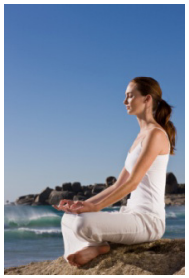
Display Advertising

New Media Advertising Agency

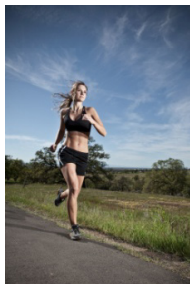
Show me the way

Dada's **New Media** agency, Dada Ad, is focused on direct, display and performance-based digital products.

Direct ADV: Dada Ad offers its expertise for direct mobile products (SMS, MMS, VMS) and DEM in Italy and Brazil. Currently, Dada Ad is the exclusive new media advertiser for the carrier H3G and holds exclusive licenses for sending direct products to a database of highly profile users.



Display ADV: Dada Ad plans effective premium campaigns (banners and special projects) aimed at a highly-profiled target audience. Dada Ad advertises on its own network (Blogo, Splinder, Aziende, etc.), on websites with which Dada Ad has agreements (Flashgames,MotoGP,Everyeye, just to name a few) and on both "on and off net" wap portals (H3G, Claro, Oi).



Performance Adv: Dada Ad manages LowCPM, CPC and CPA through its new network Simply, as well as through other select ad networks.

Dada Network Web Premium

The strength of tranquility.

Planning Adv premium placement in the best tabular means to locate, operate special projects, choosing time slots or clusters of users.

Dada in the Network properties are vertical where to use your communication better.

Blogo.it

Blogo.it is an independent publishing society that works in the digital media sector and publishes a series of thematic blogs.

I siti del network Blogo.it

Attualità
- crimeblog
- polisblog

Motori
- autoblog
- motoblog

Cittadini
- 02blog
- 06blog

Spettacoli
- tvblog
- cineblog
- gossipblog
- blogapuntate

Hi-Tech
- melablog
- mobileblog
- gadgetblog
- clickblog

Lifestyle
- bebeblog
- benessereblog
- pinkblog
- fashionblog
- queerblog
- deluxeblog
- ecoblog
- oroscopoblog

Arte
- artsblog
- booksblog
- designerblog
- soundsblog
- comicsblog

Informatica
- downloadblog
- blogvoip
- ossblog
- gamesblog

Tempo Libero
- betsblog
- happyblog
- toysblog
- gustoblog
- travelblog
- softblog
- yachtandsail

Finanza
- soldiblog
- finanzablog

Sport
- motorsportblog
- outdoorblog
- calcioblog

Blogo.it

More than 3.138.000* unique users per month
More than 24.700.000* page views per month

- With more than 3 million unique users, following Repubblica.it (10,8 millions), Corriere.it (10.1 millions) and in line with Gazzetta.it
- More than 101.226 unique users per day
- More than 7.000 comments from readers per day

*Dati Nielsen

Sponsorship

+

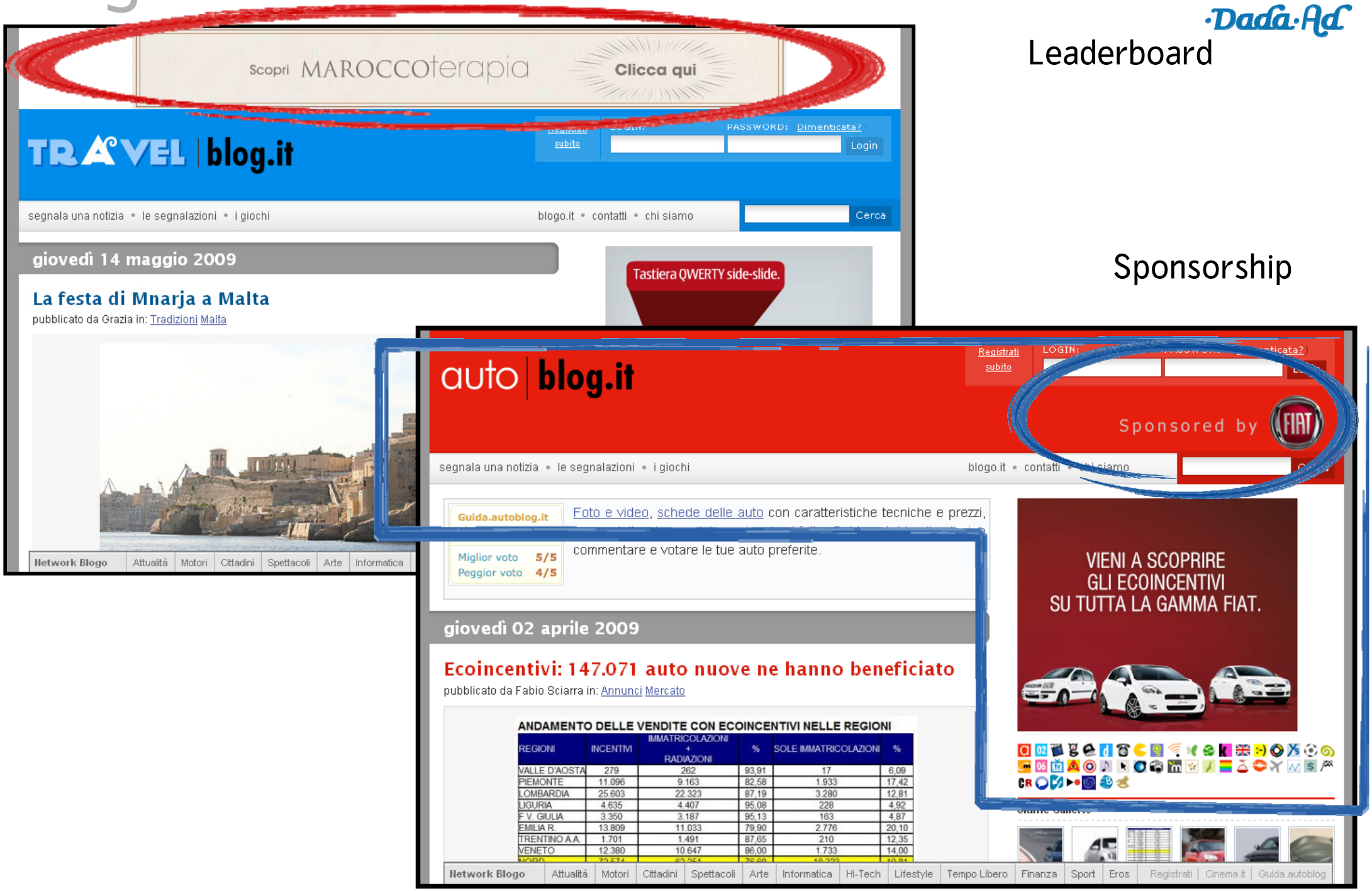
Large Rectangle

Wide Skyscraper Superbanner

Large Rectangle Postsponsored

Leaderboard

Sponsorship



Skyscraper

Superbanner

Postsponsored

Large rectangle

10€ in regalo
ogni 20 € di ricarica
PER CHIAMARE TUTTI
mobile | blog.it
Registrati
LOGIN:
Dimenticata?
Login
Sponsored by TIM
Vivere senza confini
segnala una notizia • le segnalazioni • i giochi
blogo.it • contatti • chi siamo
Cerca
TIM Premia
10€ in regalo ogni 20€ di ricarica
PER CHIAMARE TUTTI
SCOPRI L'OFFERTA
CLICCA QUI
TIM
Vivere senza confini
mercoledì 06 maggio 2009
Nimbuzz. Finalmente disponibile anche per Nokia 5800!
pubblicato da Fabio Parri in: Internet Software VoIP Symbian Serie 60 Tube 5800
Download NOW! http://nimbuzz.com
YouTube
1:38 / 1:56
HD
10€
Ultime Gallerie
Vedi tutte le gallerie
Newsletter
Iscriviti alla newsletter gratuita di mobileblog.
Quanto
Network Blogo
Attualità
Spettacoli
Arte
Informatica
Hi-Tech
Lifestyle
Tempo Libero
Finanza
Sport
Eros
Cinema.it
Guida.autoblog

Dada.Ad

Mi sembrava un po' troppo tempo che non avevamo notizie dagli sviluppatori di XDA! Detto fatto, ecco arrivare l'ennesima fantastica applicazione per Windows Mobile frutto del lavoro di questo motivatissimo team indipendente di programmatori.

Il programma di cui parliamo oggi, FingerKeyboard2, è descritto dal suo autore come in grado di offrire 'la migliore esperienza di digitazione mobile di sempre'. Di che si tratta? In pratica, di un pannello per l'immissione dati custom, dotati di numerosissime funzionalità:

- ottimo look dell'interfaccia visiva;
- supporto sia delle modalità portrait che landscape;
- supporto delle risoluzioni WVGA e WQVGA;
- supporto a layout per varie lingue (italiano compreso);
- tastierino numerico per l'inserimento rapido delle cifre;
- schemi di colore selezionabili;
- supporta i suggerimenti dei nomi da parte di Windows Mobile Contact e Word;
- taglia+copia+incolla, home, end, cancellazione di una parola, di una riga, e di tutto il testo;
- emoticon predefinite per la digitazione veloce degli smiley;
- scorciatoie predefinite per il browser e gli indirizzi email;
- molto personalizzabile;
- possibile attivare il suono dei tasti quando si digita;
- dotato di utilità di configurazione che consente di selezionare lingua e schema di colore.

Come per la maggior parte delle applicazioni sviluppate da XDA, non posso che consigliarvi di provarla ;)

[Via PocketNow]

1 commento (1 Voti | Media: 5 su 5)

TELE2 Da oggi passare a TELE2 è facile e gratuito

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Gruppo Dada: register.it, aziende.it

Footerboard

Skyscraper pos 2

Blogo.it
New Formats

Blogo.it: *Ad Hoc* Page

The *Ad Hoc* page is only added to campaigns with more than 500,000 impressions.

The text may be chosen by the client.

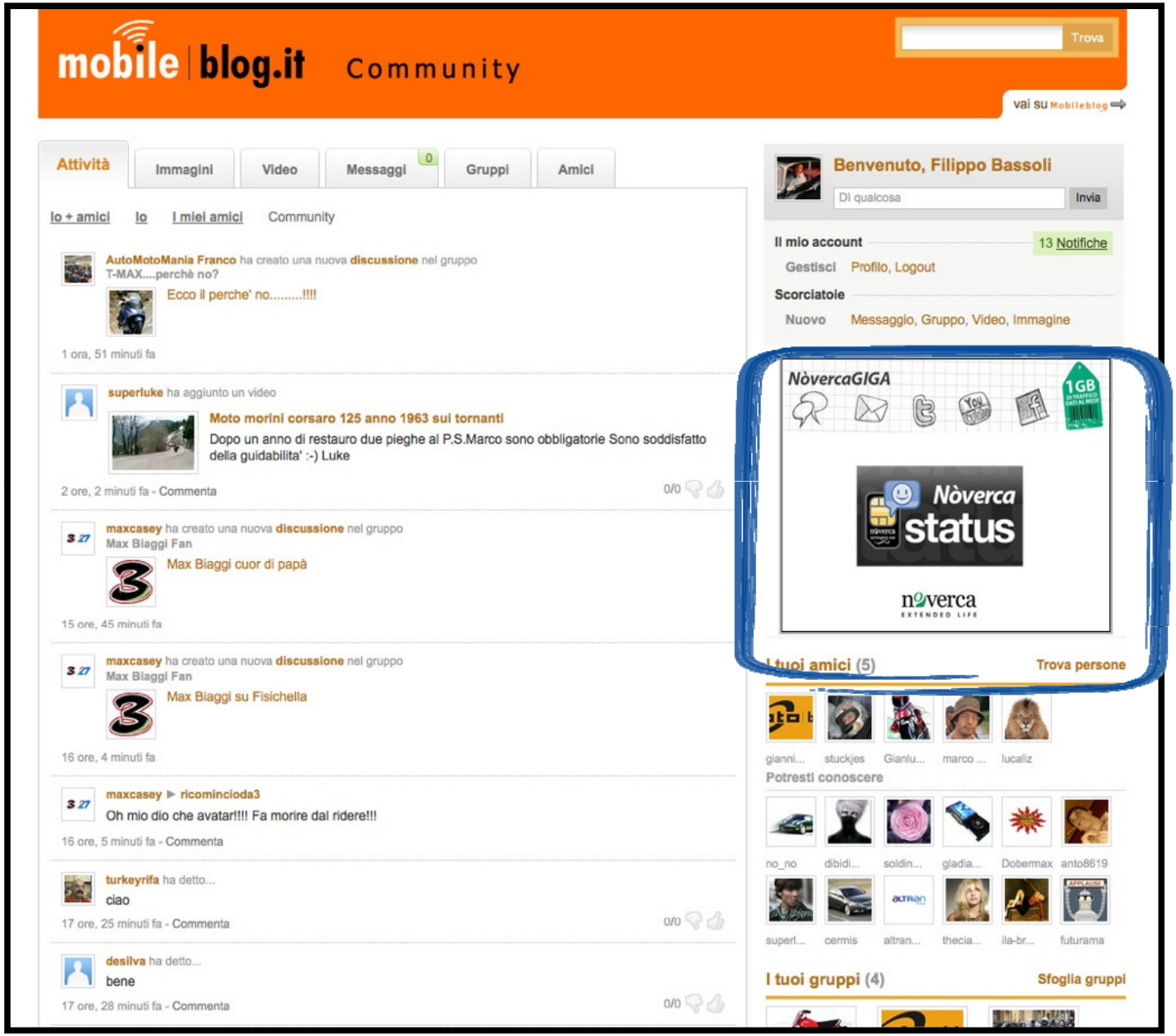
Large rectangle

Blogo.it:Full Page

The full page is made up of a lightly transparent menu in the front position (without scroll-down options), similar to the “Blogo Network” menu at the bottom of the page. When it is clicked, a full page-sized banner will open. The advertisement can be a banner, a website or a video.

