

Tomorrow's Technology for Today's Online Advertising

## About Us

Credit Traffic Source was developed to meet the growing need for online advertising that is relevant to the credit and finance industry. We provide targeted ad placements that increase our clients advertising ROI (Return On Investment), lower their CPA (Cost Per Acquisition) and enhance their Internet visibility and brand presence.

Through our advanced targeting methods, Credit Traffic Source places ads that attract top-notch consumers. Our detailed demographic and location-specific advertising results in a far higher conversion rate than our competitors, at a fraction of the cost.

The Credit Traffic Source team is comprised of experts in the fields of digital media and online marketing. Our management staff has over 50 years combined experience in the design and successful implementation of digital campaigns. This is augmented by a group of seasoned engineers and IT professionals who put in long hours perfecting our automated targeting systems.

We develop advertising strategies that keep our clients ahead of the curve. In today's marketplace, cutting-edge technology and advanced targeting methods are crucial to success. Let us put our technology to work for you!

# From the President

Thank you for your interest in the CTS Authorized Reseller Program!

Partnership is a vital part of the CTS business strategy. Our success relies heavily on the success of our resellers. Our goal is to provide you with the products, tools and programs necessary to help grow your business and increase your profitability.

At CTS we are committed to our partners' success and have created a multi-level program designed to foster mutually beneficial partnerships with resellers who promote and sell CTS packages. Our staff will provide you with everything you need to develop your own online business based on the model of Credit Traffic Source. We look forward to a long and successful partnership.

Austin Eubanks — President, Credit Traffic Source

# How it Works

From the moment you sign up CTS will provide you with the tools to succeed. Upon completing the attached application you will receive your start up kit which will include the following:

- Personal login information.
- Unique tracking number to access your own back office.
- Complete SSL order form that can be co-branded with the logo of your choice.
- Marketing, training and support materials that will maximize your sales potential.

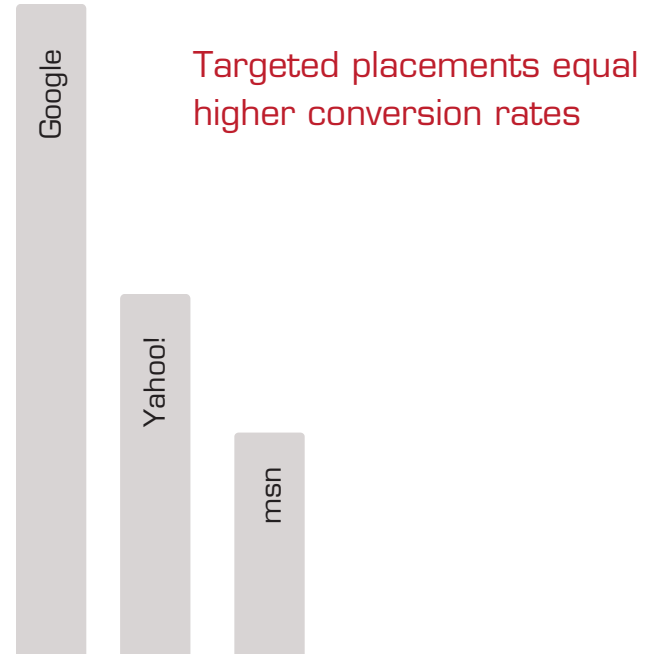
You can begin earning commissions immediately simply by promoting CTS packages. The best part, once a client subscribes to the CTS service we handle everything from anti-fraud protection to tech support leaving you free to focus on driving more business and earning more commission.

- 1) Complete and return the enclosed application.
- 2) Await confirmation and login information.
- 3) Begin driving business by promoting CTS packages.
- 4) Start collecting commissions!

Credit Traffic Source

# Highest Conversion Rates, Lowest Cost

The CTS Authorized Reseller Program has NO monthly fee. The only expense to you is our one time enrollment of \$149. This fee covers all of the necessary web development and training materials. This program pays for itself in the first transaction you process.



# What Sets Us Apart

We develop multiple ads to describe a client's products and services. This allows for a much broader target demographic. Client's ads are placed in continuous rotation throughout our network of hosts displaying 24/7 to their target audience. We implement a live thumbnail image of a client's landing page, thereby increasing their click-thru ratio and Alexa and Google page rank.

**Ad Campaign**—No single message captures everyone's attention. We develop multiple, keyword-rich ads to expand a client's target audience beyond the normal range.

**Thumbnail Image**—Having a live screenshot of a client's landing page both increases click-thru ratios and web site ranking.

**Rotation**—By using advanced technology we are able to continually rotate ads based on 3 important factors: fairness, effectiveness and deadline.

# Marketing Strategies

Through our rotation BOT, client's ads are strategically placed on sites that are pertinent to their target industry. Ad placements are instantly determined based on a custom algorithm designed for optimum performance. These placements continually rotate throughout the duration of our client's campaign, generating maximum exposure and productivity. This revolutionary technology allows campaigns to be customized in ways never before possible.

## Campaign Example:

**Take Control of Your Debt!**  
Consolidate all of your credit card bills into one affordable monthly payment

Ad #1

**Eliminate Your Debt Today**  
Professional debt consolidation:  
decrease interest rates and lower your monthly payment

Ad #2 Thumbnail Image





## Packages, Pricing & Commission

We keep the CTS pricing model simple and easy to understand. By eliminating bidding, we are able to offer the same high-quality service and ad placement to all of our clients. The reseller commission structure is extremely competitive and compensation increases with performance.

Packages	Plan 1	Plan 2	Plan 3	Plan 4	Plan 5	Plan 6
Targeted Customers	150	250	500	1000	1500	2500
Package Cost	\$149	\$222	\$395	\$689	\$885	\$1,225
Package Code	CTS001	CTS002	CTS003	CTS004	CTS005	CTS006
Viewers	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Cost Per Click	\$0.99	\$0.89	\$0.79	\$0.69	\$0.59	\$0.49

### Monthly Commission Tiers

1-5 clients = **20%** commission

6-10 clients = **25%** commission

11+ clients = **35%** commission

Commissions are paid on the 15th of each month for sales accrued for the previous month.

Custom commission structure and residual programs are available to power sellers.

# Get Started Today!

Sign up for the most rewarding Reseller Program on the web!

Just click on the link below.

<https://ssl.perfora.net/secure.credittrafficsource.com/reseller.html>

Thank you for your interest in Credit Traffic Source. For questions, complete the contact form at <http://www.credittrafficsource.com/reseller.html> and a team member will contact you immediately.