

# EXHIBIT 131

**Subject:** Re: Aurora experience

**From:** Daniel Doman <dan@direct-revenue.com>

**Date:** Wed, 8 Jun 2005 13:18:07 -0400

**To:** Josh Engroff <jengroff@direct-revenue.com>

**CC:** rod <rod@direct-revenue.com>, 'Joshua Abram' <josh@direct-revenue.com>, 'Jean Philippe Maheu' <jpmaheu@direct-revenue.com>, 'Alan Murray' <alan@direct-revenue.com>, 'Ofer Druker' <odruker@direct-revenue.com>, 'Gisella Walter' <gisella@sohodigital.net>, w a y n e CHAVEZ <wayne@sohodigital.net>, Daniel.Kaufman@direct-revenue.com, 'Daniel Kaufman' <daniel@direct-revenue.com>, 'Andrew Pancer' <andrew@direct-revenue.com>

The RON weights are too high. We should cut back on the low value ron ads

On Jun 8, 2005, at 11:59 AM, Josh Engroff wrote:

This is really the exact opposite effect of what we would have wanted, since average TGT cpm is \$7.70, vs. 2.63 for RON and 3.60 for FME.

Is there any way that we can suppress pops below a certain CPM at the system level, so that we can improve the customer experience without sledgehammering our revenue at the same time?

J

On Jun 8, 2005, at 11:33 AM, rod wrote:

the timer we changed ensured no pops were delivered within 2 minutes of each other. Targetted was taking advantage of the smaller spacing more so than FME or RON so it took the brunt of the hit.

w a y n e CHAVEZ wrote:

Rod, why is Targeted (as opposed to RON, FME, etc) hit the hardest when we dial down?

\*\*\*\*\*

w a y n e CHAVEZ

wayne@sohodigital.net

646.230.8966

-----Original Message-----

**From:** rod [<mailto:rod@direct-revenue.com>] Sent: Wednesday, June 08, 2005 11:04 AM

**To:** Josh Engroff

**Cc:** [Daniel.Kaufman@direct-revenue.com](mailto:Daniel.Kaufman@direct-revenue.com); 'Ofer Druker'; 'Daniel Kaufman'; 'Joshua Abram'; 'Gisella Walter'; 'Alan Murray'; 'Wayne Chavez'; 'Jean Philippe Maheu'; 'Daniel Doman'; 'Andrew Pancer'

**Subject:** Re: Aurora experience

Tuesday revenue was 87% of last Tuesday. My original guess after this change was live for an hour was that we had just made a change that swung our revenue flow by -15%. So I was close, but not perfect. If we can reliably predict after an hour, we dont have to do these painful 24 hour experiments.

>So taking the ad spacing to 2 minutes apart appears to be around a 15% reduction in total

revenue flow so far. Almost all of the drop is in Targetted as you can see in the attached >charts.

Josh Engroff wrote:

I think now we know the full-day impact, with yesterday's new low of \$91K. Today is trending around the same so far.

On Jun 7, 2005, at 4:44 PM, Daniel Kaufman wrote:

I'm curious to hear what the full-day impact on revenue is. For what it's worth, claria shows ads more frequently than once every 45 seconds when the user does valuable surfing (I just went to delete messages from the cingular/blackberry server and got deluged by claria). Alan has made the good point that it's more important that we stop showing any low CPM RON ads within targeted buckets (which will positively impact user experience at low revenue loss) before making drastic changes to timers. 20-25k uninstalls/day might very well be sustainable.

Daniel Kaufman  
DirectRevenue LLC  
107 Grand Street, 3rd Floor  
New York, NY 10013  
t: 646.442.1233  
f: 646.613.0386

-----Original Message-----

\*From:\* Daniel Doman (<mailto:dan@direct-revenue.com>)  
\*Sent:\* Tuesday, June 07, 2005 9:19 AM  
\*To:\* Josh Engroff  
\*Cc:\* Daniel Kaufman; Joshua Abram; Rodney Hook; Jean Philippe Maheu; Andrew Pancer; Gisella Walter; Alan Murray; Wayne Chavez; Ofer Druker  
\*Subject:\* Re: Aurora experience

we will have to remedy this through a combination of traffic changes and some optimizations. We can set an override for a high value ad that kicks in once or **\*at most\*** twice an hour, but at the rate we were hammering users any rational user would uninstall. 20-25K uninstalls a day is not sustainable (although this is offset by the previous rate of breakage). - dan -

On Jun 7, 2005, at 10:02 AM, Josh Engroff wrote:

There is a 12% drop in hourly impressions beginning at hour 17 last night, which i am assuming is due to the change in timers. Looking at the charts, this appears to have led to a loss of ~ \$800 per hour beginning at hour 17 and continuing through the rest of the day--you can see the abrupt drop-off in the "Revenue from last 48 hours" chart.