Blogo.it

Banner inside community.

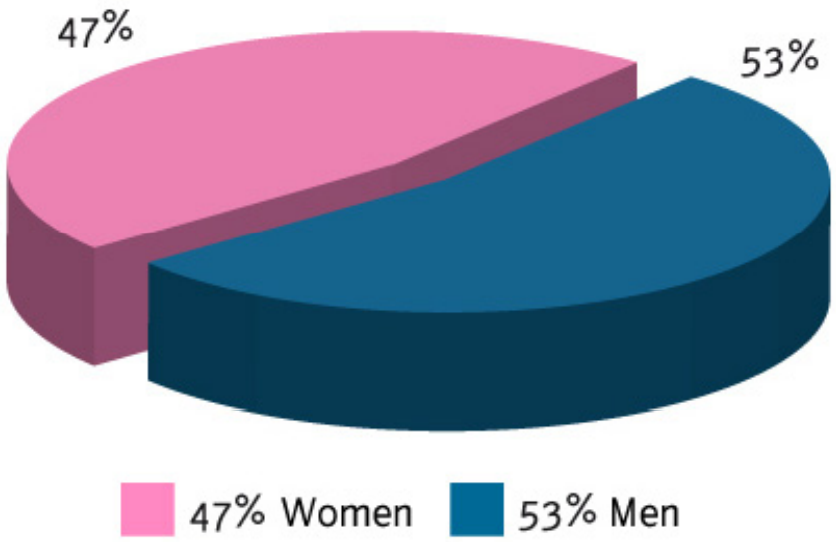


Large rectangle

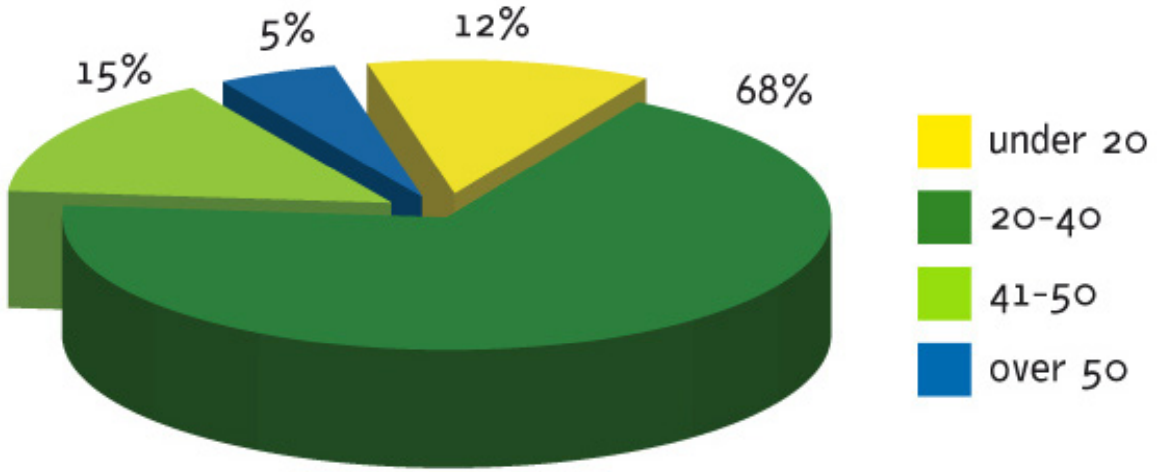
Blogo.it

Target users on the Blogo network are highly diversified; all kinds of interests find a place on vertical blogs which are capable of providing fresh and interesting news that is difficult to find elsewhere. Some of the vertical blogs are benchmarks in their sectors with active bloggers and opinion leaders.

Sex



Age



Blogo.it

Blog	Page Views	Unique Users
o2blog.it	462.000	111.000
o6blog.it	302.000	100.000
artsblog.it	266.000	54.500
autoblog.it	9.987.000	1.275.000
bebeblog.it	170.000	45.000
benessereblog.it	341.000	115.500
betsblog.it	41.000	14.000
blogvoip.it	50.000	17.500
blog.yachtandsail.it	100.000	20.000
booksblog.it	186.000	67.000
calcioblog.it	766.000	137.000
cineblog.it	1.462.000	353.500
cinema.it	279.000	39.500
clickblog.it	582.000	126.500
comicsblog.it	543.000	106.500
crimeblog.it	259.000	70.000
deluxeblog.it	888.000	105.000
designerblog.it	405.000	83.500
downloadblog.it	1.000.000	292.500
ecoblog.it	616.000	176.500
englishblog.it	35.000	6.000

Blog	Page Views	Unique Users
fashionblog.it	806.000	160.500
finanzablog.it	47.000	19.000
gadgetblog.it	710.000	210.000
gamesblog.it	1.400.000	325.000
gossipblog.it	3.022.000	475.000
gustoblog.it	300.000	95.000
happyblog.it	585.000	140.000
melablog.it	1.710.000	514.500
mobileblog.it	980.000	296.000
motoblog.it	3.786.000	587.500
motorsportblog.it	480.000	97.500
oroscopoblog.it	50.000	15.000
ossblog.it	334.000	114.500
outdoorblog.it	105.000	30.000
pinkblog.it	620.000	170.000
polisblog.it	250.000	55.000
queerblog.it	478.000	95.000
soldiblog.it	171.000	67.000
soundsblog.it	703.000	212.500
travelblog.it	557.000	167.000
toysblog.it	500.000	129.000
tvblog.it	5.588.000	1.022.000

* Google Analytics data related to March 2009. The update data will be reported monthly by sending an Excel.

Guide.Supereva.it

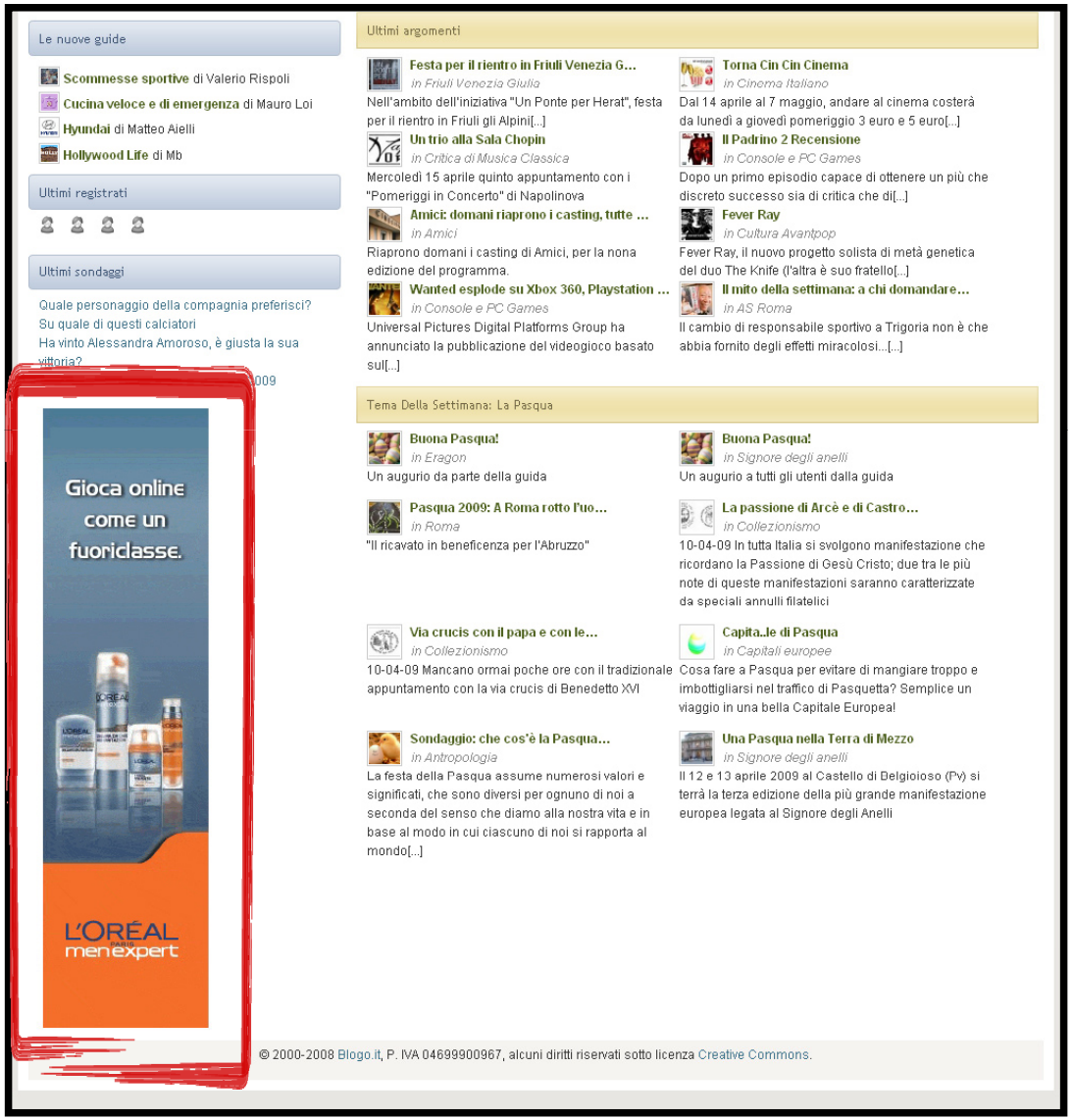
• 29 ottobre 2009

The famous online Guides are back with an all new format, full of useful information dedicated to various topics. These online guides were the forerunners of modern day blogs.

Leaderboard

Large rectangle

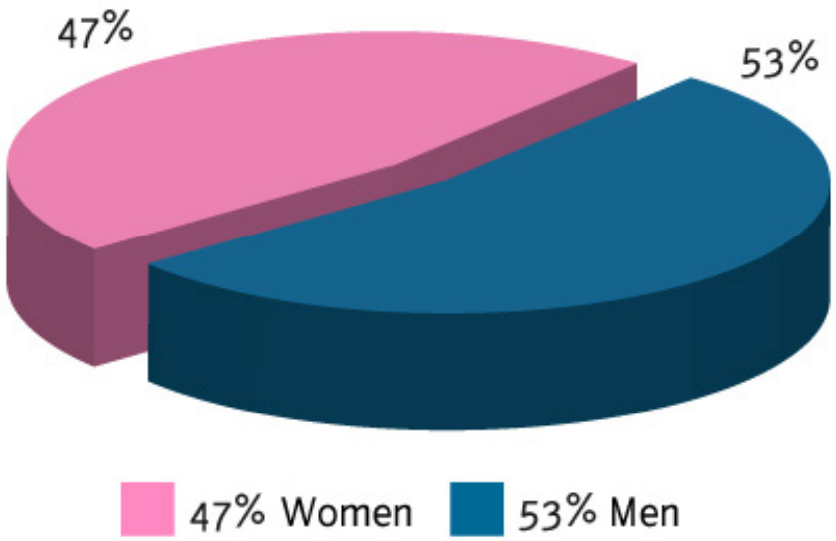
Skyscraper



Guide.Supereva.it

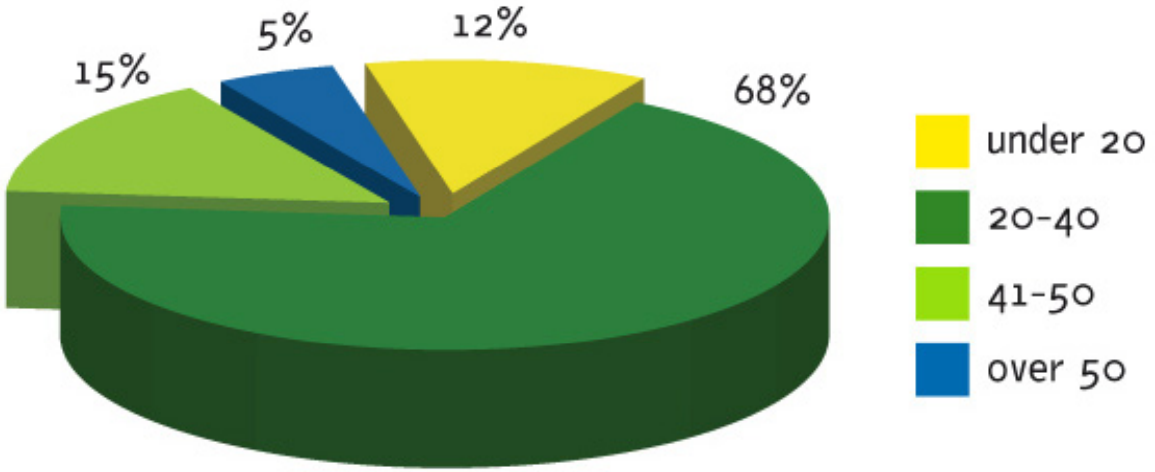
Made up of people which are capable of providing fresh and interesting news.

