

## **AdToll.com: The First Ad Network to Offer Peel Away Ads**

*By AdToll*

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AdToll's latest platform enhancement is the introduction of Peel Away Ads to their already long list of available ad formats. AdToll is the first ever ad network to offer this ad format and it is a testament to their ability to evolve, commit and adapt based on customer expectations.

Peel Away Ads until now have been out of reach for Advertisers due to their cost and availability. Now however with the mainstreaming of Peel Away Ads by AdToll.com, it is easy for anyone to market their product. Advertising is as simple as booking an ad on AdToll.com and providing a 500x500 banner image that is embedded into the "peel".

Web site Publishers can now also offer Peel Away Ads to their Advertisers, something which was just not possible in the past.

The release of peel away ads emphasizes what the Managing Director Dan Rucci stated from the very launch of the network - "The future is now for AdToll customers."

For more information on the new Peel Away Ads or AdToll please visit the web site at [http://www.adtoll.com/peel\\_away\\_ads\\_faq](http://www.adtoll.com/peel_away_ads_faq)

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