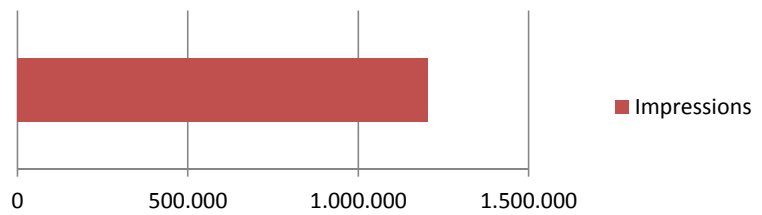
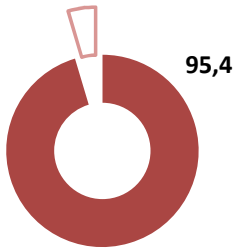


Client	Client name removed
Advertiser	Advertiser name removed
Campaign Name	Campaign name removed
Contracted Volume	1.262.630
Start Date	19-sep-11
End Date	31-okt-11
Reporting Date	19-sep to 24-okt-2011

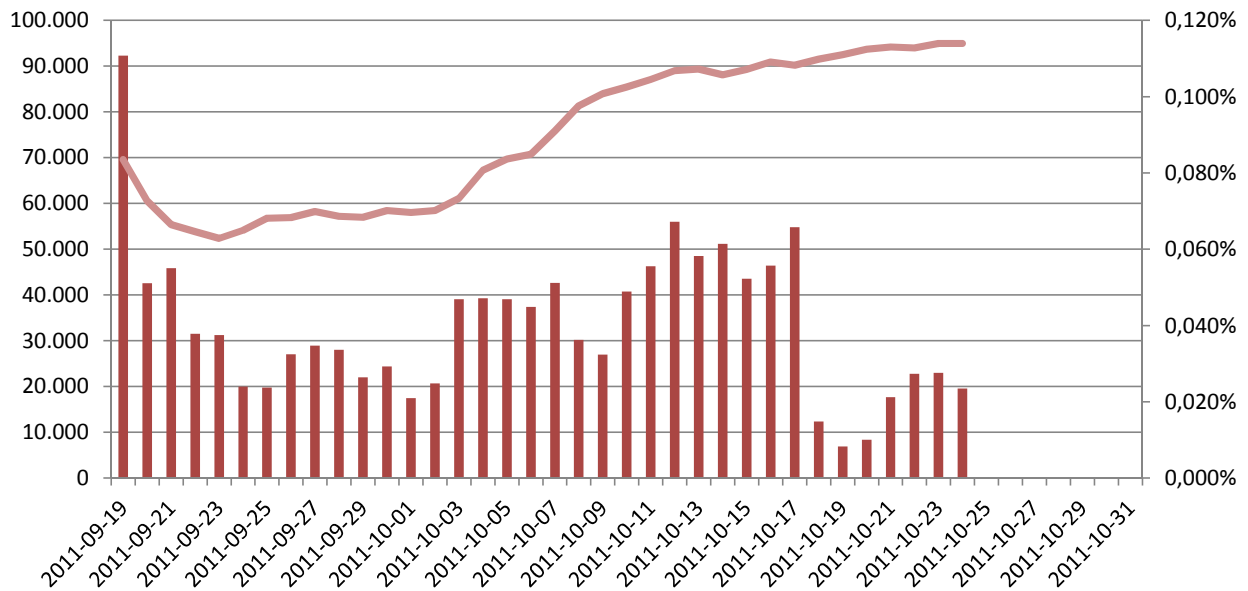
**Campaign Summary**



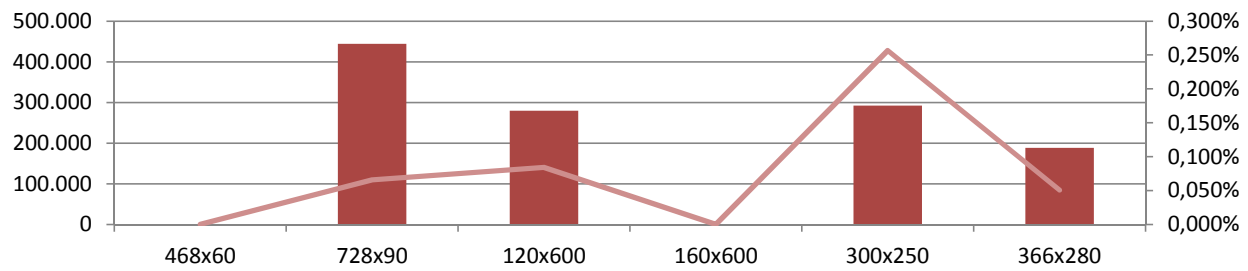
**Campaign Performance**

Date	Impressions	Clicks	% CTR	Post Imp	% Post Imp	Post Click	% Post Click
Summary	1.204.520	1.372	0,114%	-	-	-	-

**Campaign Impression vs Cumulative % CTR**



**Campaign Summary by Ad Format**



Ad format	Impressions	Clicks	% CTR	Post Imp	% Post imp	Post Click	% Post Click
468x60	-	-	-	-	-	-	-
728x90	444.345	291	0,065%	-	-	-	-
120x600	279.547	235	0,084%	-	-	-	-
160x600	-	-	-	-	-	-	-
300x250	292.423	751	0,257%	-	-	-	-
366x280	188.205	95	0,050%	-	-	-	-

**Top 10 iSense Categories by % CTR\***

iSense Category	Impressions	Clicks	% CTR
Punishment of crimes	8.185	19	0,23%
Computer software	4.752	9	0,19%
Lawcourt procedure	3.559	6	0,17%
Computer fantasy games	8.035	13	0,16%
Employment and jobs	101.676	135	0,13%
Computer software / programming	17.615	22	0,12%
Computer gaming	40.722	46	0,11%
Prinsjesdag	10.062	11	0,11%
Online computer gaming	39.797	42	0,11%
Weddings	3.005	3	0,10%

