



EFFECTIVE ONLINE VIDEO ADVERTISING MADE EASY

Make more \$\$\$ with Video Ads

Online VideoAd Solutions for Publishers

Anupam Gupta, CEO, agupta@mixpo.com
November 6, 2008

Making Video Advertising accessible for Smaller Advertisers *through* Publishers




um, Hailey & Bellevue Idaho e-zine, news, real estate, skiing, biking, vacation rentals, resort, lodge, activities, golf and local events, web cams, lodging, people, pictures, video - Mozilla Firefox

History Bookmarks Tools Help

http://sunvalleyonline.com/


Investors Demos




Ketchum's city councilors Monday took another look at the massing developers say is necessary to preserve open space and still provide the top-level accommodations of a five-star resort. A site visit takes place at noon ...

Article > 1 2 3 4 5 - Pause

Neighborhood Profile: Downtown Ketchum



SunValleyOnline.com
Complete our readers' survey and you could win \$1000 cash or a \$500 gift certificate to Sun Valley Company!



Top Headlines

- Fire in Sun Valley - 2nd in the same weekend
- Sage fire northeast of Gun Club Nine
- The Hunger Coalition presents Dine Out Blaine County!
- WIZE Design Releases Vote Shirts
- Shoshone man tazed, jailed in Hailey
- Blaine County hauls in money, marijuana
- Dalai Lama returning to Sun Valley for Special Olympics
- Fire damages Wildflower pool house

Check out our weekly specials!

Ketchum:
Giacobbi Square, 208.726.5668

Hailey:
Alturas Plaza, 208.788.2294

Bellevue:
Valley Market, 208.788.7788

Open 7:00 am to 9:00 pm daily

Local Hotel Reservations & Map

Check-In 10/22/2008


Check-Out 10/23/2008

Adults 1 Kids 0

Category All Lodging

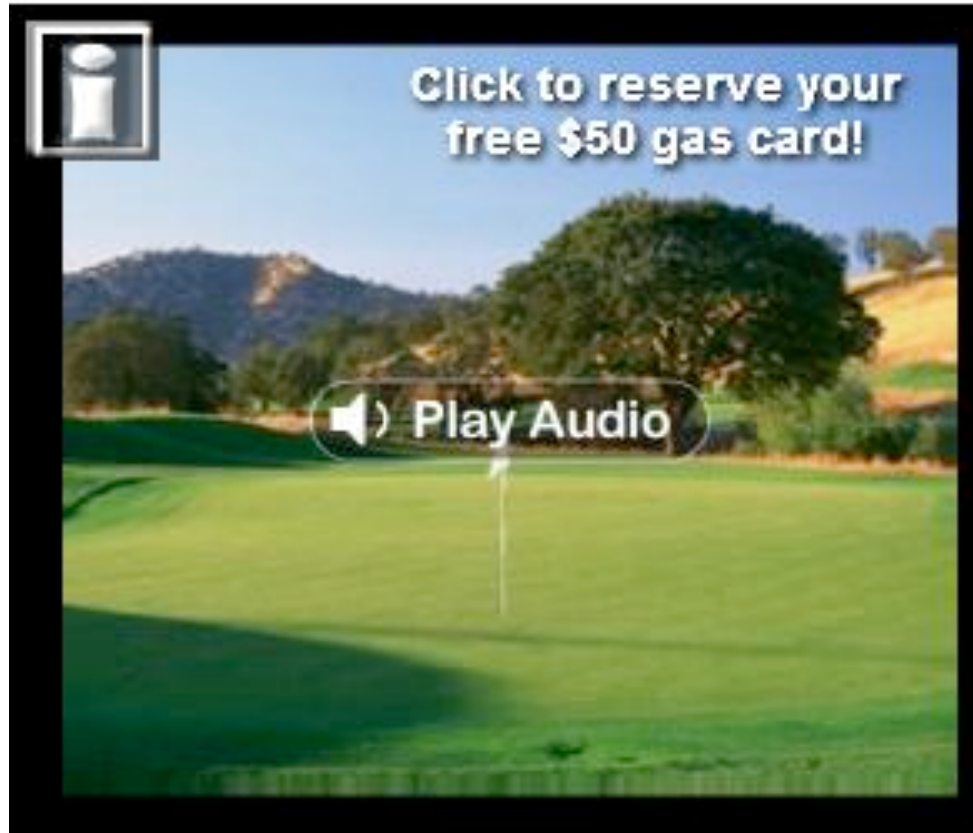
Search

Click the icon for the Sun Valley Map



Click for info about the Cellar Circle Wine Club

- **5x higher View Rates vs Banners**
- **+ Brand Exposure (71% viewed)**
- **+ 28% Conversions (Clicks)**



