlighting text on the web pages of subscribers, it is directly based on its content and hence is called contextual.

2) This advertising platform is free of cost.

We do not charge anything from publishers who want to market their website. So we do not pay subscribers for each click or a bunch of clicks like other contextual advertising sites.

So how do we attract web site owners to display your advertisements? The answer is quite simple

-> "In order for you to be a publisher, you should be a subscriber as well".

So there is a symbiotic relationship between the publisher and the subscriber. This implicitly means that only web site owners who want to market their site and at the same time willing to display contextual advertisements will be the users of this platform. And further all the users of all these web sites temporarily become yours, i.e. they are potential visitors to your web site, through your ads.

2) Symbiotic

We automatically map the keywords of your advertisements to other related keywords which we call "adonyms". This tremendously increases the chances of your ad display. These adonyms are highly symbiotic in nature to your keywords. They can be all grouped.

3) Example,

Here is an example of a script that you have to include to publish your ad,

Here is an example of an ad that is displayed on the subscriber’s page,

4) What we promise to the users of this platform?

3.1) The service is free of cost.

3.2) The service is very simple to use. All you have to do is copy a few lines of "JavaScript" (the formal scripting language of the internet on the browsers).

3.3) We are fair to every publisher.

4.3.1) We have implemented a round robin method by which everybody gets an equal chance in displaying their ads.

4.3.2) A publisher can setup to a maximum of 5 web pages and 5 ad words (or keywords) per web page.

4.3.3) If a publisher removes the ad script from his/her web page, then the inactivity of the link in our database will be trapped and hence the its advertisement will be moved to the bottom of the queue and eventually maybe even removed.

4.3.4) If you do not want to use the service simply remove the script from your web page.

4.3.5) The only ad targeting algorithm we use is one which will detect the number ads displayed and clicked on your web page. Greater these numbers, greater is the chance of your ad being displayed on the subscriber web pages.

5) There is no need to register yourself or your web pages to advertise in our website. Simply include a few lines of advertising script on your web page.

6) The service is atomic. The only way you can publish your ads on other web pages, is by yourself displaying ads on your web pages.

7) We are context friendly.

7.1) We do not clutter your web page with tons of ads. We highlight a maximum of 5 keywords on your document.

7.2) We try to keep these highlights sparse so that it does not look cluttered and as well it helps in targeting a wide base of different users more efficiently eventually.

8) Example advertising script?

9) Why Free?

The internet is a medium for exchange of information in a free manner. Email, Search, Social Networking, Information and knowledge, and many many services are Free of cost. So in the same spirit this is an attempt to make online advertisements free as well.

10) Start Today

Generate your script now from the "Generate Script" tab on this web page.

11) Statistics

You can determine the number of times your ad was displayed and clicked from this web site. Please go to "Your Statistics" tab.

12) Patent information.