I realize we all have concerns about our number of pops-- but we also need to bear in mind that over the past several weeks we have been showing fewer average pops per user (6) than during any period since September 2004. Since both we and our advertisers managed to live with the old (i.e. pre-yesterday) timer settings for the previous 8 months, and we're in a situation where every bit of revenue is needed, I would recommend that we roll back this timer change until our daily revenue starts trending upward again.

Josh

On Jun 6, 2005, at 7:06 PM, Daniel Doman wrote:

It is being remedied now..

On Jun 6, 2005, at 9:11 PM, Jean Philippe Maheu wrote:

These stats are not good for our business. They show that 15% of our clients get more than 15 ads per day and 26% of our clients receive more than 11 ads per day. We should set a cap at 10 ads per day per client within a 12hr period.

I am also not clear on why we have 15% of our clients that received no ads and close to 10% receiving only one ad... that represents 1/4th of our client base that we are not monetizing.

alan, can you let me know what we intend to do to remedy this situation.

thx,

jp

On Jun 6, 2005, at 1:34 PM, Gisella Walter wrote:

I noticed you weren't on this email string....

-----Original Message-----

From: rod [mailto:rod@direct-revenue.com]

Sent: Monday, June 06, 2005 4:12 PM

To: Josh Engroff

Cc: Daniel Doman; Joshua Abram; Andrew Pancer; Alan Murray; Gisella Walter;

'Daniel Kaufman'; Daniel Kaufman; Wayne Chavez

Subject: Re: Fwd: Aurora experience

Just so we dont have to wait on finding out the frequency distribution Here it is.

read it like this..... 15.72% see no ads, 9.45% see 1, 7.84% see 2 ads, 4.7% see 26-30 ads

[2005/06/06:07:44:10] #6a. Daily Unique client counts by number of ads received for US clients

ads	total	percent	bar
00	4553	15.72	=====
01	2735	9.45	=====
02	2271	7.84	=====
03	2081	7.19	=====
04	1934	6.68	=====
05	1622	5.60	=====
06	1728	5.97	=====
07	1286	4.44	=====
08	1157	4.00	=====
09	1059	3.66	=====
10	1013	3.50	=====
11 - 15	3089	10.67	=====
16 - 20	1619	5.59	=====
21 - 25	897	3.10	=====
26 - 30	1361	4.70	=====
31 - 35	417	1.44	=====
36 - 40	39	0.13	=====

| 40+ | 85 | 0.29 | = |

Here is ads per hour using hour 16 EST as a typical hour. read it like this... 23.69% see no ads. 26.1% see 1 ad, 17.39% see 2 ads, 7.9% see 6 ads

[2005/06/06:07:44:10] #6b. Hourly Unique client counts by number of ads received for US clients for Hour 16 only

ads	total	percent	bar
00	1298	23.69	=====
01	1430	26.10	=====
02	953	17.39	=====
03	526	9.60	=====
04	368	6.72	=====
05	233	4.25	=====
06	433	7.90	=====
07	81	1.48	
08	46	0.84	
09	24	0.44	
10	59	1.08	=
11 - 15	19	0.35	
16 - 20	6	0.11	
21 - 25	2	0.04	
40+	1	0.02	

Josh Engroff wrote:

I think we all agree that we are popping too much. There are actually several settings that control how often we pop, which differ by inventory type (TGT is once per minute, FME every 4 minutes, and RON every 25). I assume Dan is referring to the TGT timer below.

So that we can be scientific about this, I've requested a frequency distribution from BI showing the number of pops per user (e.g. 25% of users see exactly one pop, 12% see 2 pops, 4% see 22 pops). The average pops per user per day is around 6 (according to the daily revenue report), but that average # obscures the fact that some users are seeing as many as 30. The freq. dist. will show us what % of our user base is getting slammed.