Sex



UNIQUE USERS	PAGE VIEWS
957.000*	7.500.000 *

Age



* Google Analytics data related to March 2009. The update data will be reported monthly by sending an Excel

Splinder.it

Splinder started in 2001 as the first blog platform in Italy with more than 200,000 active blogs. It is much more than just a blog website: Splinder has an area dedicated to images, audio files, videos and with a growing community made up of users who interact with each other.

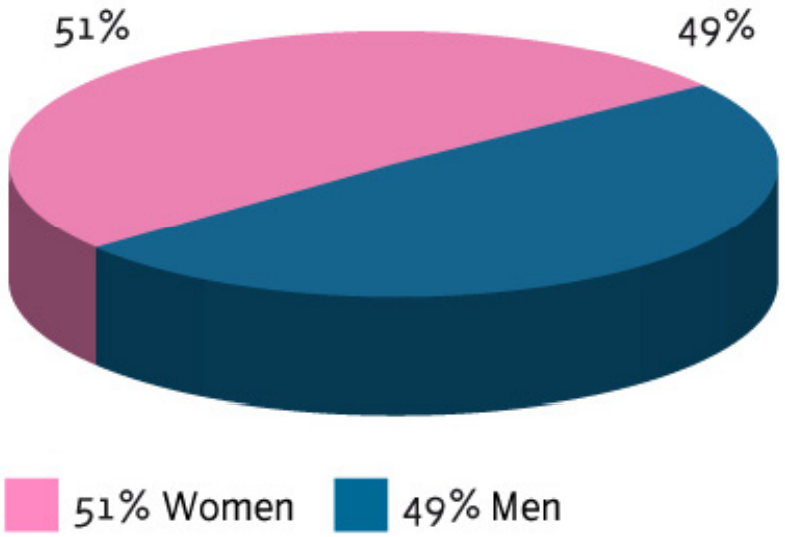
Skyscraper

Square

Splinder.it

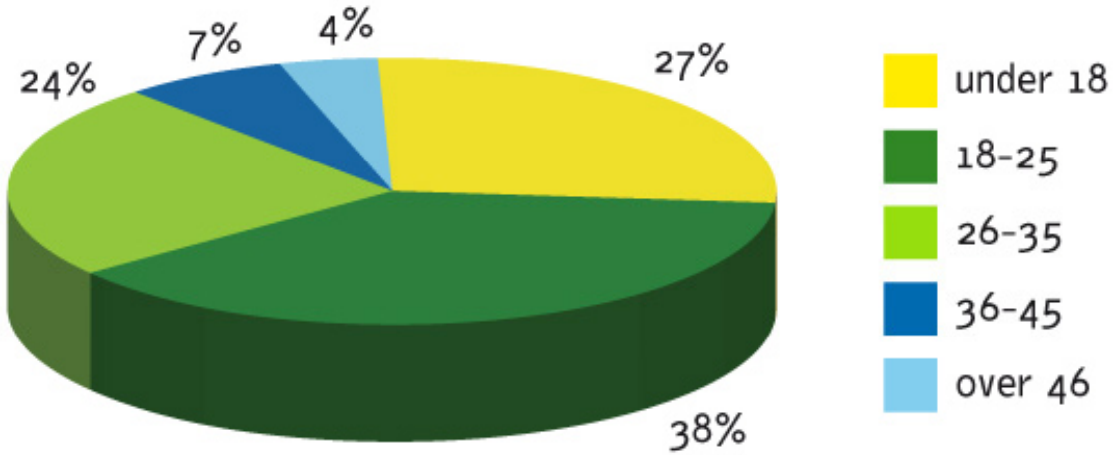
Splinder's users have diverse interests. It's a community for well-known bloggers, writers, journalists, and famous people who have found their personal space here. They can express themselves and give life to the phenomenon called social networking.

Sex



UNIQUE USERS	PAGE VIEWS
6.000.000 *	43.000.000 *

Age



* Google Analytics data related to March 2009. The update data will be reported monthly by sending an Excel

Comparative Table

	blogo	guide.superEva.it	splinder
Who publishes and what do they publish?	Every blog is written and edited by a group of professional bloggers/journalists. All articles on Blogo.it sites are published exclusively by the editorial staff. Reader can participate by leaving comments at the bottom of the page, after every article. All comments are moderated by the editorial staff.	Each guide focuses on a specific topic. The guides are independently managed by professional experts who are interested in the subject matter. These experts are selected by the superEva team to offer their knowledge to web users thanks to a vertical portal created by DADA, with content and community tools through which each and every guide can interact with its readers. All articles are edited by a supervisor and all comments are moderated.	Splinder is one of the first to offer blogging communities in Italy. Today Splinder is an international reference point in the blog community sector. All registered users have a user profile where they can provide information to share with other users, such as interests, a brief description, etc. Any user can start a blog. Splinder is home to some of the most charismatic blogs on the net. Comments are free or moderated according to the preferences of the blog owner.
Types	Vertical thematic blogs – e.g. auto Thematic posts	Thematic posts Hyper-vertical blogs – e.g. Renault	Personal posts On diverse topics
Facts and Figures	• With 6.5 million unique monthly users, Blogo.it is ranked third place among the most popular news sites in Italy, just after Repubblica.it and Corriere.it • Oltre 300.000 utenti unici giornalieri (gennaio 2009) • 6.000 post pubblicati nel corso del mese di gennaio 2009	• The guides are divided into 10 channels. • Edited by more than 200 experts	• Splinder now has more than 330,000 blogs and 517,000 subscribed users. • Every month more than 10 million unique users visit Splinder and with more than 55 million page views. With these figures, Splinder is one of the most visited blog platforms in Italy.

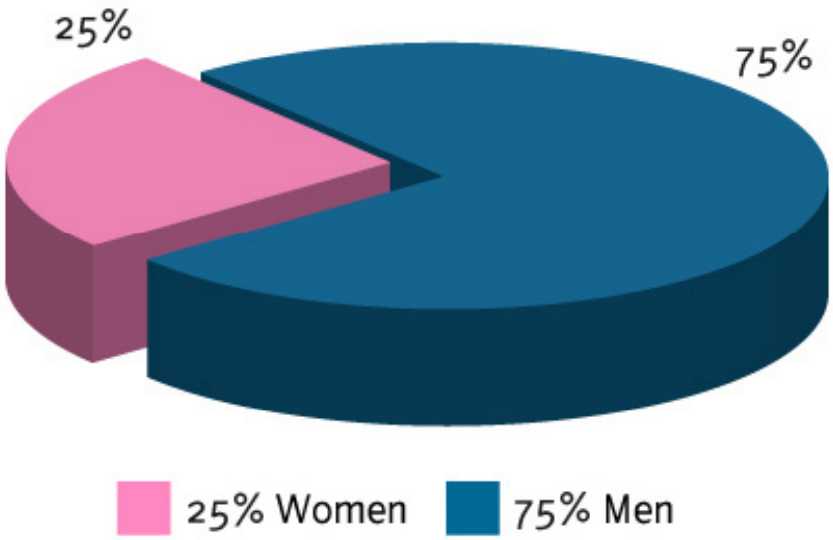
Aziende.it

A directory for small and medium sized businesses online where you'll find a rich database of subscribed companies in different areas of merchandise. A fortnightly newsletter highlights meeting areas for professionals and describes commercial and industrial realities.

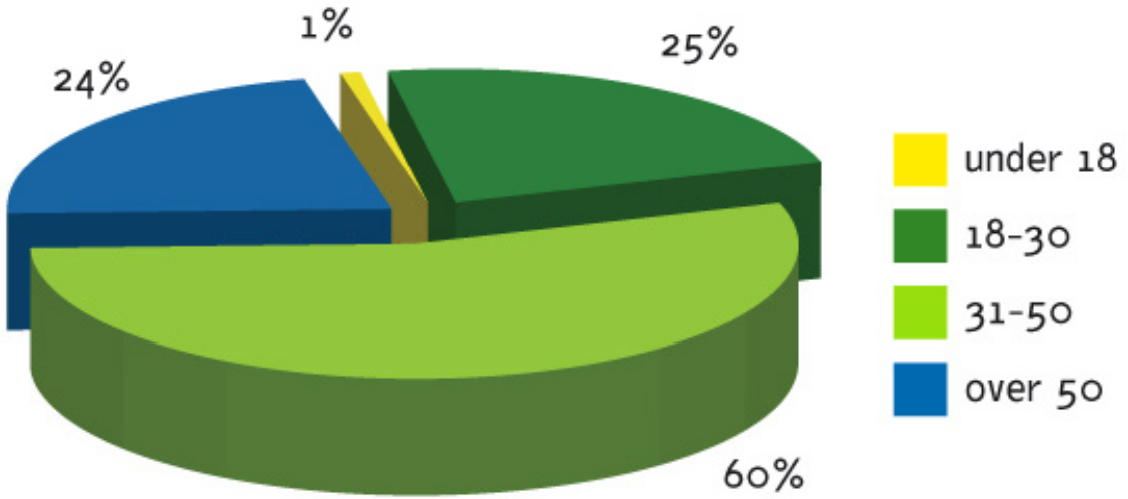
Large Rectangle

The typical user is a professional, entrepreneur or decision maker in small or medium sized businesses.

Sex



Age



Register.it

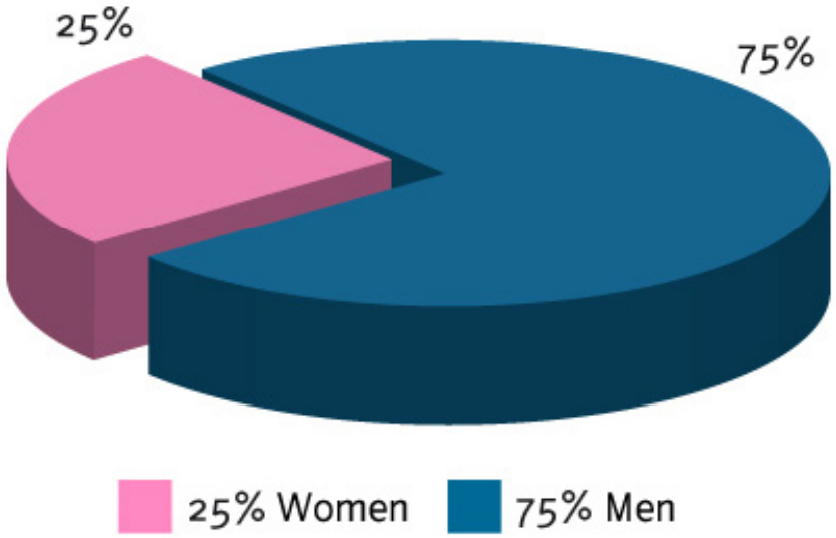
Register is the Italian leader in domain name registration. This company is among the most important in Italy in managing the online presence of people and above all companies.

