

AdToll.com: Introducing Default Ads for Publishers

By Purplex Pty Ltd

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In response to Publisher demand, AdToll has introduced a new feature which allows Publishers to set their own Default Ads in replacement of the AdToll network ads.

Launched in June 2007, AdToll is fast proving it self to be one of the most reliable and trustworthy Ad Management services online.

AdToll are also delivering on their promise to provide the functionality and tools Publishers (and Advertisers) need to effectively reach their goals.

In response to Publisher demand, a new feature has just been released which allows Publishers to set their own Default Ads in replacement of the AdToll network ads.

This gives Publishers the ability to take control of their ad space. Typical uses of the Default Ad would be to slot in ads from another ad network like Adsense or AuctionAds. The Publisher can even weight their Default Ad against the AdToll network ads to give them even more control and flexibility.

The advantage of the Default Ad is Publishers can use AdToll to sell ads on their site via Sponsored Ads and are no longer restricted to being provided AdToll network ads as fillers, which some Publishers do not desire. AdToll already has Publishers using the Default Ad at 100% weight which means they will not be served AdToll network ads at all.

For more information on the new Default Ad feature or AdToll please visit the web site at <http://www.adtoll.com>

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AdToll is owned and operated by Purplex Pty Ltd. The company was formed in 2004 by Dan and Paul, twin brothers. Their ambition is to provide high quality, personalised, interactive online services.

Category	Marketing, Technology, Business
Tags	ppc, Advertising, ad network, text ads, banner ads, default ads, adsense, adtoll, bidvertiser, adengage, adbrite, online ad network
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