- **4x higher View Rates vs Banners**
- **+ Brand Exposure (70% Viewed)**
- **+ 13% Conversions (Leads)**

Real Estate Blog - What's helping us to sell homes? Video! - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://activerain.com/blogsvie/662966/What-s-helping-us

Most Visited Investors Demos

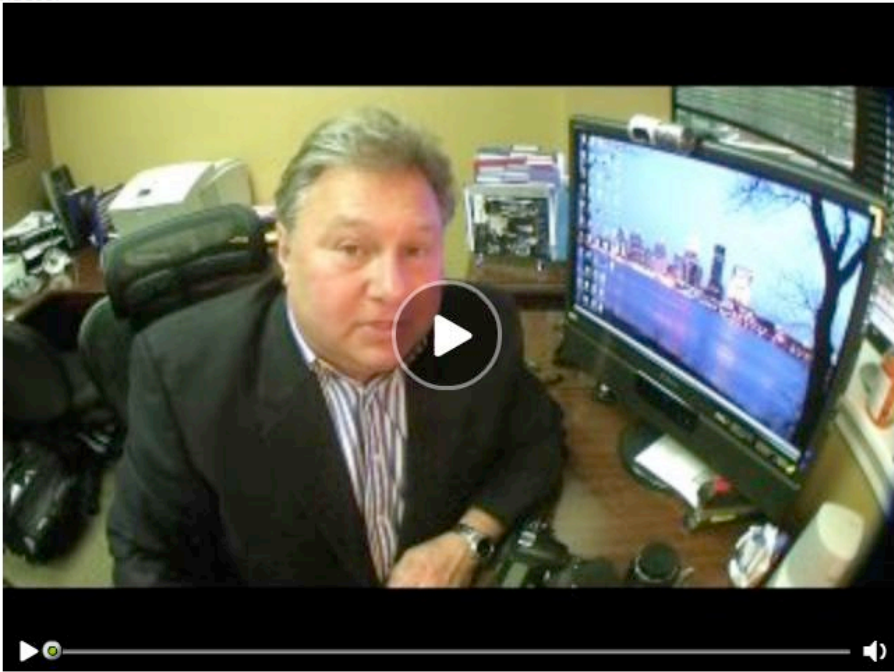
Real Estate Blog - Localism Success ... x Sotheby's Sun Valley Video Channel x Real Estate Blog - What's helping ... x

Find real estate listings in your city:

Home : Blogs : Bob Sokoler : Bob's Blog

What's helping us to sell homes? Video!

I was looking for an extra edge to sell homes and at the same time blow away the competition's listing presentations. We found what we needed when we started doing Exclusive TV Videos.



Bob Sokoler
Louisville, KY
[More about me...](#)
RE/MAX Properties East

Office Phone: (502) 992-4152
Cell Phone: (502) 376-5483
[Email Me](#)