Leaderboard

Register.it

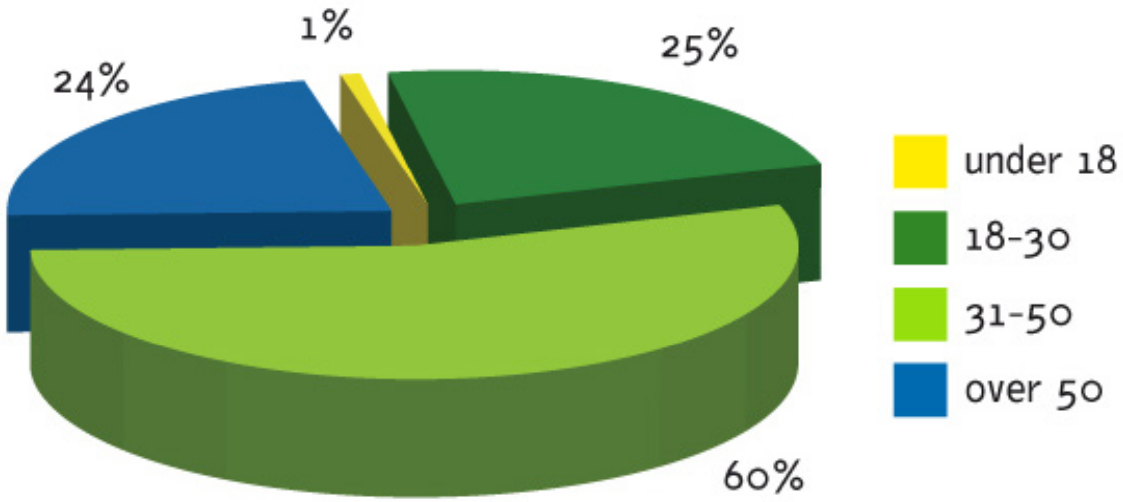
Users have a clear business profile, are accustomed to buying online, and are comfortable and confident using technology.

Sex



UNIQUE USERS	PAGE VIEWS
720.000*	24.000.000 *

Age



*Google Analytics data related to March 2009. The update data will be reported monthly by sending an Excel.

Fueps.com

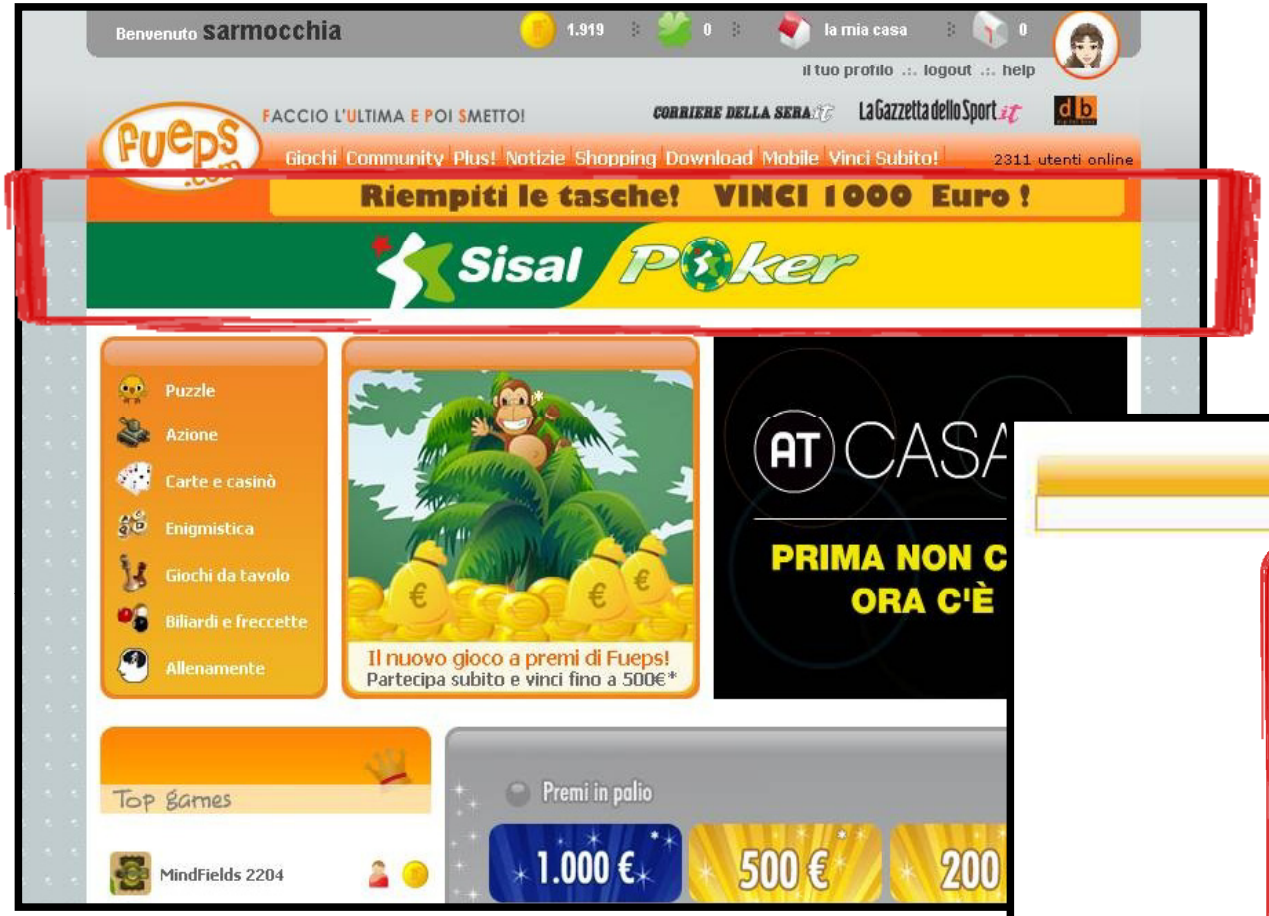
Fueps.com, acronimo di "Faccio L'Ultima E Poi Smetto", è il primo portale italiano di social gaming spazia dai giochi d'azione a quelli di parole, dalle carte al biliardo, ai puzzle games.

Leaderboard

Large Rectangle

Fueps.com

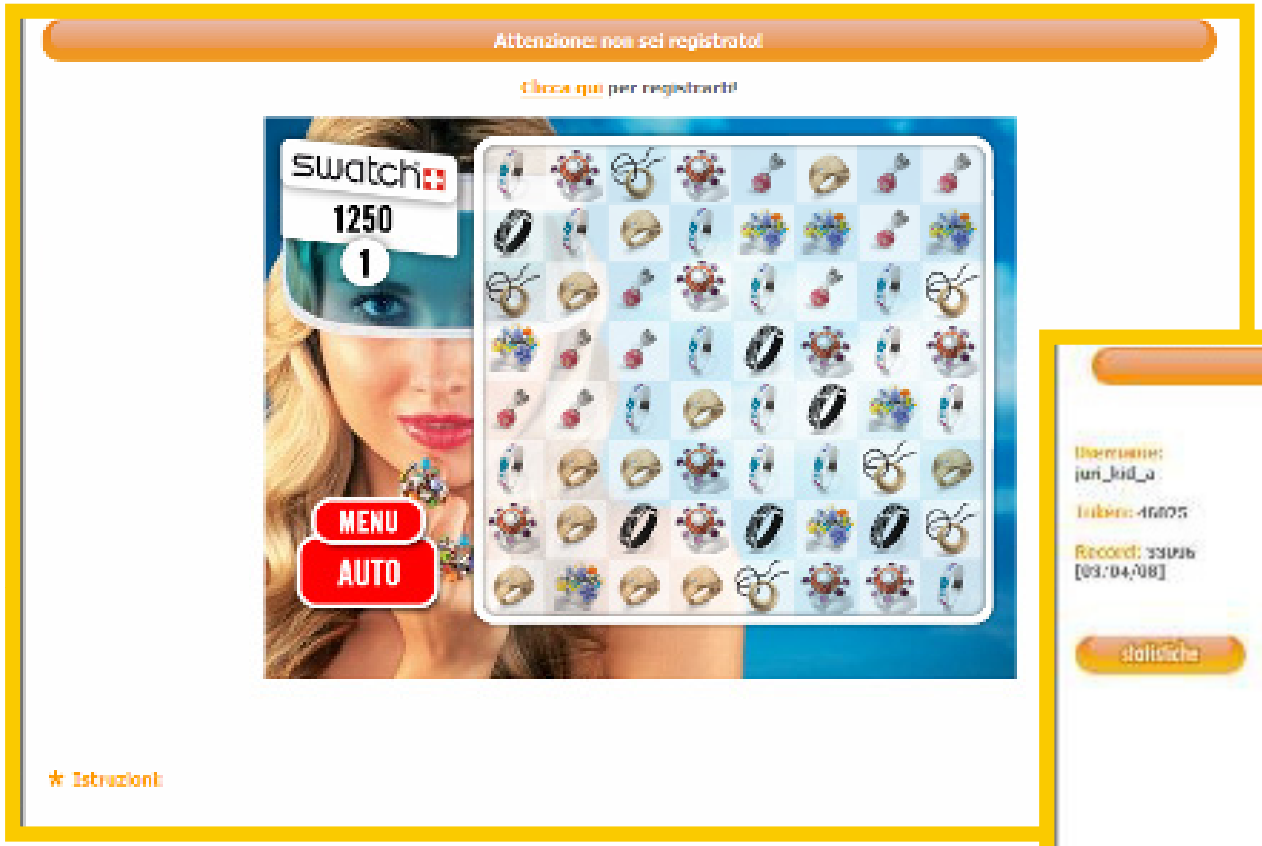
Pushbar



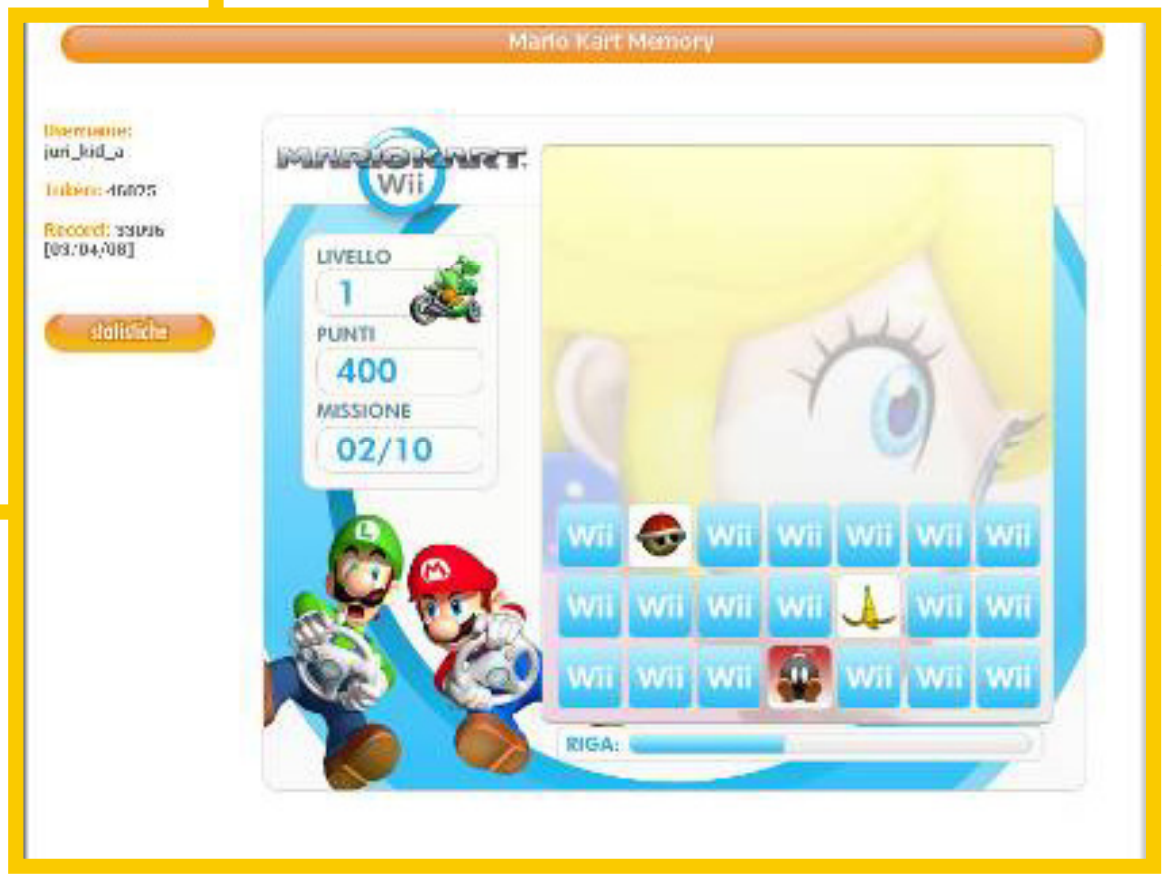
Large Rectangle pre roll before the game started

