



## **ContextWeb Adds Top Newspapers to Its Growing Publisher Network**

*Dallas Morning News, The Salt Lake Tribune and  
Other Leading Sites Added*

**NEW YORK – February 13, 2006** – ContextWeb, a leading provider of high-precision, real-time contextual advertising solutions, today announced agreements with four newspaper publishers and corporations, expanding the ability for advertisers to target advertisements across over 300 content categories from Travel to Health to Computers to Finance and many more.

Under the terms of these agreements, ContextWeb will display contextually relevant graphical and text advertisements across these publisher sites:

- Belo Corporation – Belo’s Newspaper Group consists of five daily newspapers and 20 TV stations with a combined readership of more than eight million people, including the flagship *Dallas Morning News* ([www.dallasnews.com](http://www.dallasnews.com)), *The Providence Journal* ([www.projo.com](http://www.projo.com)) and *The Press-Enterprise* ([www.pe.com](http://www.pe.com)). “Belo excels in journalism because its newspaper sites offer readers compelling content, 24-7. With so much dynamic content across our sites, we are pleased to be partnering with a company that has the real-time capabilities to display relevant ads on our dynamic content pages,” said Melissa Anderson, national sales manager, Belo Interactive Media.
- Newspaper Agency Corporation (NAC) – NAC handles the advertising, printing and circulation operations for *The Salt Lake Tribune* ([www.sltrib.com](http://www.sltrib.com)) and *Deseret Morning News* ([www.deseretnews.com](http://www.deseretnews.com)). The online editions of these papers jointly deliver more than 30 million page views per month, reaching more than two million unique visitors per month. “ContextWeb has a true dedication to customer service and to delivering a quality product that helps us achieve our business goals,” said Catherine Byington, new media account executive.
- Morris Digital Works – Morris DigitalWorks (MDW), a division of Morris Communications Company LLC, provides tools, technologies, consulting and Web development services to Morris newspapers, including *Florida Times Union*, whose online site ([www.jacksonville.com](http://www.jacksonville.com)) generates more than 17 million page views per month. “The Contextweb partnership has been beneficial to Jacksonville.com. Contextweb has been instrumental in providing additional

revenue by filling unsold banner positions with top tier advertisers,” said Bill Byrd, new media national account executive.

- Denver Newspaper Agency -- The Denver Newspaper Agency publishes *The Denver Post* ([www.denverpost.com](http://www.denverpost.com)) and *Rocky Mountain News* ([www.rockymountainnews.com](http://www.rockymountainnews.com)). “ContextWeb’s ability to target our readers with ads for services and products we know they’ll be interested in translates to increased revenue for our company. With ContextWeb, our sites generate more income and that makes a real difference to our bottom line,” said Fran Wills, vice president interactive.

”Site operators in the news category such as Belo and NAC are natural partners for ContextWeb due to the variety of their content and alignment between the real-time component of their content and our approach,” said Jay Sears, vice president of business development and publisher relations for ContextWeb, Inc. ”ContextWeb’s ability to contextualize and deliver targeted graphical and text ads across the dynamic content of our publishing partners enables us to compensate those partners in a very competitive way.”

ContextWeb’s contextual advertising technology, ContextAd™, is the industry’s first real-time and fully-automated solution, enabling instant analysis of Web site content and matching of contextually relevant advertisements with the highest appeal to viewers. ContextAd can serve contextually relevant advertisements to the most motivated potential customer in as little as 20 milliseconds. ContextAd uses both content category and keywords for analysis and matching, delivering unprecedented accuracy, ensuring four to six times greater likelihood that advertisements will be clicked and lead to sales.

### **About ContextWeb**

Based in New York City, ContextWeb provides high-precision, real-time contextual advertising solutions guaranteed to maximize the results and impact of online advertising. ContextWeb’s patent-pending ContextAd is the industry’s only real-time and fully automated solution that can serve contextually relevant advertisements to the most motivated potential customer in as little as 20 milliseconds. ContextAd uses both categories and keywords for analysis and matching, delivering unprecedented accuracy, dramatically extending audience reach and significantly increasing sales conversion rates. Additional information on ContextWeb can be found at [www.contextweb.com](http://www.contextweb.com).

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