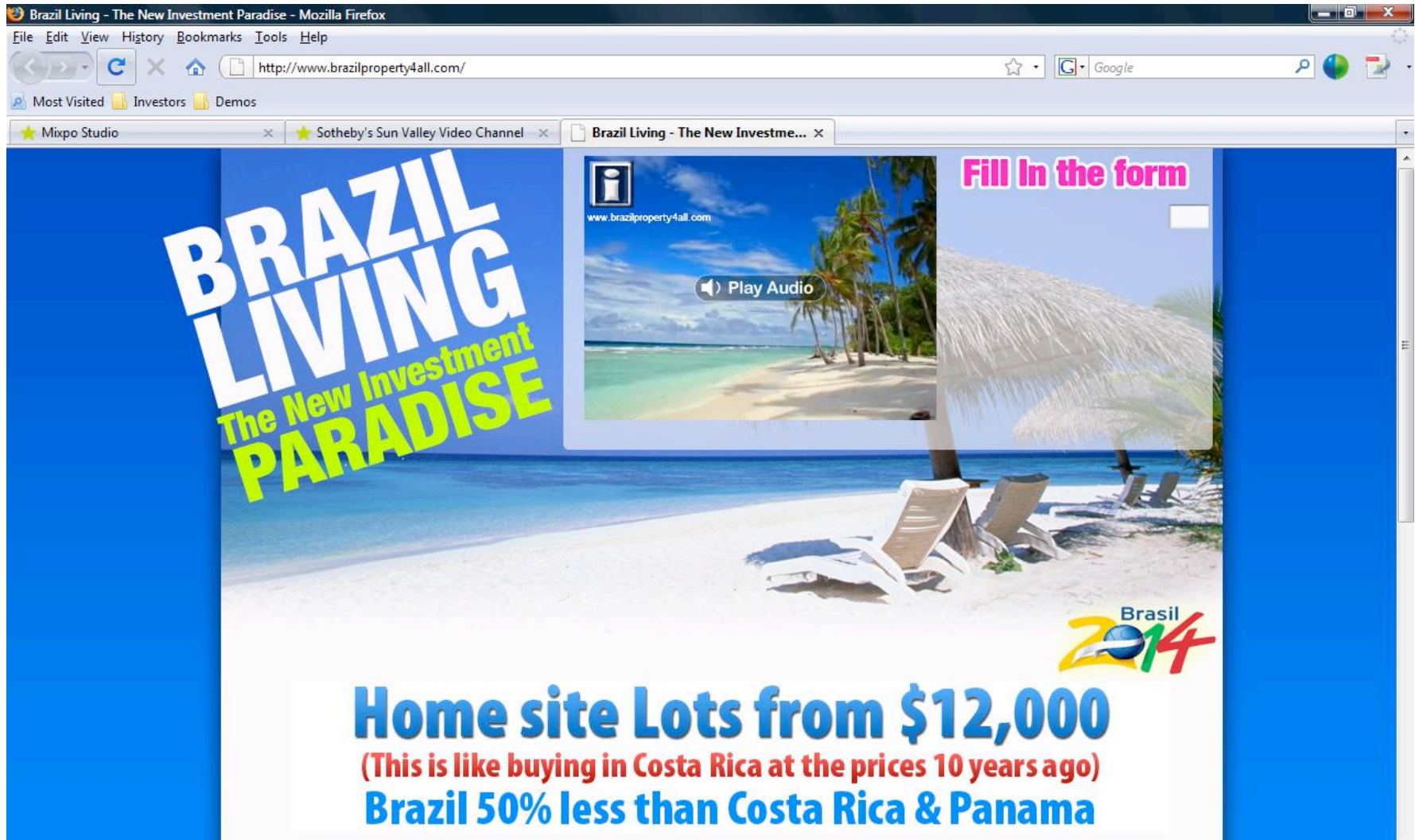
Tags

Links

- [The Medley Sokoler Team](#)
- [Bob Sokoler Web Site](#)
- [We Sell Louisville](#)

Archives

- [December 2006 \(1\)](#)
- [March 2007 \(1\)](#)
- [October 2008 \(1\)](#)
- [September 2008 \(2\)](#)
- [August 2008 \(2\)](#)
- [July 2008 \(3\)](#)
- [June 2008 \(3\)](#)
- [May 2008 \(1\)](#)



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The New Investment
PARADISE

www.brazilproperty4all.com

Play Audio

Fill In the form

Home site Lots from \$12,000
(This is like buying in Costa Rica at the prices 10 years ago)
Brazil 50% less than Costa Rica & Panama

Brasil 2014


Sotheby's Sun Valley Video Channel - Mozilla Firefox

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http://www.mixpo.com/container?id=730251b0-7588-45ea-9e55-a52143c1dd79

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Mixpo Studio Sotheby's Sun Valley Video Channel



Click for the latest listings

Sotheby's Sun Valley Video Channel

About Sun Valley Online
 SunValleyOnline.com is the Wood River Valley's home on the web! By providing a comprehensive source for daily breaking news, blogs, entertainment, marketplace advertisements, SunValleyOnline.com brings community members and visitors together to communicate about issues and timely Valley matters. Create your free email account, browse our marketplace of free classified ads, post messages on our blogs, plan your vacation to the Valley, and much more!

