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## **ATS Announces Major New Advertising Initiative On Website**

**New Marketing Tools Will Provide Value For Advertising Partners Who Participate In Social Media Sites  
AboveTopSecret.com, AbovePolitics.com, and BelowTopSecret.com**

(New York, January 15, 2008) FOR IMMEDIATE RELEASE—**The Above Network, LLC**, creators of **www.AboveTopSecret.com (ATS)**—the world’s largest user-generated social content community for anyone interested in UFOs, aliens, and conspiracy theories, boasting more than 7 million monthly page-views, over 1.5 million monthly visitors and 120,000 members—have announced today two revolutionary marketing initiatives for advertisers on their site: the **Ad Above** and **WordAbove Packages**. Unlike the ad tactics used by Facebook and MySpace (where users feel as if advertisers are “intrusive”), the design and content of these ad packages will ensure that marketing content will be better placed, and therefore more accepted than that of mainstream advertising campaigns.

The **Ad Above Package** provides a means to participate in the online conversations and be accepted by the users instead of disrupting their time on the site. It features premium banner positions to focus members on a well-rounded experience. **CEO Bill Irvine** explains, “The **Ad Above Package** enables advertisers to participate in social media with content, tools, and ads that engage the users and provide value.” **CFO Mark Allin** adds, “With more than 3.6 million pieces of content on **ATS**, the monthly traffic places us in the top 0.02% of all websites, and is now the core of a growing network of extensions into offline media that include radio, television, publishing, and live events.”

The **WordAbove Ad Unit** builds off the success of Google Ads, creatively adding content within the flow of a discussion on the website. This is a response to the marketer's desire to place contextually relevant ads inside the content on web pages. Says Allin, “We still scan content for relevant words or

phrases, but instead of interrupting the user experience, we place a full-featured ad unit immediately below the content in between posts—often called a *tween* ad.”

The **Ad Above** and **WordAbove** marketing tools will answer to the diverse group of intelligent people who tend to frequent such social networks as **ATS**. Irvine responds, “Our approach to advertisers, ad agencies and media shops is to help them and/or their clients learn how to make the transition from ‘advertising online’ to ‘being online’ by giving them the tools to become active participants in social media, thereby creating affinity with users by demonstrating a core understanding of their culture.” Outspoken and opinionated, these users are demanding and skeptical—yet have proven over and over again they will enthusiastically embrace marketers who, according to Irvine, “understand and participate in their online culture.”

**ATS** was formed in 1997 by Simon Gray of Swindon, England as an early source of speculative content on unusual technologies, secret aerospace projects, and UFO sightings. Simon was later joined by online content expert CEO Bill Irvine and business start-up specialist CFO Mark Allin and they founded **The Above Network, LLC**.

**For Inquiries about the Ad Above and WordAbove Packages or to interview Bill Irvine or Mark Allin, please call Justin Loeber at 212-260-7576; [Justin.Loeber@MouthPublicRelations.com](mailto:Justin.Loeber@MouthPublicRelations.com) or visit [www.MouthPublicRelations.com](http://www.MouthPublicRelations.com).**

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