Fueps.com

Ingame



Advergame



Fueps.com

• 29 ottobre 2009

Takeover

Fueps.com

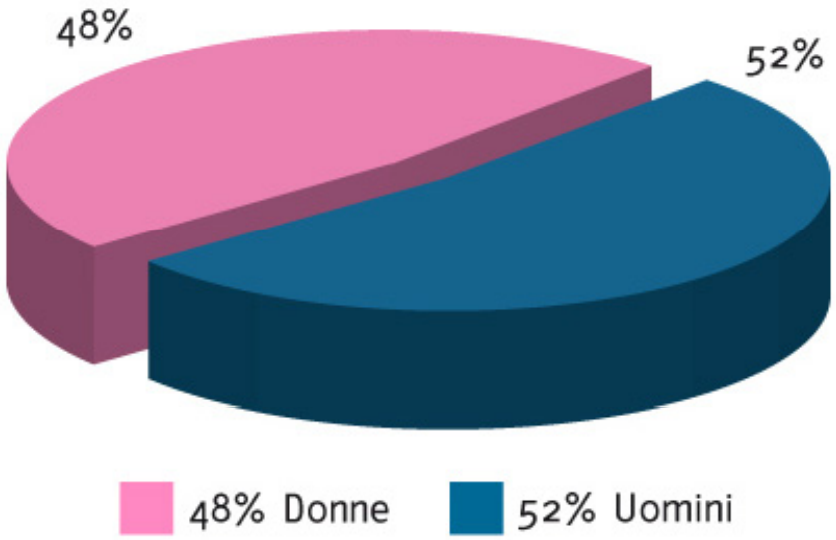
Special Project:
Pagine co-branded

Special Project:
Overlay full screen

Fueps.com

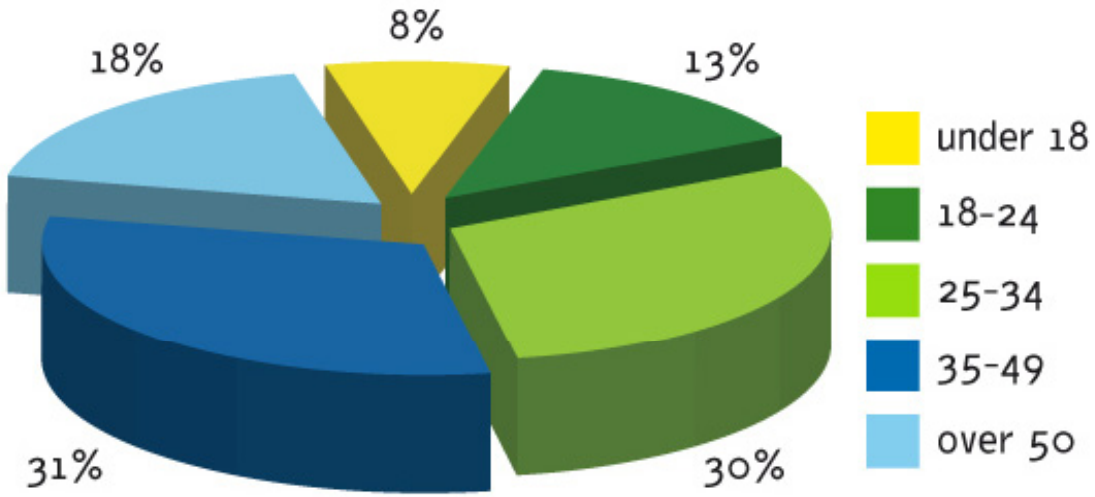
L'utenza di Fueps.com è equamente suddivisa tra uomini e donne di età compresa tra i 25 e 49 anni.

Sex



UNIQUE USERS	PAGE VIEWS
1.000.000*	5.000.000 *

Age



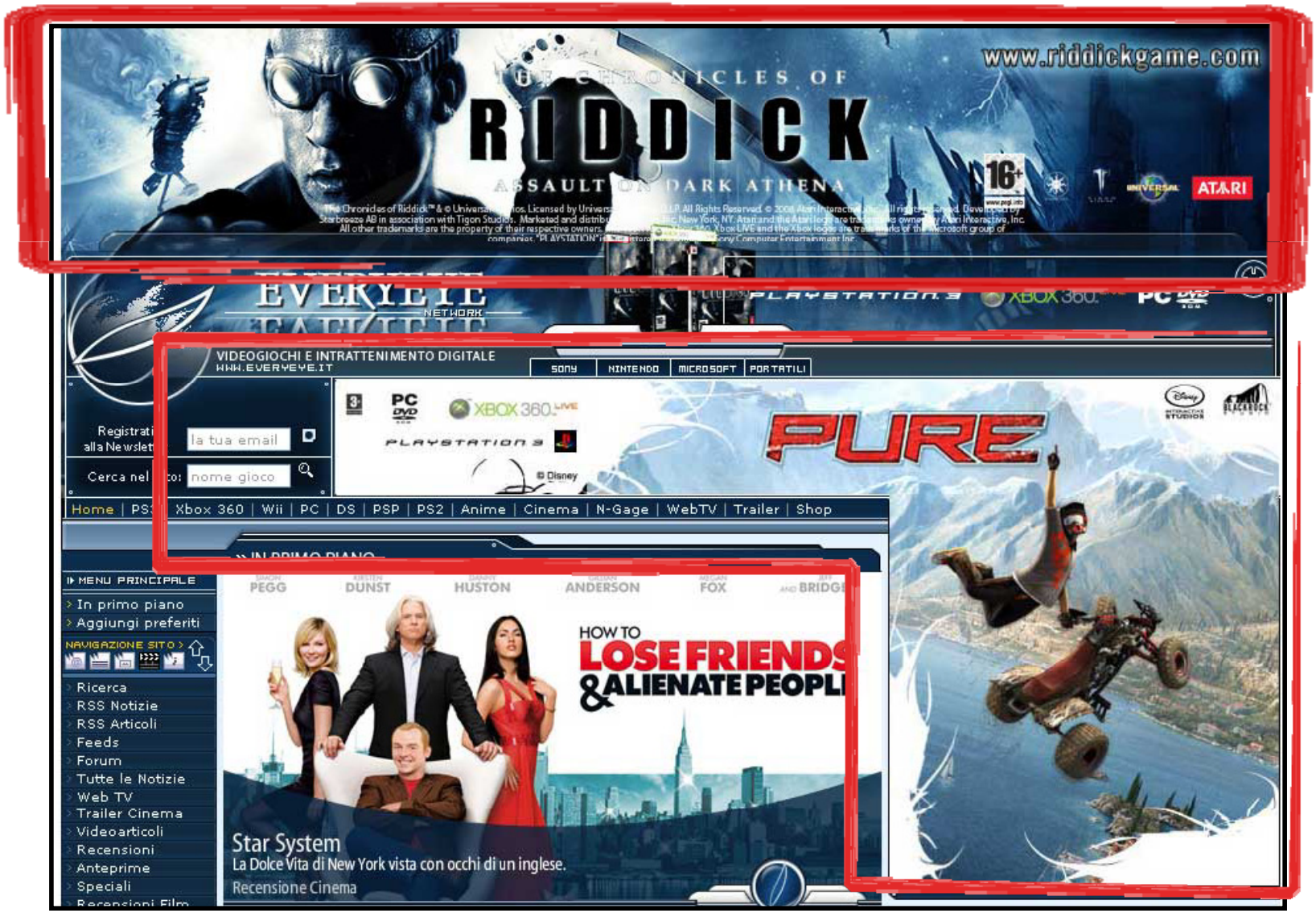
* Nielsen data reported for May 2009. The update data will be reported monthly by sending an Excel.

Editori Web Web Premium

Referenced and adapted to best schedules.

Everyeye.it

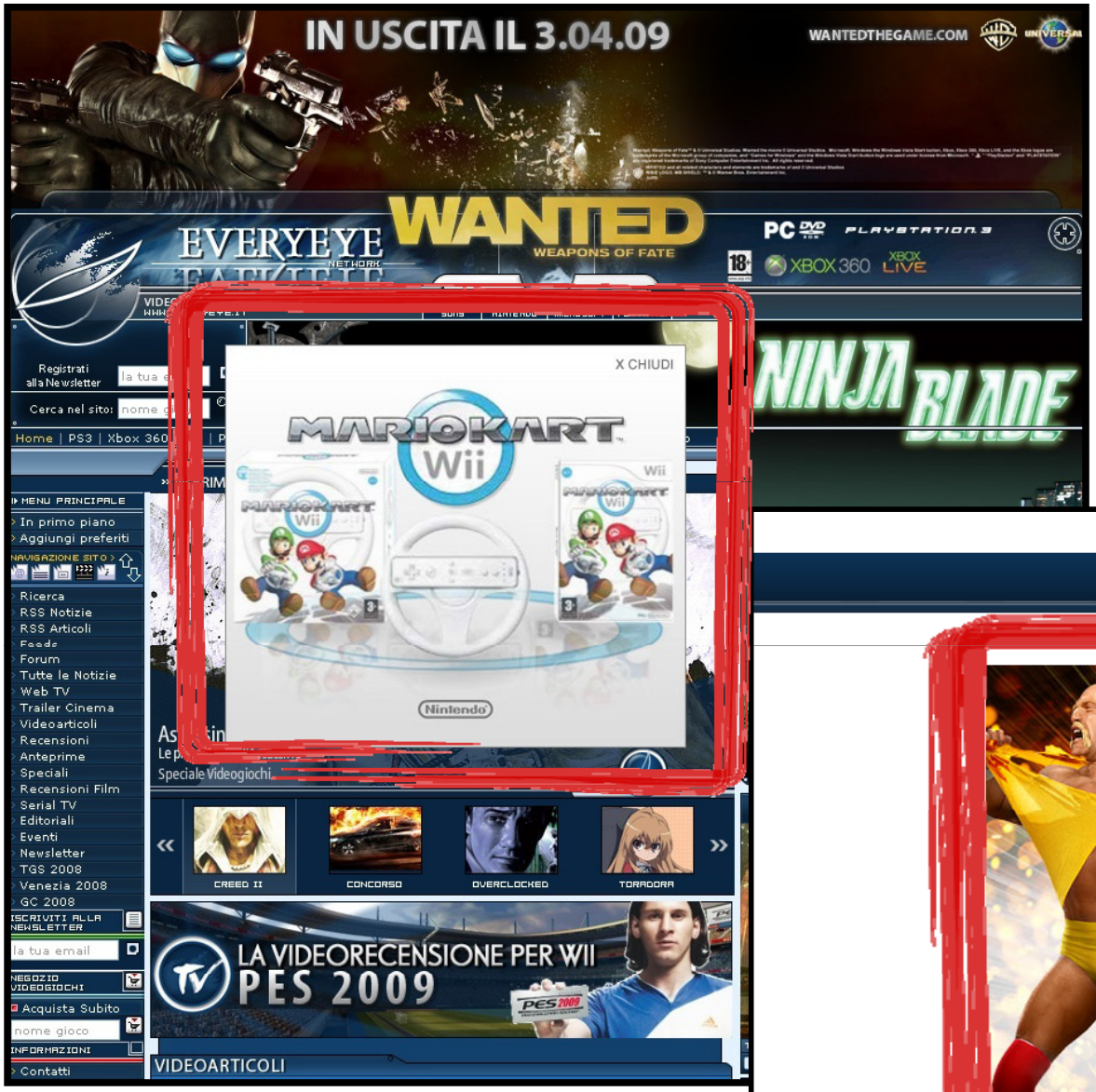
Everyeye is an editorial project which began with a passion for videogames and their creators in May 2000. In just 6 years this website grew from an amateur site into one of the most important Italian portals dedicated to video entertainment become a benchmark of absolute importance for the sector.



