

SaleSpider introduces ad network

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Toronto—SaleSpider, an online social network for small and midsize businesses, has introduced AdShare, an ad network intended to help advertiser reach SMBs. According to SaleSpider, it has a network consisting of more than 750,000 members.

Ad campaigns running on AdShare can use the Web and mobile platforms. CPM, PPC and CPA offerings are available. Additional, SaleSpider said customized ad programs via AdShare can target specific demographics such as age, behavior, gender and location.

SOURCE: <http://www.btobonline.com/article/20110209/SOCIAL01/302099994/salespider-introduces-ad-network#seenit>