

## Now you can advertise on .tel domains with TelAds

**LONDON, United Kingdom – Tuesday 22<sup>nd</sup> September, 2009** – Today at ad:tech London, Telnic Limited ([www.telnic.org](http://www.telnic.org)) announced that .tel owners can now store and display sponsored weblinks, sponsored telephone numbers and related content on their .tel domains to both monetize and enhance the discovery of them through search engines.

Following the announcement in August at TelCamp Toronto of a new type of record being made available to .tel owners to store TelAds in the DNS, the web proxy has now been enhanced to display TelAds in a format appropriate for both PC-based and mobile device-based browsers. Up to twelve ads or pieces of related content can be hosted per .tel sub-folder, with a .tel domain supporting up to 3,000 sub-folders.

These sponsored link TelAds and related content records will enable .tel owners to further monetize their .tel domains, either through pay-per-click or pay-per-call links. Additionally, text-based content can be served to these records, enabling .tel domain owners to sign up to automated content providers and easily refresh the content on their .tel domains to enable better search engine optimization and re-indexing.

A whitepaper enabling .tel owners to find out more about TelAds can be found at <http://dev.telnic.org/docs/advertisements.pdf>. A paper is also available for potential ad serving networks and related content providers discussing how to identify and deliver appropriate content to .tel domains at <http://telnic.org/downloads/tel-ads.pdf>

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