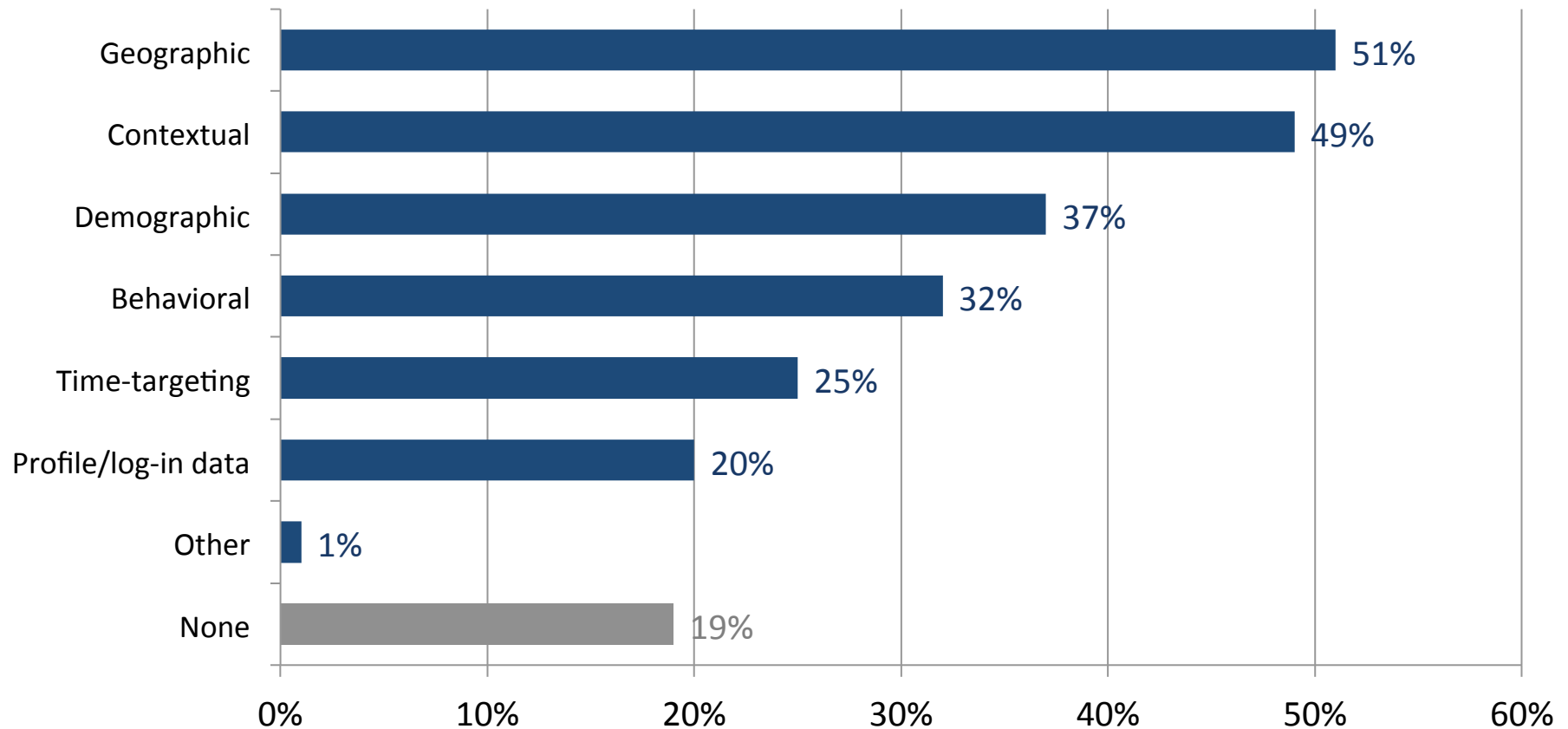


Types of Targeting that *Online Publishers Worldwide* Offer

(% of 103 respondents)



(Source: Econsultancy and the Rubicon Project, "Online Publishers Survey Report, September 2009)