

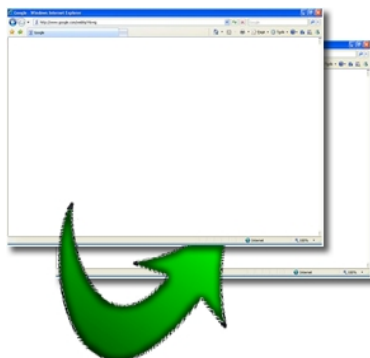


## Media Kit

### About Us

The HC Traffic Network is built on a self serve platform which allows advertisers to create and manage their own ad campaigns across a range of adult tube sites.

When a user visits one of our publishers sites, a pop under ad will be loaded in a new window beneath the existing window on the website. The advertisers URL will be displayed in a full size browser window.



A CPM live bidding environment provides a fair marketplace for both advertisers and publishers.

### Audience

Total Audience:	50,000,000 / month
Male:	99%
Median Age:	31.2
Age 18-34:	51.9%
Age 25-49:	54.7%

## Targeting and Tracking

Targeting options include geographic region, device (operating system) and zone id.

We provide accurate conversion tracking to measure ROI. Tracking can be setup using an image pixel or server2server tracking.

The following options are available for device targeting:

<b>Web</b>	<b>Mobile</b>
Windows 8	iPhone
Windows 7	Android
Windows XP	Blackberry
Windows Vista	Symbian
Windows 2000	iPad
Windows 98	Other Tablet
Mac OSX	Feature Phone

## Behavioural Retargeting

Retargeting campaigns allow advertisers to target users after they have left their websites. Behavioural retargeting works by placing a tracking pixel on your site which will add each visitor to an audience list. Campaigns can then be setup targeting these audience lists.

## Control

Control spend with daily limits on campaigns. Frequency capping allows for limitations on the number of times an individual user will see your ad.

All advertiser accounts are prepaid and accounts can be topped up by paypal or bank wire transfer. Please note the minimum \$1000 USD deposit.

## Support

All advertisers are assigned a dedicated account rep to provide support and advice where needed.

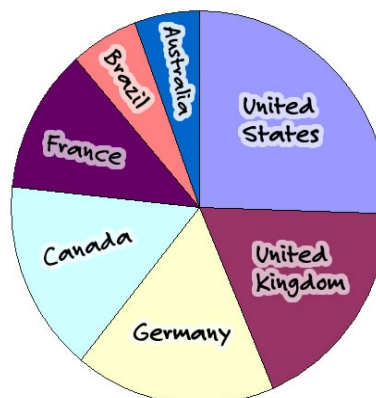
## Key Geographic Regions

### Minimum CPM Bids

▪ United States	\$1.99
▪ United Kingdom	\$3.99
▪ Canada	\$3.99
▪ Australia	\$4.99
▪ New Zealand	\$2.99
▪ Ireland	\$2.99
▪ Spain	\$1.99
▪ Italy	\$1.99
▪ Germany	\$2.99
Other	\$0.99



Top Regions By Volume



### Denied ad types

Any download offers (malware/adware)

Any illegal content

Any content which includes images of a person without consent

For more information please read our [terms and conditions](#)

Sign up for an advertisers account today:

<http://www.hctrffic.com/advsignup.php>