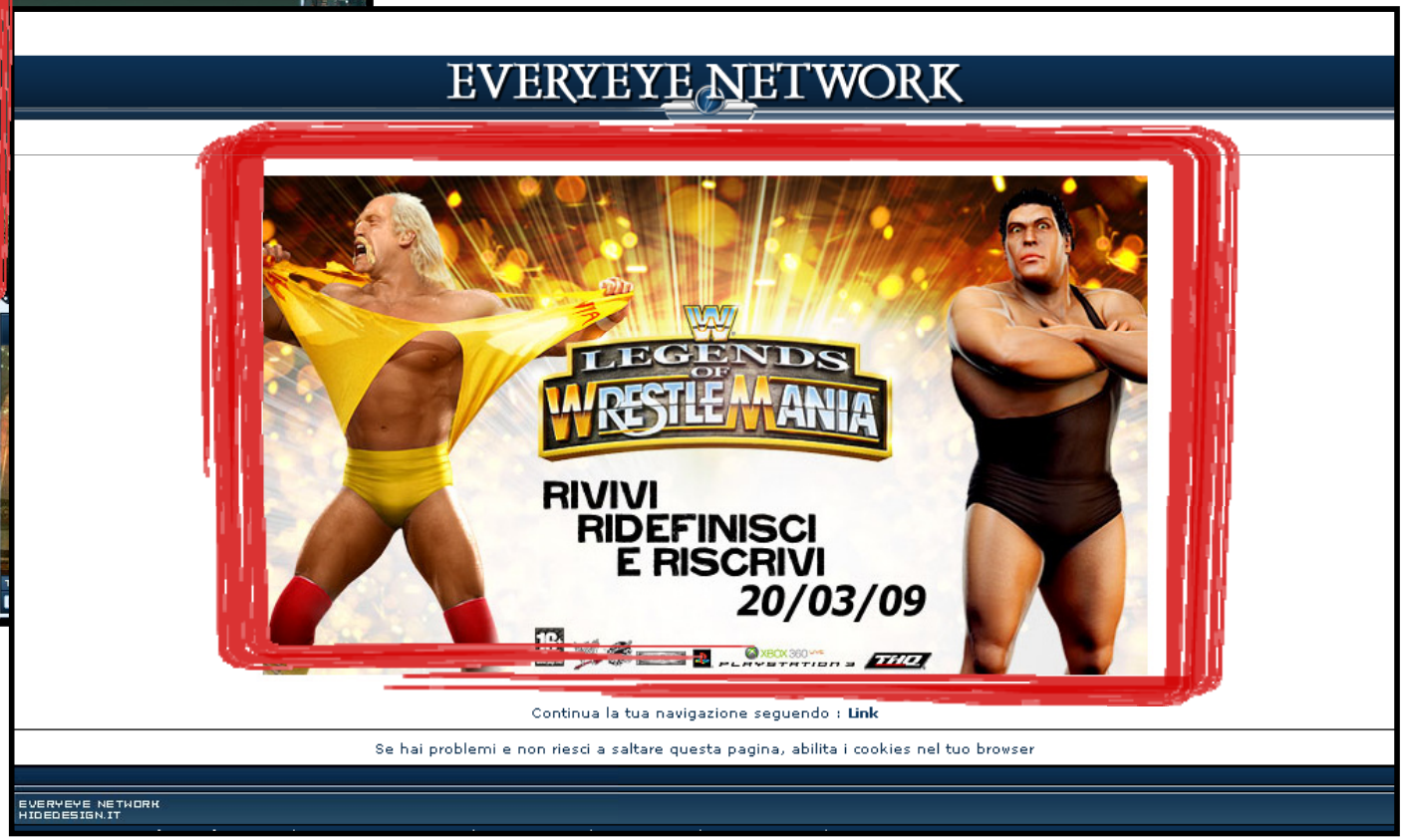
Skin

Rightedge

Everyeye.it

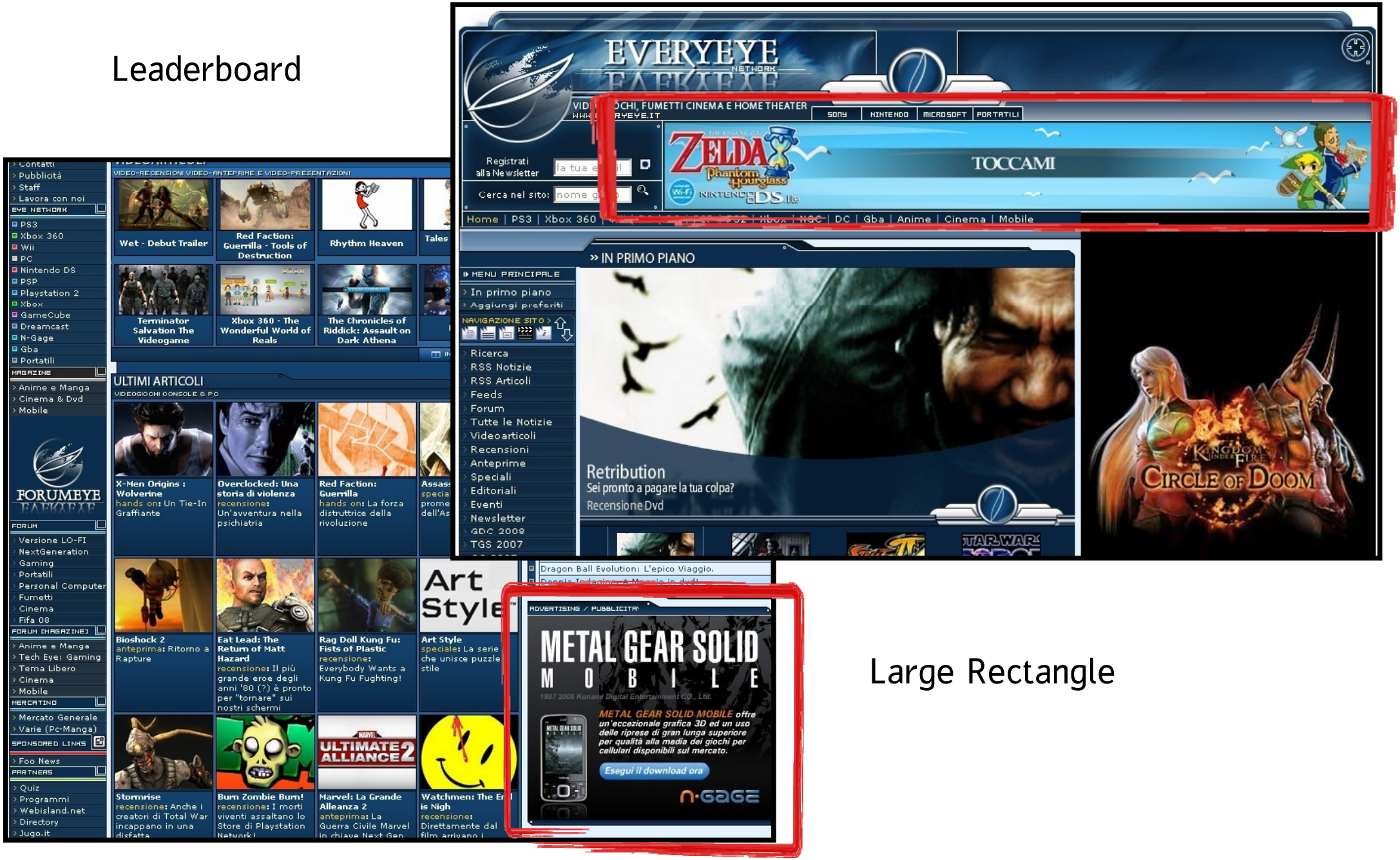


Overlay



Interstitial

Leaderboard



Large Rectangle

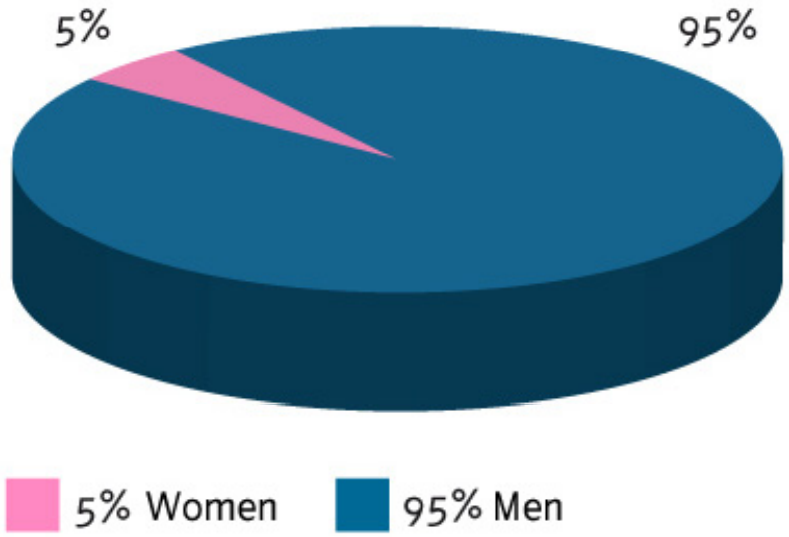
Video Spot

[Accedi | Registrati]
Novità Indici A-Z Videorecensioni Trailer Classifiche Speciali
EVERYEYE.TV
La WebTv italiana sui Videogiochi
FINAL FANTASY XIII
VIDEOANTEPRIMA
PLAY HD 960X540
PLAY SD 640X360
PLAY LOW 320X180
Informazioni sul Video
FINAL FANTASY XIII
Dopo gli ultimi discussi episodi della saga, quest'ultimo Final Fantasy XIII sembra voler mettere daccordo tutti, unendo un comparto tecnico di altissimo livello ad un gameplay innovativo e divertente. In attesa della data d'uscita,

Everyeye.it

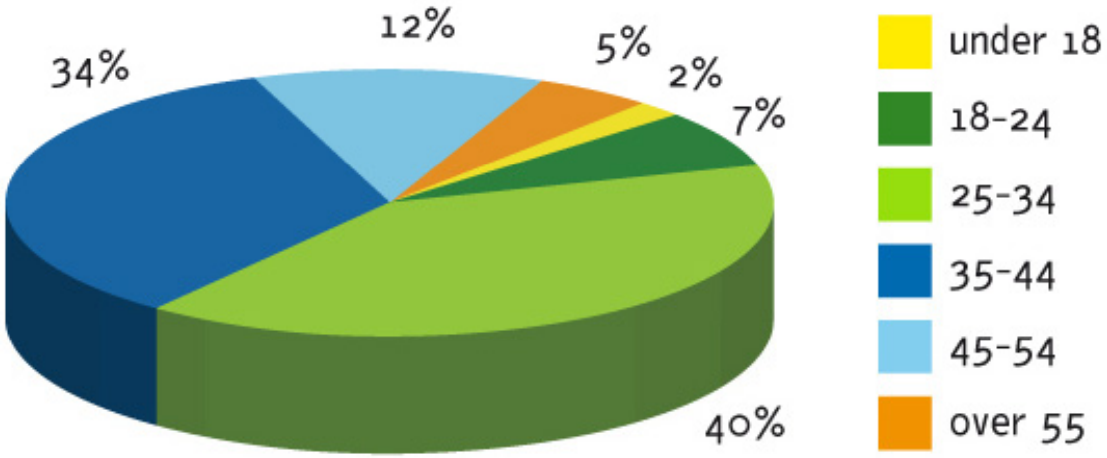
Users are young, mainly males (over 95%). Usually they are computer experts and are interested in the world of video games and new technology. They often make purchases online.

Sex



UTENTI UNICI	PAGINE VISTE
316.000*	3.814.000 *

Age



*Google Analytics data related to March 2009. The update data will be reported monthly by sending an Excel.

Flashgames.it

This website started in 2003 and since then it been providing clear, complete and easily accessible services for people of various ages. This large community has made FlashGames.it a leader in Italy for online games.

Leaderboard

Skyscraper (no Home)

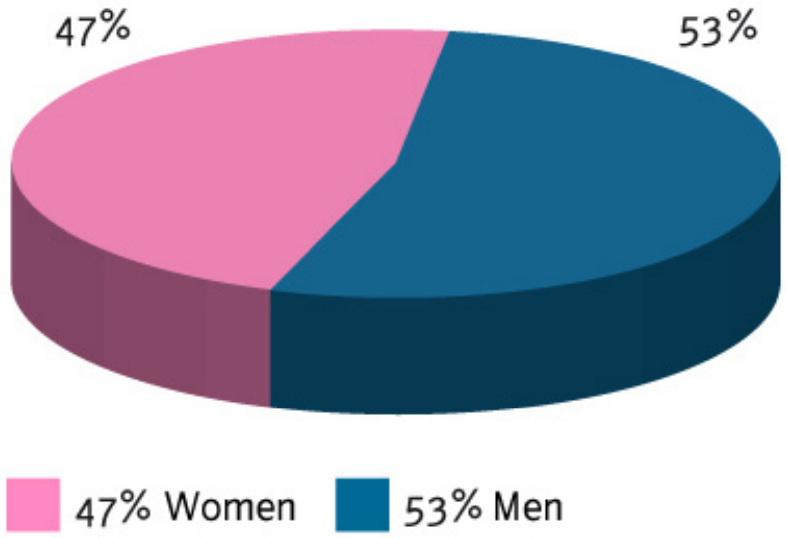
Flashgames.it

Intro in Flash prima del gioco

Flashgames.it

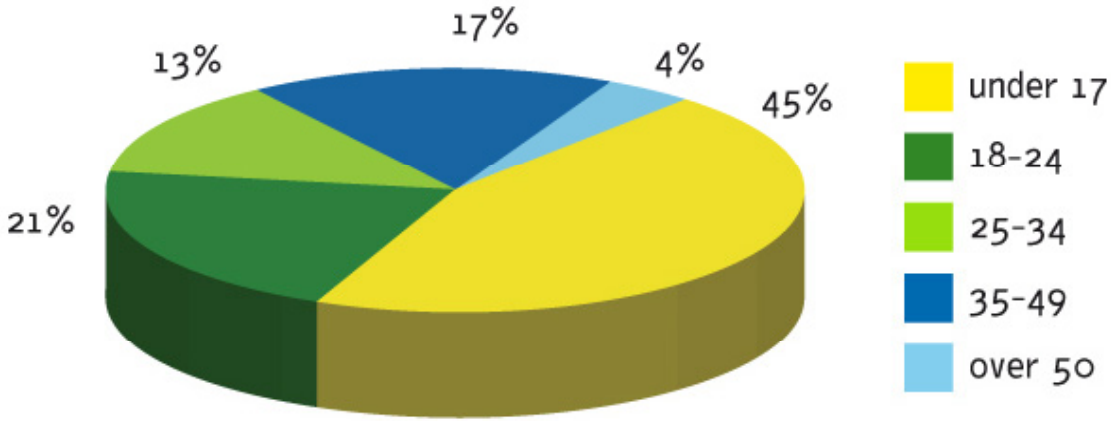
Flashgames users are equally divided into two groups: minors who are online from their homes and adults who surf the website during working hours.

