

TRIBALTM
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ICRA.org Advertising Capabilities



ICRA.org: Internet Content Rating Association



www.icra.org

A safety net for children

ICRA.org (Internet Content Rating Association) is an international non-profit organization dedicated to protecting children from potentially harmful content on the Internet and to protecting the freedom of expression of web publishers. Webmasters fill in an online questionnaire describing the content of their site. ICRA then generates a content label (a meta tag) which the author adds to his/her site. Visitors to the site are webmasters, members of the legal community and interested parents.

Due to the nature and the goals of its business, ICRA.org is an exceptional performer in regards to the ad placements running on the site. The users trust the content of the site and by association trust the advertisements running on the site. The average click-through rate of advertising on ICRA.org is 2.50%.

Members of the Internet Content Rating Association include, but are not limited to: AOL Europe, Bell Canada, BT Openworld, Cable & Wireless, IA Japan, Madesafe, Microsoft, PAGi, R3Net, Tiscali, Verizon, T-Online, and Yahoo.

Tribal Fusion, the leading Site Representation Company, represents ICRA.org's advertising inventory.

A Closer Look at ICRA.org

ICRA.org provides a number of services to webmasters and parents:

Webmasters:
Voluntarily label your website. Internet users then decide if your site's content is appropriate for their home and/or work places.

Parents: Protect your children online and download a free filter to control access to sites on the Internet.



The screenshot shows the ICRA.org website with a blue header and a light blue sidebar. The main content area features a central heading "A safety net for children" and three columns of text: "Webmasters", "Parents", and "Kids". A central image of a child at a computer is accompanied by a "Label your website here" button. The right sidebar contains a "Latest news" section and a search box. The footer includes the "Powered by" logo for i-media, copyright information for 1999-2004, and the ICRA logo.

INTERNET CONTENT RATING ASSOCIATION

Home | Contact | Sitemap | International | Associate Members | Members

Webmasters
Label your site
Label tester
Watermarks
FAQ

Parents
ICRAplus
Kids
FAQ

About ICRA
The Vocabulary
Press/info
Projects
Trust ICRA?
FAQ

ICRA community
Members
Associate Members
Become a member
Affiliates
Hotlines
Links

A safety net for children

Webmasters
How to label. What happens next.

Parents
Protect your children online and download our own free filter.

Kids
Top Tips to keep you safe online.

About ICRA
Who? How? Why?

Label your website here

Latest news
ICRA to move to RDF-based labelling in 2005 See Labelling WG interim report.

ICRA staff to speak in Dublin, Berlin and Kuala Lumpur More...

New Microsoft Front Page Add-In Helps Website Authors Make The Internet Safer For Children More ...

The Internet Content Rating Association is an independent, non-profit organization whose mission is to protect children from potentially harmful material.

Powered by
i-media

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Internet Content Rating Association®
All Rights Reserved

ICRA

"Internet Content Rating Association," "ICRA" and the ICRA logo are registered as trademarks in the UK and USA. UK registered charity no. 1095268.
Content Label | Privacy Policy | Legal notice

Are new customers looking for you right now?

Get a Web address fast.

Type the Web address you want:
www.

.com
Go!

Network Solutions

High performance on ICRA.org

ICRA.org performs extremely well on advertisements that run on the site.
- Average click through rate on all units: **2.50%**

Case Studies:

Consumer Electronics CPC advertiser (skyscrapers):

- **36.25%** average click through rate
- \$.22 CPC, with a CPC goal of \$.27

Dating CPA advertiser (popunders)

- **16.39%** average click through rate
- 1.53% average click to conversion rate
- \$4.41 CPA, with a CPA goal of \$5

** Advertisements do not run on sections of ICRA.org that target children. **

**Data from Tribal Fusion ad campaigns active in 2004*

ICRA.org Ad Placement Opportunities

Monthly Traffic Numbers:
 360,000 unique users
 2.4 million impressions

120x600 skyscrapers



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Webmasters
 Label your site
 Label tester
 Watermarks
 FAQ
 Parents
 ICRAplus
 Kids

Label your site

If you have been through the rating process before, you can immediately skip to the label generator.

```
<!DOCTYPE HTML PUBLIC "-//W3C//>
<HTML>
<head>
<meta http-equiv="pics-label">
<link rel="stylesheet type="text/css" href="style.css">
<META name="robots" content="noindex, nofollow">
```

Terms and conditions

Before receiving the ICRA label at the end of the questionnaire, you will be asked to read and understand the ICRA Terms and Conditions. You may want to view this document before starting the questionnaire in case you need to get approval from someone within your organization before accepting the terms.

protecting the privacy of those who carry our labels at this site. Through the rating process certain information will be labelled must be gathered for authentication and contact details for those responsible for the site. In addition, any information directly related to the site as such, we do not release information directly linked to an individual, such as name or address please see the full text of the Privacy Policy for details.

intended for **web authors**.

For more information, please click here to learn how to control the information your children see.

For more information on how to control the information your children see, please click here.

thawte
 introducing **SSL123** from **thawte**

✓ **free** multilingual online support

✓ **128 bit** enabled certificate issued within minutes

✓ **\$109**

www.thawte.com

click here

Popunders
 - max 720x400
 - frequency capped at one per day



Interland - Microsoft Internet Explorer

Interland

Free Setup plus \$500 OFF!

on Business Dedicated Hosting

with the latest **IBM xSeries eServers!**

It's Time to get Dedicated! ACT NOW!

Ad Rates and Creative Specifications

ROS (run of site) placements:

120x600 skyscrapers:

\$9 minimum CPM

16k maximum file size; rich media is acceptable but a gif or jpeg backup is required; no limit on looping

Popunders:

\$12 minimum CPM

30k maximum file size; 720x400 maximum window size; frequency capped at one per user per day, no limit on looping

Proposal: ICRA.org advertising



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Tribal Fusion is a pioneer in online advertising, specializing in high-end media products and services. The company provides site-specific representation, targeted channels, and broad reach to advertisers, with the capability to target significant audiences in niche demographics. Tribal Fusion's network consists of over 500 quality sites that reach more than 65 million unique users per month.

TRIBAL FUSION THANKS YOU!

Please contact your sales representative for further information.

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