[Hide](#)

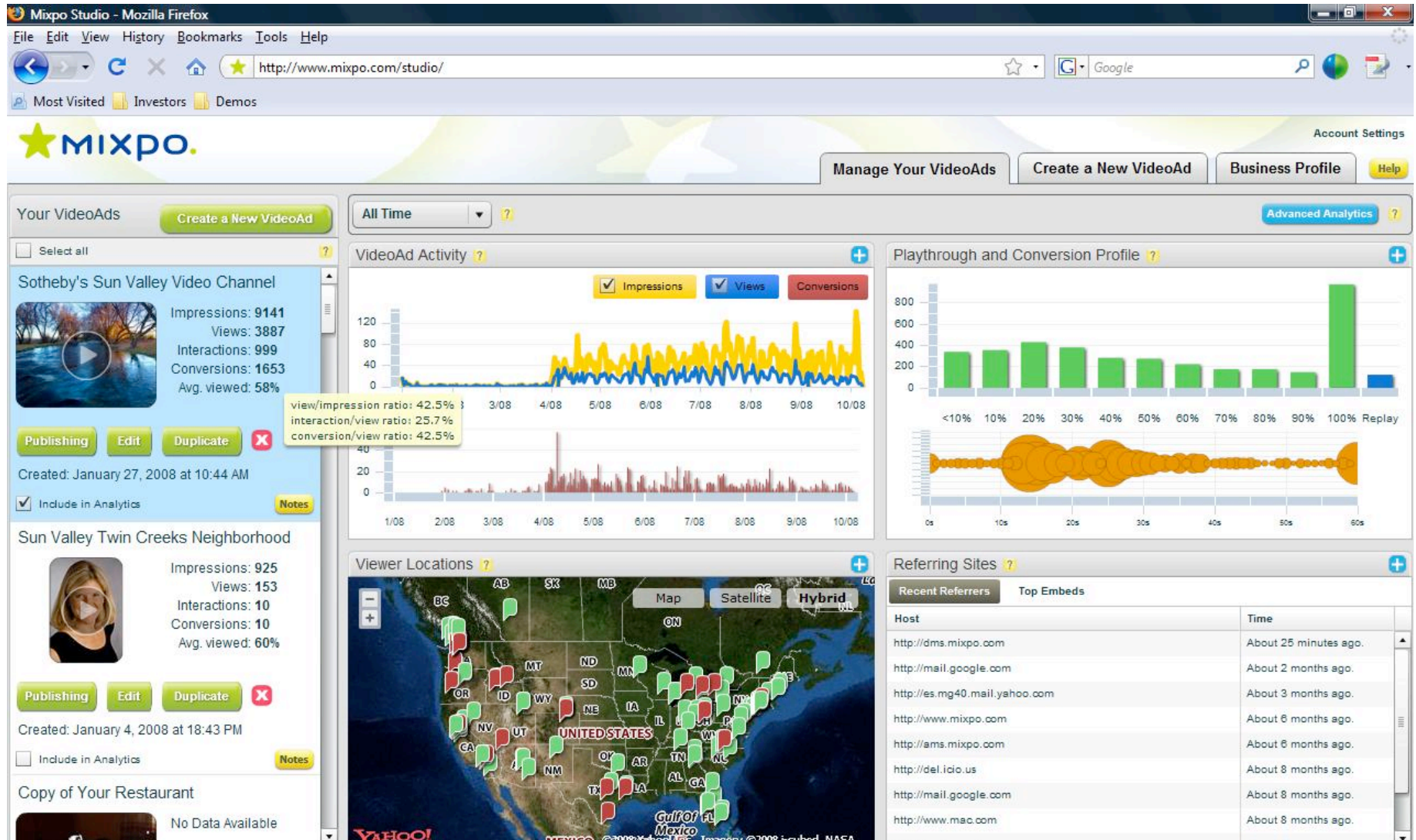
821 Countryside Blvd
 Hailey Idaho 83333
 United States