Sex



UNIQUE USERS	PAGE VIEWS
6.828.000*	56.690.000 *

Age



*Data related to March 2009. The update data will be reported monthly by sending an Excel.

MotoGP.com/it

• 29 ottobre 2009

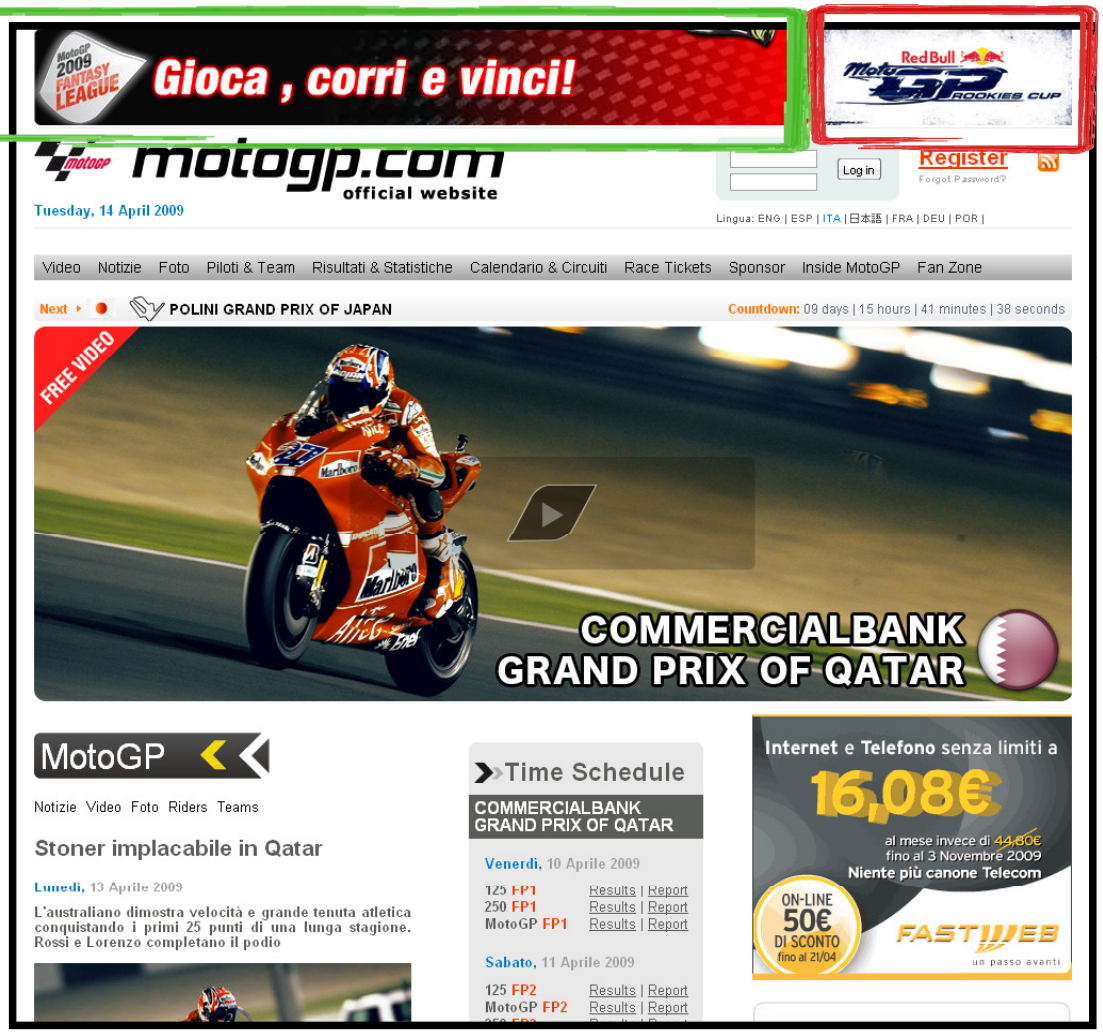
Dada·Ad

The official site of the MotoGP, the reference point for anyone who wants to stay up-to-date with the championships, the calendar of the races, and experience the emotions of the car racing circuit in real time.

Leaderboard

Button

Skyscraper



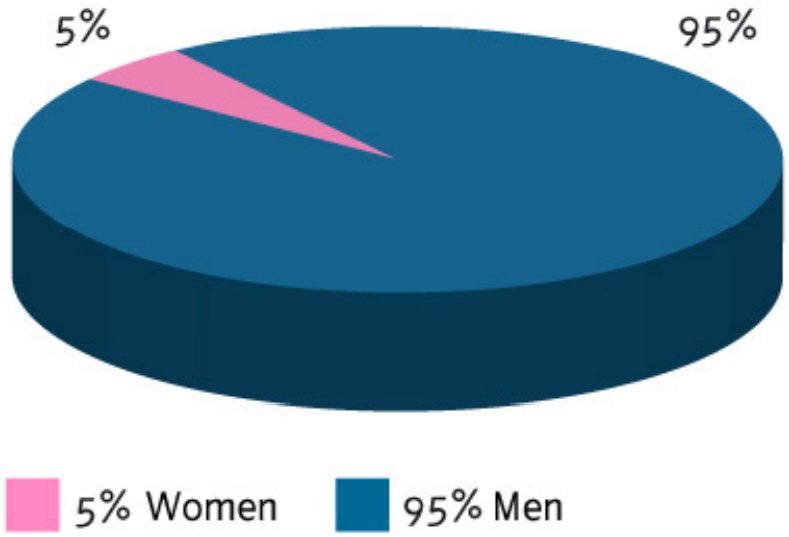
MotoGP.com/it

Overlay

Large Rectangle

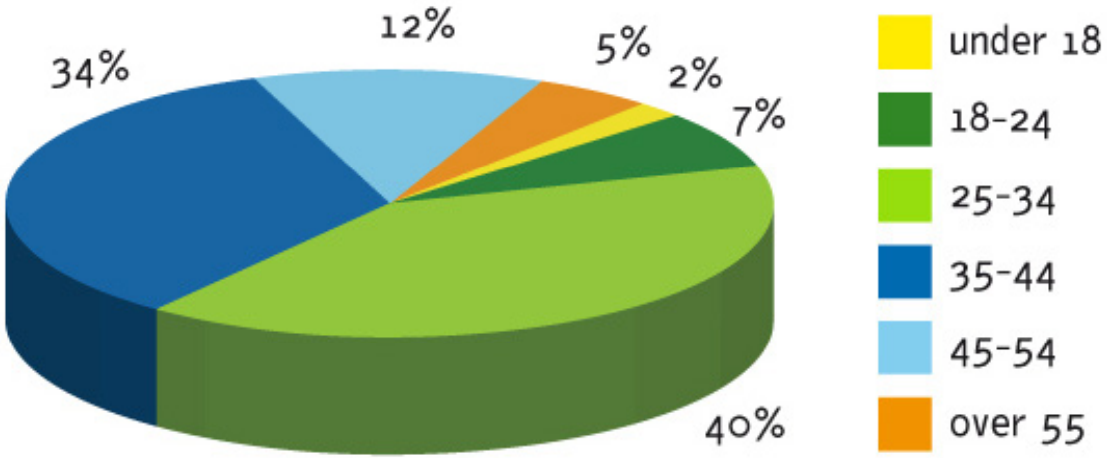
Motogp.com is made up of mainly male users between the ages of 26 and 45 with a passion for racing.

Sex



UNIQUE USERS	PAGE VIEWS
100.000*	1.030.000 *

Age



*Google Analytics data related to March 2009. The update data will be reported monthly by sending an Excel.

MusicBox.it

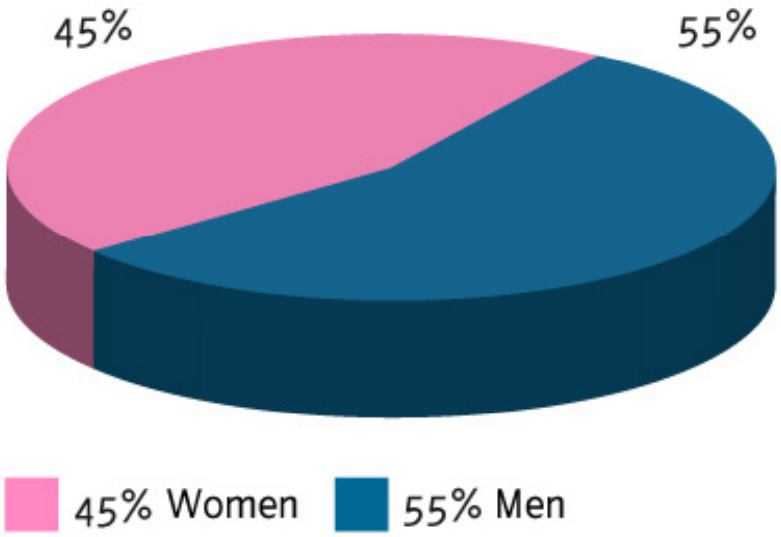
Musicbox.it is a website where users can find out about curiosities, rumors and information related to the world of music. Users can also interact with television channels, other users in the community and participate in games, contests and surveys.

Leaderboard

Large Rectangle

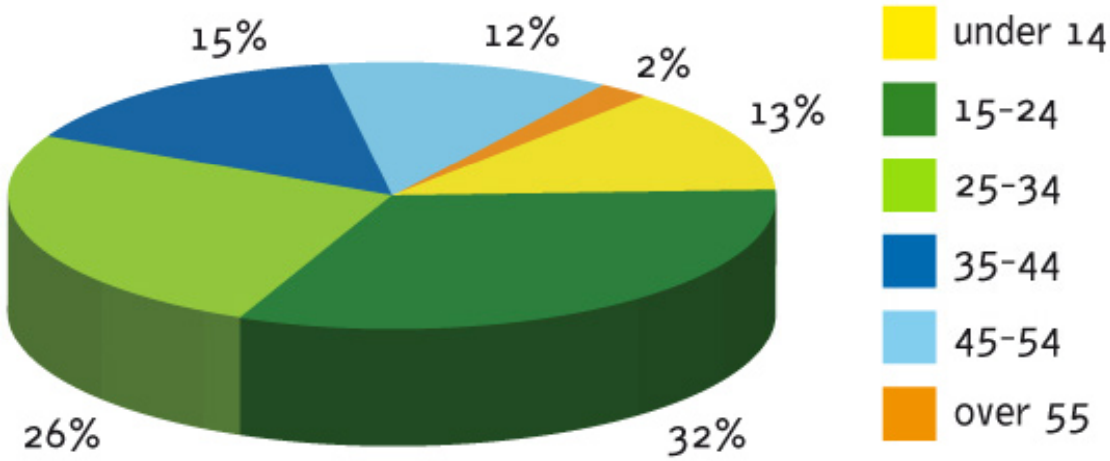
Musicbox.it users are diverse, ranging from 18-34 years old, interested in the world of music.

Sex



UNIQUE USERS	PAGE VIEWS
1.532.000*	3.910.000 *

Age



*Google Analytics data related to March 2009. The update data will be reported monthly by sending an Excel.

Meteogiornale.it

Meteogiornale.it is an editorial site where users can find information about the weather forecast in Italy.

