

## FOR IMMEDIATE RELEASE

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### **Popular UK Pregnancy and Parenting Website Bounty.com Partners with Unique Time Based Advertising Solution ADVERTIK**

Bounty Chooses New Ad Software to Better Serve their Visitors AND their Bottom Line

If you are a parent or know one who is in the UK, it is a good chance you have heard of Bounty.com. The pregnancy and parenting mega-site has become the GO TO site for pregnant woman and parents and offers an incredibly thorough array of information, tips, and resources to help make child rearing easier and much more enjoyable. Recently, in an effort to increase the opportunity for their website traffic and their advertisers, Bounty decided to partner with Advertik TimeAds to begin utilizing their new and unique time based advertising program on its site.

Advertik is a Scandanavian company and has been around for a little over two years now. While they have had fantastic success with the companies they have dealt with thus far, Bounty emerges as their largest client and is a clear sign the company is looking at tackling larger and more highly trafficked websites. Advertik has developed a new and exciting advertising software program it calls TIME ADS and it offers a new spin on an aging web advertising industry.

Unlike existing website ad programs that feature static banners that only change when the page is refreshed or when the ad contract has run its course, Advertik TimeAds are displayed based on the exact time of day that the advertiser chooses. This allows maximum flexibility with the advertising program and allows the website owner to charge variable fees based on times of day that feature higher or lower amounts of traffic. This allows advertisers the ability to advertise on highly trafficked sites such as Bounty.com even if their advertising budget is small. In addition to allowing the clients flexibility in pricing and time of ad display, Advertik's Time Ads software also allows the client to create the ad itself. This helps them save on design costs that might be associated with traditional online ad programs and helps cut down on the amount of resources required by the website owner itself. While these two features certainly help Time Ads to demonstrate the value proposition of its software, it also allows ads to not only rotate while a particular page is being displayed (versus only rotating on page refresh) but also to be scrolled through by the visitor via a toggle button located at the bottom of the ad.

***"We are looking to increase the amount of interactivity that can occur between our ad client, the website visitor, and the website owner as well. Advertik feels as if it is time for the online advertising experience to finally progress to the next level...we firmly believe Time Ads represents that progression."*** said Advertik's business development manager Gary Young.

Bounty.com owners are excited about this partnership and believe the inclusion of Advertik's Time Ads will provide more value to their visitors and advertising clients and that the move will help increase the revenue of the site as well.

Anyone wishing to learn more about Advertik's unique Time Ads advertising platform can visit [www.Advertik.com](http://www.Advertik.com)

Anyone wishing to learn more about Bounty and the services and programs it offers for pregnant women and parents can visit [www.Bounty.com](http://www.Bounty.com)

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