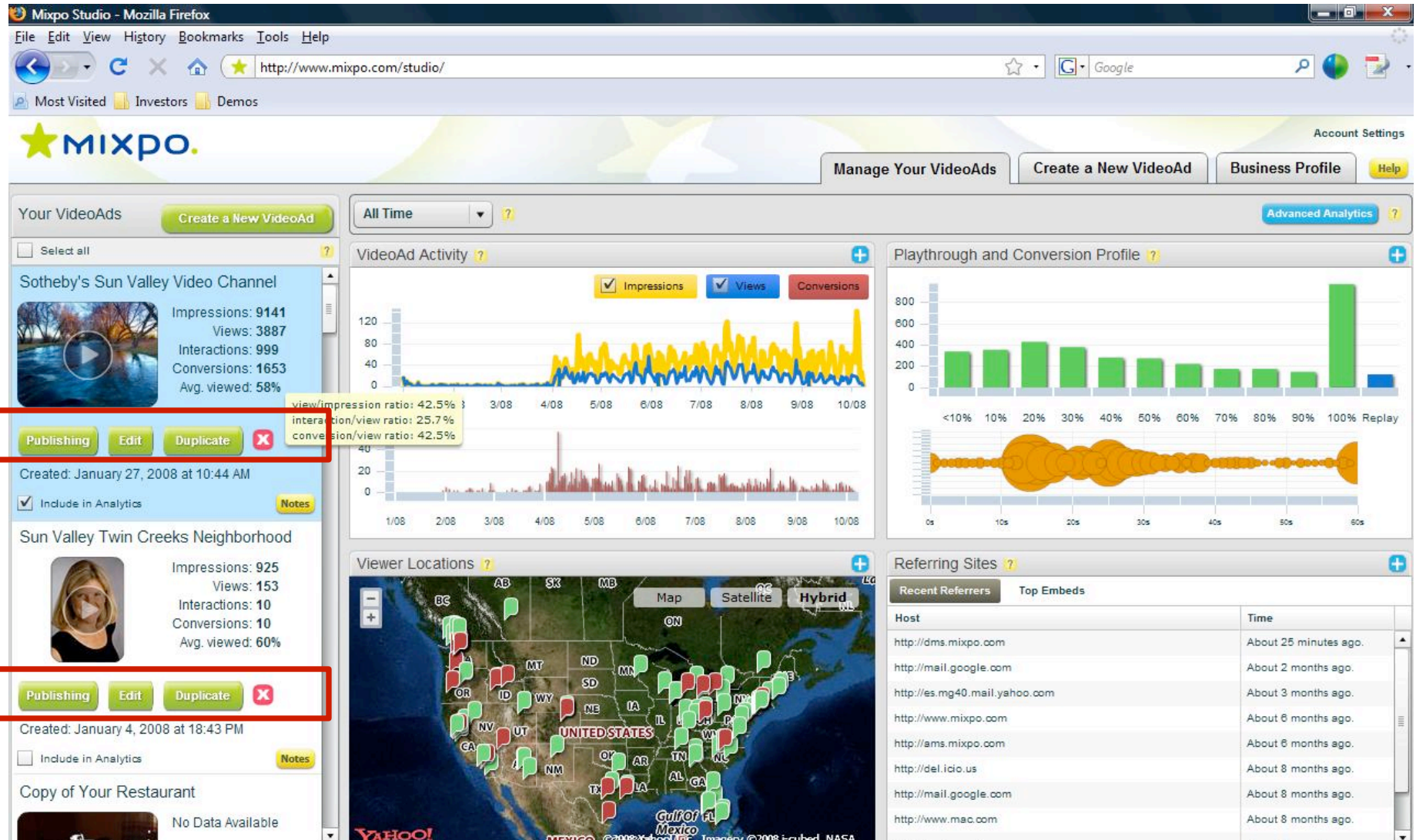
Link to this VideoAd
<http://www.mixpo.com/videoad/cwJRsHWIF>

Find this VideoAd at:

The ultimate private residence or sporting club within 1 hour of Sun Valley. 1444 acres with 3.5 miles of Silver Creek and The Little Wood River flowing through.

0:02/1:00





Mixpo Studio - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.mixpo.com/studio/

Most Visited Investors Demos

MIXPO

Account Settings

Manage Your VideoAds Create a New VideoAd Business Profile Help

Select a Starting Point

Upload Media ?

Categories: Real Estate Sort by: Newest ?

T Templates
 Y Your VideoAds
 S Shared VideoAds ?

New VideoAd

Start from scratch

0:00 Select

Residential cleaning template

0:34 2008 Oct 08 Select

Interior Design template

0:42 2008 Oct 03 Select

Real Estate Broker template

0:45 2008 Aug 28 Select

Construction - Local

0:46 2008 Aug 25 Select

Construction - On Time & I...

0:41 2008 Aug 23 Select

Construction - Customized ...