Leaderboard

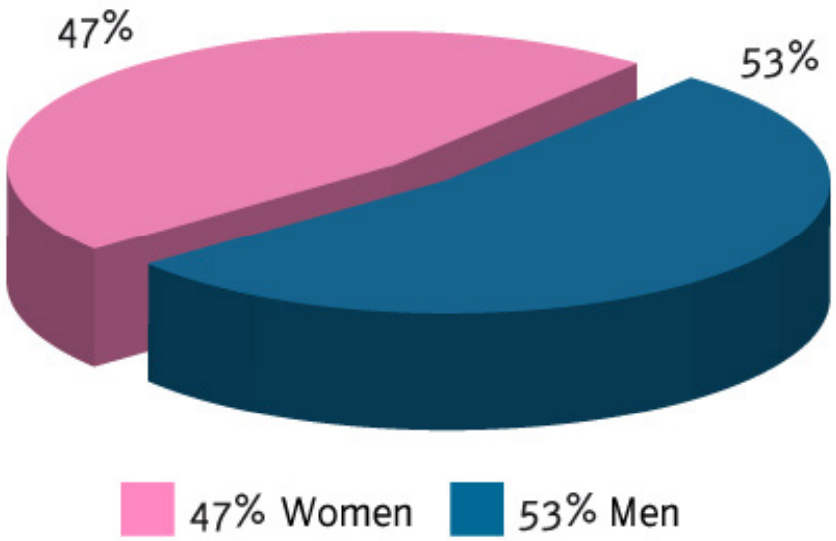
Skyscraper

Large Rectangle

Meteogiornale.it

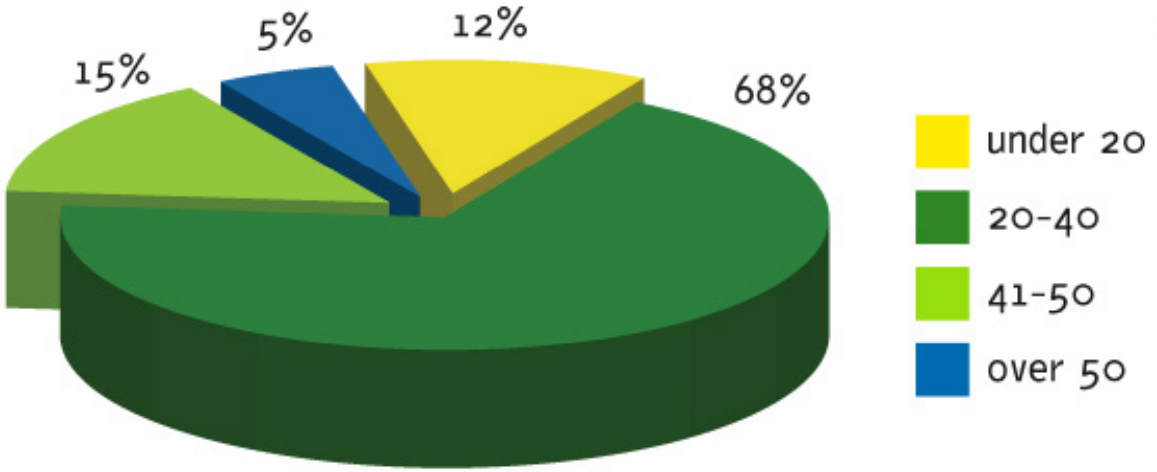
User are made up of a diversified audience, interested in the weather forecast.

Sex



UNIQUE USERS	PAGE VIEWS
1.000.000*	3.500.000 *

Age



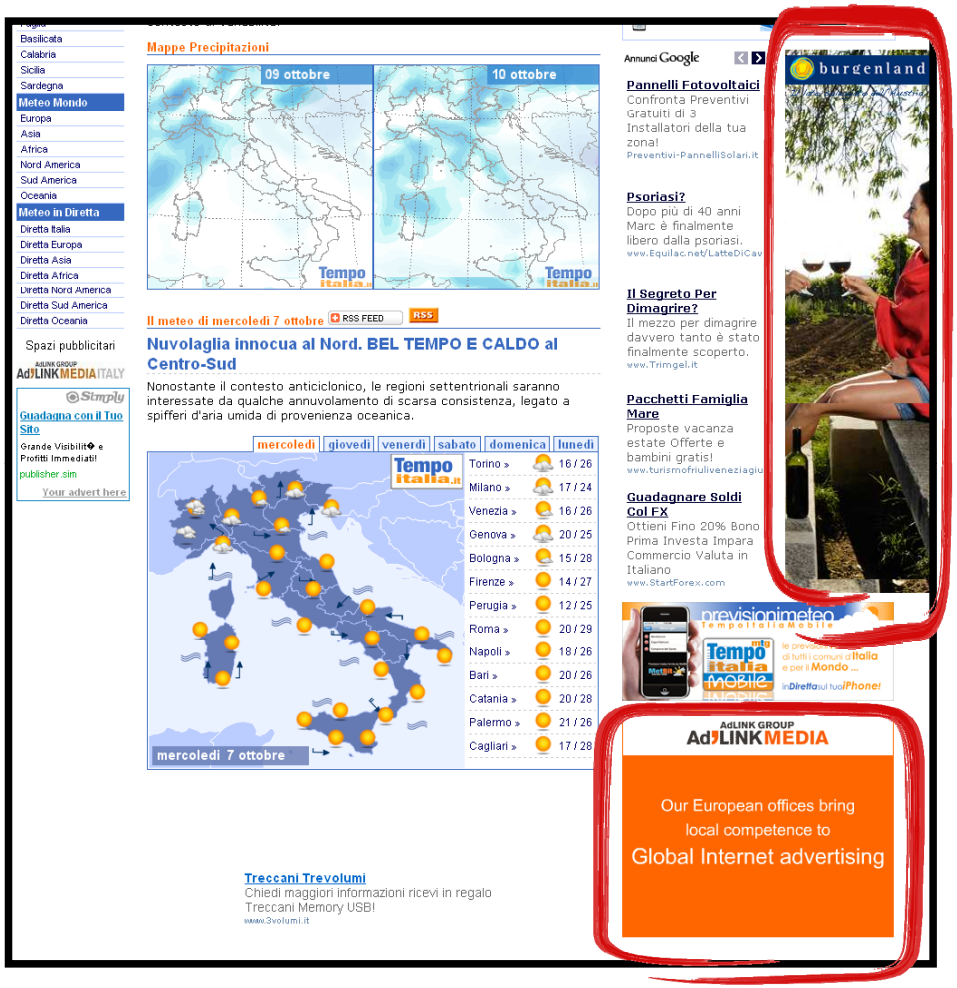
*Google Analytics data related to September 2009. The update data will be reported monthly by sending an Excel.

Tempoitalia.it

Tempoitalia.it is a site where users can find information about the weather forecast in Italy.

Leaderboard

Skyscraper

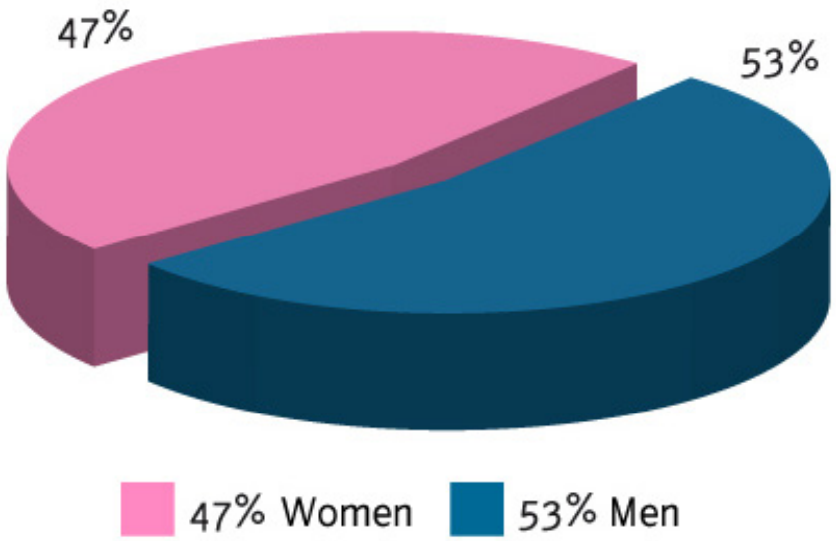


Large Rectangle

Tempoitalia.it

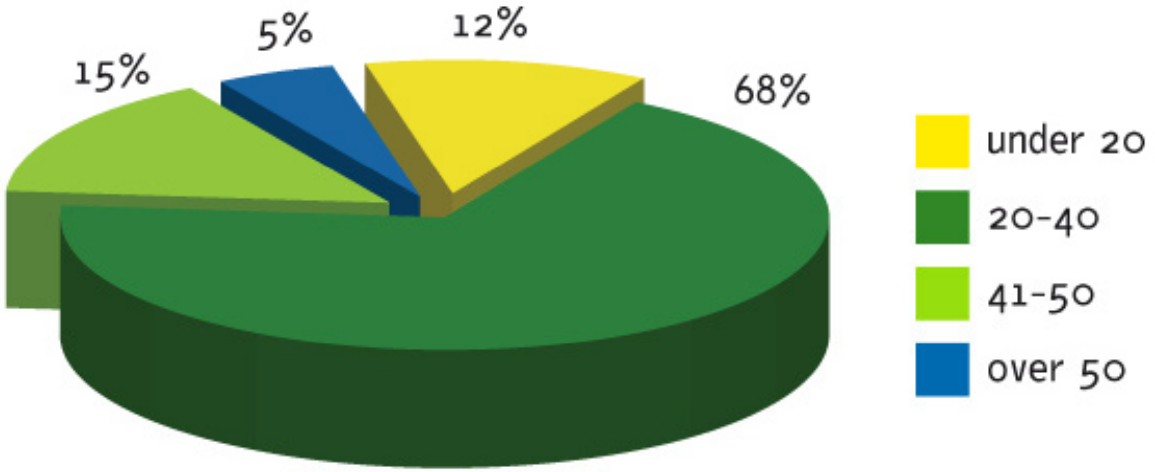
Users are made up of a diversified audience, interested in the weather forecast.

Sex



UNIQUE USERS	PAGE VIEWS
1.200.000*	6.000.000 *

Age



*Google Analytics data related to September 2009. The update data will be reported monthly by sending an Excel.

Display Mobile Products

3 Display: HP Pianeta 3

The advantage of being a Media Company. All 3 users have access the mobile portal, since they are equipped with USIM UMTS. Because they are interactive and familiar with using this portal, 3 users go to the landing page, download content, and are active and curious. Here's how the Pianeta3 homepage shows advertising products.

Nowlet: 2 hour slot for banners, image or text. It is possible to create an OrphanPage, where you can add a background.

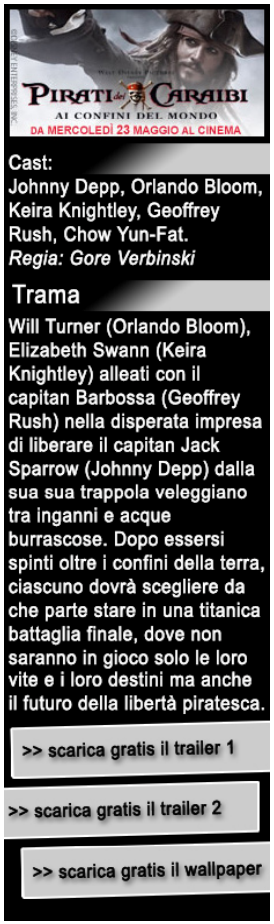
Grid: 24 hour slot for a graphic icon. It is possible to create a Landing Page, where you can add more details.

Channel Banner: on certain channels , an ADV banner may be added to the heading of the HP channel. Channels available: **Ringtones and Music, Sports and News, Community, Cinema, Video and Blog, Backgrounds.**

3 Display: interaction

By clicking on Nowlet or Grid users will go to an MSite-Landing Page with more details about the offer, provided by the advertiser. By clicking on a Channel Banner users will go to a thematic MSite where an ADV banner will be shown.

Grid



Channel Banner

Disclaimer

All forecasts included in this document are subject to risks and uncertainties of Dada itself and of Internet, media and Telco markets.

All forecasts are based on currently available information and reflect Dada Group management expectations.

All forecasts reflect market parameters, assumptions and other fundamentals which could change and therefore influence the future results.

All the forecasts are based on an hypothesis of organic growth and commercial and regulatory stability, particularly in the mobile market.

This document does not constitute solicitation of public saving.

Direzione Generale
e Sede operativa Firenze

Piazza Annigoni, 9/b
50122 Firenze
Tel. +39 055 200611
Fax +39 055 20021550

Sede operativa Milano

Via della Braida, 5
20122 Milano
Tel. +39 02 5402 71
Fax +39 02 5402 7749

mktg@dada.net