

Branding **Dimnet's branding campaigns aim to bring advertisers closer to Premium sites on the net. By combining our network, technologies and Premium sites, we are able to make every site into a unique segmentation opportunity.** Dimnet offers Geographic, Demographic, Behavioral segmentation which go far beyond recording impressions, thus to provide the results that the advertiser can utilize.

Websites on the net are divided into categories that are "100% brand safe"

Categories

- **Automotive**
- **Shopping**
- **Education**
- **Gaming**
- **Music**
- **Technology**
- **Jobs**
- **Friendship and Dates**
- **Entertainment**

- News
- Business/Finance
- Travel
- Weather
- Sports
- Real State
- Women/Health
- Social Network

Channels let us segment without losing the coverage that the Adnetwork provides. In this way we can access specific vertical sites, generally excluded from traditional patterns.

Our network sites are divided into categories that are "100% brand safe"

Additionally, each campaign has the possibility of segmenting through the following criteria:

- **Geotargeting to reach the right intended user**
- **Language of the browser used**
- **Operative System of the computer**
- **Internet browser**
- **Day of the week/ Time of the day**
- **Connection type: Dialup / Broadband-DSL**
- **Frequency**

Advertisers will be able to access the inventory from DirectaClick. Dimnet performs branding under the following purchase conditions:

Site Specific

The advertiser can choose to be present on specific sites within our network.

Sites Categories

The advertiser can choose to be present on a specific website category on the network.

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The advertiser can run campaigns in all the network to maximize campaign coverage.

Please visit our online profile to see how some of our clients have benefited from our services and please use the contact form below for any enquiries you may have.