0:38 2008 Aug 22 Select

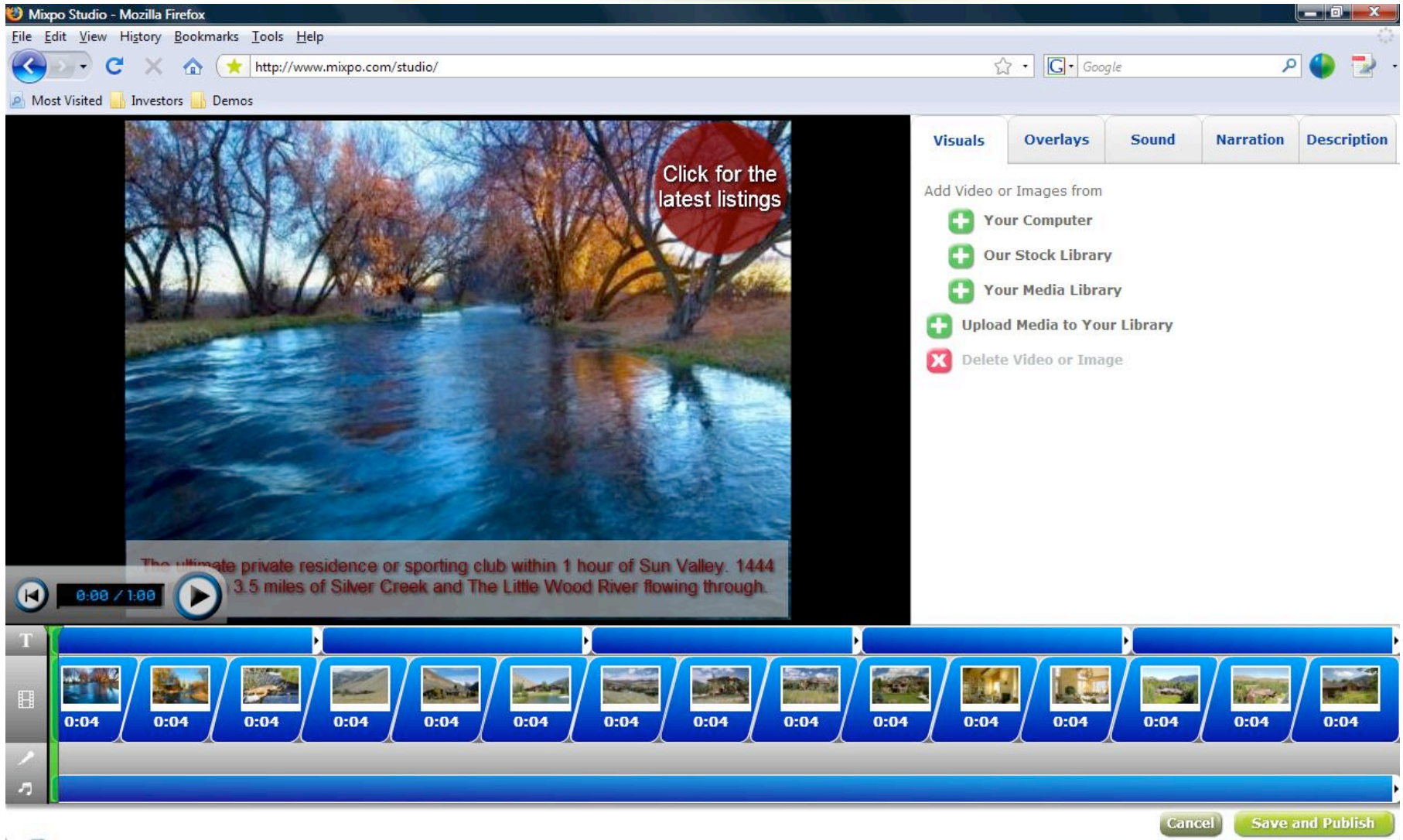
Construction - Quality Craft...

0:39 2008 Aug 22 Select

Construction - Sustainable ...

0:35 2008 Aug 14 Select

All
 Arts and Entertainment
 Automotive
 Computers and Electronics
 Education and Training
 Food and Dining
 Health and Medicine
 Home Improvement
 Politics and Public Issues
 Professional Services
 Real Estate
 Retail
 Travel and Tourism
 Other



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http://www.mixpo.com/studio/

Most Visited Investors Demos

Click for the latest listings

The ultimate private residence or sporting club within 1 hour of Sun Valley. 1444 3.5 miles of Silver Creek and The Little Wood River flowing through.

