

DoubleClick
www.doubleclick.net
<HOME

SELECT A CATEGORY PUBLISHER SOLUTIONS SITE MAP CONTACT US SEARCH

ADVERTISERS

PUBLISHERS

- Outsourcing Ad Sales
 - Benefits
 - DoubleClick Select
 - DoubleClick Network
 - FAQ
 - Acceptance Criteria
- Ad Management Service
- Ad Management Software
- Abacus Online
- DARTmail

COMPANY INFO

PRIVACY POLICY

LEARNING CENTER

CLIENT LOGIN

SELECT A DOUBLECLICK COUNTRY

Asia

DoubleClick Network

The DoubleClick Network represents over 1,208 leading publishers from around the world.

To meet the needs of an increased roster of Web publishers, we recently expanded our media sales services to open the Network to highly branded sites in non-exclusive sales relationships.

The DoubleClick Network allows a greater number of publishers to leverage our worldwide sales force and global reach, while taking advantage of our multiple sales channels to supplement their own in-house sales efforts.

DoubleClick Network sites benefit from incremental revenue through our selling of a designated amount of inventory on run-of-category and run-of-network buys. By not allowing advertisers to directly target ads to your site, we eliminate potential cannibalization of your ad sales efforts or downward pressure on your CPMs.

Some of the leading brands that earn additional revenue on their inventory through the DoubleClick Network are CarSmart, CBS Sportsline and TheTrip.com.

DoubleClick Network site benefits include:

- Non-exclusive sales representation
- Incremental revenue from advertisers purchasing your inventory as part of a content category or reach buy
- A sales force covering National, Local, E-commerce and International markets to complement your current sales efforts
- The DART ad serving technology
- Exposure to an established advertiser base of over 4400

If you would like more information on utilizing your unsold inventory, please [fill out our Publisher Information Request Form](#).

Copyright ©1998-2000 DoubleClick Inc. All Rights Reserved.
Contact us at info@doubleclick.net or call us at 212-271-CLICK (2542).
[Legal Disclaimer](#)

<https://web.archive.org/web/20000815223252/http://www.doubleclick.net:8080/publishers/network/>

DEFENDANT'S
EXHIBIT

399

No. 6:21-cv-00898-ADA

AMZ-AN-PA-00012246

D0399 - Page 1 of 1

Ex. 2007

Datronics LLC, IPR2025-00873

Page 1 of 1