AD2ONE leaps on to Hotfrog opportunity

MEDIA RELEASE

Sydney, April 2nd, 2012: Premium Digital sales house AD2ONE has added Hotfrog to the extensive range of over 50 exclusive online properties that it represents.Hotfrog is a rapidly growing small to medium global business directory, where business owners can promote their products and services in a unique and personal way. The Australian site attracts 2.6 million unique visitors each month and has an active database of over 3 million Australian small to medium businesses.Kate Tilden, AD2ONEs commercial director for Australia, says the site offers a very localised service for users and a wealth of opportunities for small to medium businesses to promote their products and services. It also offers highly visible opportunities for advertisers to reach 3 million SMEs utilising both display advertising and Enews messaging which can be tailored to the users search key word and location.The level of targeting and visibility is higher than in conventional small business directories, says Tilden. It provides an environment where users are actively looking for a service, which minimises waste from an advertising perspective.Small business owners are encouraged to list their company details free of charge, broadening the utility for the site and adding to its online visibility. Tilden says, Many users find their way to Hotfrog via Google, but become repeat users once they realise the depth of local, relevant information that is available.As exclusive advertising partner for www.hotfrog.com.au and www.hotfrog.co.nz, AD2ONE can enable businesses to reach a relevant audience with highly targeted campaigns, adding to the sophistication of the schedule by including some of the other 50+ online properties the digital sales house represents.ABOUT AD2ONE - www.AD2ONE.com.auAD2ONE is a global digital group that provides exclusive advertising access to premium vertical brands for Australias leading agencies, marketers and publishers. UK headquartered AD2ONE offers fully integrated advertising solutions to marketers.The global AD2ONE group has been established since 2000 and was launched in Australia in 2004. The Australian operation operates throughout Australia, New Zealand and Asia Pacific and has seven offices globally including London, Singapore, Hong Kong, Dublin, Sydney, Amsterdam, Germany, Melbourne and Auckland. AD2ONES exclusive premium brands span many vertical sectors and include CNN, Skype, Reuters, Wotif.com, Expedia.com.au, Coles, Australian Radio Network, Optus and Ticketmaster. For media information contact:Dana Dobbie or Pru QuinlanEinsteinz Communications for AD2ONETel: +61 (0)2 8905 0995 Mobile: +61 (0)416 072 625Email: dana@einsteinz.com.au or pru@einsteinz.com.au

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