0:00 / 1:00

Visuals Overlays Sound Narration Description

Add Video or Images from

- + Your Computer
- + Our Stock Library
- + Your Media Library
- + Upload Media to Your Library
- X Delete Video or Image

0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04

Cancel Save and Publish

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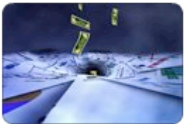
File Edit View History Bookmarks Tools Help

http://www.mixpo.com/studio/

Most Visited Investors Demos

Account Settings

VideoAd Publishing Options: Legal - Bankruptcy



To include your VideoAd in a Web site, select the options you want, and then click **Copy Embed Code**. Using an HTML editor, paste the code into the Web page where you want the VideoAd to appear.

Tip Embed the same VideoAd in multiple sites. For each unique embed, select the settings you want, and then copy the embed code.

Customize **Embed on Your Site** **Ad Rotation** **Syndication** **Sharing**

Embed Size ?

☐ 800x600 pixels (biggest size)

☒ 640x480 pixels (big size)

☐ 320x240 pixels (small size)

☐ 300x250 pixels (standard ad unit size)

VideoAd Identifier ?

d7efbadd-0e93-407e-81ca-51896740b945

Copy to Clipboard

Auto Play ?

☐ Yes, Auto Play with Audio Muted **Play** **Continuously** ▼

☐ Yes, Auto Play with Audio On

☒ No, Click to Play

Embed Code ?

```
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000" id="playerMock" codebase="http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab" width="640" height="480"> <param name="movie" value="http://swf.mixpo.com/player/main.swf" /> <param name="quality" value="high" /> <param name="bgcolor" value="#000000" /> <param name="allowScriptAccess" value="always" /> <param name="allowFullScreen" value="true" /> <param name="flashvars" value="guid=d7efbadd-0e93-407e-81ca-51896740b945&host=www.mixpo.com&forcePlay=true" /> <embed src="http://swf.mixpo.com/player/main.swf" quality="high" bgcolor="#000000" width="640" height="480" name="playerMock" align="middle" play="true" loop="false" quality="high" allowScriptAccess="always" allowFullScreen="true" flashvars="guid=d7efbadd-0e93-407e-81ca-51896740b945&host=www.mixpo.com&forcePlay=true" type="application/x-shockwave-flash" pluginspage="http://www.adobe.com/go/getflashplayer"> </embed> </object> <a href="http://www.mixpo.com" style="font-size: 10px; display: block">VideoAd by Mixpo</a>
```

☒ Select to include "VideoAd by Mixpo" link under your VideoAd.

☐ Select to enable Flash® Player upgrade message if needed (JavaScript™ required).

Copy Embed Code

VideoAd Status: Published

Cancel **Save and Publish**

Mixpo Studio - Mozilla Firefox


File Edit View History Bookmarks Tools Help

http://www.mixpo.com/studio/

Most Visited Investors Demos

Account Settings

VideoAd Publishing Options: Legal - Bankruptcy



Mixpo hosts your VideoAd on its own home page and can automatically optimize your VideoAd for search.

Tip

- To preview your VideoAd home page, go to the Dashboard and click the thumbnail.

Customize **Embed on Your Site** **Ad Rotation** **Syndication** **Sharing**

Direct Link to Your VideoAd ?

Copy this URL and paste it into your browser address box to view your VideoAd home page.

<http://www.mixpo.com/videoad/Legal-Bankruptcy/1--63Q6TQH6ByIGJZ0C5RQ> **Copy Direct Link**





This VideoAd's Business information is currently incomplete!

To increase the likelihood that customers will locate your VideoAd through Internet search, fill out the business name, description, and keywords fields in your Business Profile. To see the Profile, click Save and Publish, and then click the Business Profile tab.

Automatic SEO ?

Select to automatically submit your VideoAd to the world's most popular search engines so customers can easily find it.

☐ Auto-Submit to Search Engines

YouTube Syndication ?

☐ Syndicate to YouTube ☒ Use Mixpo's YouTube account ☐ Use my own YouTube account

VideoAd Status: Published

Cancel **Save and Publish**

- **Video Advertising is growing rapidly**
- **Make more money with VideoAds**
- **Bring easy & effective advertising to your Advertisers**
- **Offer VideoAds as rep-assisted or self-serve models**