

MUSIC & ENTERTAINMENT DIVISION: Caliber 1 Media™



Caliber 1™ is a “first of its kind” music and entertainment division within a major online ad network. Leveraging CPX Interactive’s access to unparalleled online reach and cutting edge marketing strategies, Caliber 1™ is redefining how the entertainment industry reaches today’s online audience.

The division grew organically out of a focus on the network’s ability to deliver some of the most sought after psychographic groups on the Internet:

Social Networkers • Music Downloaders • Online Gamers • Entertainment Consumers

Caliber 1™ specialty units:

Ultimate Media Display™

With the Ultimate Media Display™, Caliber 1 Media™ takes online music and entertainment advertising to the “next level.” These fully interactive ad units mirror the functionality of a top notch media landing page.



Music Samplers

Music Sampler ad units represent the cutting edge of music industry online marketing. These are standard size “in-page” banners that contain fully integrated music players. A visitor to a site where a Music Sampler is served immediately hears a sample of the artist’s music and sees the artist-related images and copy, which may present information about releases, tours, contests, etc...



Caliber 1™ sample clients:

Labels:



Artists:



COMPANY OVERVIEW



strategy + distribution

CPX Interactive is redefining the ad network landscape. By layering ROI-driven strategies on top of its own global distribution model, the company offers clients more than just the *promise* of a successful campaign—we actually possess the *means to deliver* a successful campaign.

“what makes CPX different?”

The best answer may lie in how we describe ourselves—**a progressive online ad network and global marketing company**. Let’s break that down:

Progressive (philosophy)

Dictionary.com defines “progressive” as “...favoring or advocating progress, change, improvement or reform, as opposed to wishing to maintain things as they are...” This describes CPX perfectly.

From our early embrace of the social media space, the open exchange model, dynamic pricing and 100% inventory monetization to our development of a dedicated music and entertainment division (Caliber 1 Media™), a philanthropic division (CPXample™), industry-leading conversion-oriented campaign creative and multiple advertiser offerings, CPX Interactive continues to push the envelope of what it means to be an ad network.

online ad network (distribution)

Ultimately, the CPX network is a nexus of quality advertisers and publishers, all leveraging the collective strength, reach and efficiency of a progressive online marketing powerhouse. Advertisers leverage the network to receive optimized global reach at dynamically efficient pricing, while publishers realize the benefit of our 100% inventory-fill philosophy.

advertiser offerings include:

straight run of network (RON)

Campaigns where the goal is scalable reach at lowest possible costs.

targeted RON

Campaigns where specific audiences are reached through combinations of performance and behavioral targeting strategies.

premium network

Campaigns where advertisers can select channels populated by the highest profile sites within their respective categories.

global (reach)

The ad network serves more than 24 billion global impressions to over 195 million unique users across more than 6,000 publisher websites in more than 60 countries every month. In fact, to meet the demands of its ever-growing stable of global clients, 2008-09 will see offices opened in Italy, Spain, Turkey, Argentina and China.

marketing company (strategy)

CPX enjoys a unique position in its understanding of how marketing success can be achieved (and often redefined) by leveraging the ever-unfolding truths of the Internet. While traditional online ad networks are all about distribution, CPX Interactive believes that client relationships are about more than simply serving ads. CPX understands that its ability to service clients will ultimately be judged by its ability to internalize and deliver on a client’s specific goals.

CPX Interactive creates interactive online campaigns that are designed to build brand awareness and deliver on ROI goals. CPX strategic services range from conversion-oriented creative development to more campaign-specific strategies, such as Web 2.0 immersion and “long-tail” branding.

EXECUTIVE BIOGRAPHIES



Mike Seiman – CEO and Founder

Mike Seiman began what can be traced back as the earliest incarnation of CPX Interactive while still a freshman at Hofstra University. It was then that he began creating content-based websites and generating revenue by selling advertising and optimizing campaigns on those sites. By the time he graduated with a B.S. in Computer Science, in 2001, he had already leveraged his keen understanding of online advertising and his network of publishing relationships to create BUDS Inc., CPX's parent company. Mike Seiman's unique vision for the future of online advertising continues to drive the day to day business of CPX Interactive.



Carlton Hickman – CTO and Founder

By 1999, while working toward his B.S. in Computer Science at Hofstra University, Hickman was already designing and building the backbone of the BUDS, Inc. Network. The network offered numerous features that quickly distinguished BUDS, Inc. (the parent company of CPX Interactive) from its competitors. These included custom interfaces for advertisers and new revenue streams for publishers. Hickman still takes a "hands on" approach to heading all the company's technology development.



David Zapletal – EVP, Network & Exchange Relationships

While still in college at the University of Arizona, David Zapletal started a small online ad network out of his fraternity house. In a span of only six months Zapletal grew that network from one million impressions per day to 10 million per day. Zapletal joined BUDS Inc. (the parent company of CPX Interactive) even before graduating in 2005. As EVP of Network and Exchange relationships for CPX Interactive, Zapletal is responsible for continually developing new sources of high converting inventory for the network's advertisers while working to achieve new optimization methods to ensure the highest possible CPMs for the network's publishers.



Rob Rasko – COO

Rob Rasko began his career helping companies like Oppenhiemer and AIG offer their clients advice on cash management, retirement plans, and personal and corporate investments. In 2002 Rasko switched gears and became a principal at an Internet ad agency, Endai Worldwide, driving businesses growth through sales and marketing. In early 2006, Rasko joined CPX Interactive as CFO - with the goal of helping the company grow to the "next level". In early 2007 he was named COO, taking control of the sales, legal and marketing teams, in addition to taking a lead role in the company's financing strategy.