\*Only iSense categories included with 2.500 impressions or more.

**Top 10 iSense Categories by Impressions**

iSense Category	Impressions	Clicks	% CTR
Online social networking	135.615	40	0,03%
Employment and jobs	101.676	135	0,13%
Parenting in general	64.884	25	0,04%
Law enforcement	59.840	42	0,07%
IT development	42.610	3	0,01%
Computer gaming	40.722	46	0,11%
Online computer gaming	39.797	42	0,11%
Mobile telecommunications	35.035	13	0,04%
Internet broadcasting	28.079	10	0,04%
Financial investment markets and day trading	27.497	22	0,08%

### Top 20 URL by % CTR\*

URL	Impressions	Clicks	% CTR
www.speeileiland.nl	22.416	60	0,268%
www.limburger.nl	5.941	14	0,236%
www.beurs.nl	3.494	8	0,229%
www.startgames.nl	4.612	10	0,217%
spele.nl	30.333	42	0,138%
www.dichtbij.nl	111.446	142	0,127%
www.barneveldsekrant.nl	5.569	6	0,108%
www.hetkompassliedrecht.nl	3.898	4	0,103%
www.luchtvaartnieuws.nl	7.810	8	0,102%
www.kieskeurig.nl	3.566	3	0,084%
www.belegger.nl	36.582	28	0,077%
www.coevordenhuisaanhuis.nl	28.017	21	0,075%
zoeken.speeileiland.nl	19.830	14	0,071%
www.tvgids.nl	4.555	3	0,066%
www.rtl.nl	62.131	40	0,064%
www.culemborgsecourant.nl	4.669	3	0,064%
www.nufoto.nl	4.690	3	0,064%
www.schoolbank.nl	3.130	2	0,064%
zwanger.jongezinnen.nl	6.322	4	0,063%
www.nuzakelijk.nl	26.922	17	0,063%

\*Only URL's included with 2.500 impressions or more.

### Top 20 URL by Impressions

URL	Impressions	Clicks	% CTR
www.dichtbij.nl	111.446	142	0,127%
www.telegraaf.nl	81.988	22	0,027%
www.nu.nl	80.544	42	0,052%
www.at5.nl	78.195	45	0,058%
www.rtl.nl	62.131	40	0,064%
www.ebuddy.com	59.362	9	0,015%
www.facebook.com	47.899	2	0,004%
forum.viva.nl	43.072	13	0,030%
www.bndestem.nl	40.305	25	0,062%
www.babyinfo.nl	38.846	20	0,051%
www.bredavandaag.nl	37.613	13	0,035%
www.belegger.nl	36.582	28	0,077%
www.lc.nl	34.242	14	0,041%
spele.nl	30.333	42	0,138%
www.coevordenhuisaanhuis.nl	28.017	21	0,075%
www.nuzakelijk.nl	26.922	17	0,063%
www.speeileiland.nl	22.416	60	0,268%
zoeken.speeileiland.nl	19.830	14	0,071%
www.depers.nl	15.184	2	0,013%
www.ed.nl	12.798	5	0,039%

**Campaign Performance by Day**

Date	Impressions	Clicks	% CTR	cum % CTR	Post Imp	% Post Imp	Post Click	% Post Click
2011-09-19	92.275	77	0,083%	0,083%	-	-	-	-
2011-09-20	42.579	21	0,049%	0,073%	-	-	-	-
2011-09-21	45.846	22	0,048%	0,066%	-	-	-	-
2011-09-22	31.506	17	0,054%	0,065%	-	-	-	-
2011-09-23	31.259	16	0,051%	0,063%	-	-	-	-
2011-09-24	19.960	18	0,090%	0,065%	-	-	-	-
2011-09-25	19.781	22	0,111%	0,068%	-	-	-	-
2011-09-26	27.076	19	0,070%	0,068%	-	-	-	-
2011-09-27	28.948	25	0,086%	0,070%	-	-	-	-
2011-09-28	28.040	15	0,053%	0,069%	-	-	-	-
2011-09-29	22.001	14	0,064%	0,068%	-	-	-	-
2011-09-30	24.412	24	0,098%	0,070%	-	-	-	-
2011-10-01	17.449	10	0,057%	0,070%	-	-	-	-
2011-10-02	20.691	17	0,082%	0,070%	-	-	-	-
2011-10-03	39.099	43	0,110%	0,073%	-	-	-	-
2011-10-04	39.293	68	0,173%	0,081%	-	-	-	-
2011-10-05	39.093	48	0,123%	0,084%	-	-	-	-
2011-10-06	37.375	39	0,104%	0,085%	-	-	-	-
2011-10-07	42.621	76	0,178%	0,091%	-	-	-	-
2011-10-08	30.191	72	0,238%	0,098%	-	-	-	-
2011-10-09	26.959	49	0,182%	0,101%	-	-	-	-
2011-10-10	40.721	54	0,133%	0,103%	-	-	-	-
2011-10-11	46.265	63	0,136%	0,104%	-	-	-	-
2011-10-12	56.004	78	0,139%	0,107%	-	-	-	-
2011-10-13	48.488	56	0,115%	0,107%	-	-	-	-
2011-10-14	51.141	40	0,078%	0,106%	-	-	-	-
2011-10-15	43.514	60	0,138%	0,107%	-	-	-	-
2011-10-16	46.438	70	0,151%	0,109%	-	-	-	-
2011-10-17	54.784	51	0,093%	0,108%	-	-	-	-
2011-10-18	12.390	31	0,250%	0,110%	-	-	-	-
2011-10-19	6.877	20	0,291%	0,111%	-	-	-	-
2011-10-20	8.386	26	0,310%	0,112%	-	-	-	-
2011-10-21	17.675	26	0,147%	0,113%	-	-	-	-
2011-10-22	22.797	23	0,101%	0,113%	-	-	-	-
2011-10-23	22.998	40	0,174%	0,114%	-	-	-	-
2011-10-24	19.588	22	0,112%	0,114%	-	-	-	-
2011-10-25					-	-	-	-
2011-10-26					-	-	-	-
2011-10-27					-	-	-	-
2011-10-28					-	-	-	-
2011-10-29					-	-	-	-
2011-10-30					-	-	-	-
2011-10-31					-	-	-	-