Josh

Begin forwarded message:

\*From: "w a y n e CHAVEZ" <wayne@sohodiqital.net>  
 \*Date: \*June 6, 2005 3:12:51 PM EDT  
 \*To: \*<jengroff@direct-revenue.com>  
 \*Subject: FW: Aurora experience  
 \*

FYI

\*\*\*\*\*  
 w a y n e CHAVEZ  
 wayne@sohodiqital.net  
 646.230.8966

\*From:\* Daniel Doman [mailto:dan@direct-revenue.com]  
 \*Sent:\* Monday, June 06, 2005 3:11 PM  
 \*To:\* Kelley Ryan  
 \*Cc:\* rod@direct-revenue.com; 'Joshua Abram'; 'Daniel Kaufman';  
 'Alan Murray'; 'Gisella Walter'; 'w a y n e CHAVEZ'  
 \*Subject:\* Re: Aurora experience

I agree with you 100%. I have always believed that we are

hammering users too often. The temptation is to get as many impression opportunities as we can but this is a very short term goal that offsets a longer term effect of really negative user experience and now advertiser reluctance to participate in this kind of negative user experience.

There are several timers in place for us to work with. We really are hammering at users right now. There are two key settings -

how often the client checks in and how much lapse between ads the server waits before serving another. Right now the client checks in every 45 seconds and the server won't serve an ad more often than every 30 seconds. These two values overlap to produce something that aggregates those two to a slightly longer effective

value. Statistical gobbledygook.

I have asked Rod to back off the server setting to 2 minutes

while

leaving the check-in rate at 45 seconds. This will give us the contextual (FME) visibility we need while backing off on the

abuse

to the user. We should see a drop in very low CPM inventory and some reduction in overall inventory. We should have a sense of what this will do by the end of the day.

My own preference is to manage this with a long term view rather than a short term inventory.

We are walking these changes through right now.

- dan -

On Jun 6, 2005, at 2:24 PM, Kelley Ryan wrote:

Dan and Rod,

I just thought I would share with you the experience of one of the

Soho CM's and Gisella regarding Aurora and Ceres. It seems that they are seeing technical problems and high frequency caps that are giving some of the advertiser clients pause in using the DR platform. I don't know if this is typical or atypical, but given that it potentially puts ad revenues at risk I thought it important to elevate the concern to your levels.

Thanks,

Kelley

Kelley Ryan  
President  
Compass Rose Management, LLC  
917-848-8483  
[krayan99@earthlink.net](mailto:krayan99@earthlink.net)

-----Original Message-----

\*From:\* Gisella Walter [<mailto:gisella@sohodigital.net>]  
\*Sent:\* Monday, June 06, 2005 1:38 PM  
\*To:\* 'Kelley Ryan'  
\*Subject:\* FW: Aurora experience

Kelley,

As a follow up to our conversation last week, where I mentioned that we are abusing the hell out of our users.

I installed Ceres ad client on my machine, and the program literally disabled my computer from functioning in a normal manner. Programs like excel ceased to work, until I uninstalled it.

Judit has aurora on her machine.

I asked her to specifically count how many ads she saw in a day, and what kinds of troubles she ran into, as she had mentioned

that

it was pretty poor user experience over all.

What she encountered I suspect isn't atypical, but rather the norm. I hear from clients all the time of users complaining to

they

are having the same issues.

Case in point:

One of the monster media buyers had basically the same experience with aurora and started asking questions. He was home surfing, so wasn't on his machine for the 8 hour window that Judit was.

Anyway I think we need to address this soon.

-G

\*From:\* Judit Major [mailto:jmajor@sohodiqital.net]

\*Sent:\* Friday, June 03, 2005 5:58 PM

\*To:\* 'Gisella Walter'

\*Subject:\* Aurora experience

I got at least 30 ads today from Aurora (see my cookie history below), sometimes back to back within a minute. The majority of was RON traffic. My computer crashed 4 times and I noticed that after I turn it back on I get a lot of ads in the first 20

minutes

than the delivery speed slows down (The worst was the beginning of

the day , I got 12 ads in the first hour today).

Thanks,

Judit

time: Fri Jun 03 17:47:44 EDT 2005

event: imp

campaign: 10981, IM-US Air CPC 2005-06-02

creative: 51812, IM-US Air CPC 2005-06-02 720x300 slider

section: 67842, FM-Travel\_Air 01

psection: 9378, FM-Travel\_Air

cpc: 0.42, cpm:0.0

campaign weight: 1000, creative weight:10

time: Fri Jun 03 17:44:31 EDT 2005

event: imp

campaign: 2920, YD-Useful Follow Me Campaigns 2004-05-05

creative: 47281, YD-WS PocketPC HR3 TGTshopHiFi 2005-05-03

section: 135048, al.interclick.com

psection: 6455, Shopping\_Computers/HiFi/Technology

cpc: 0.0, cpm:2.0

campaign weight: 20, creative weight:1000

time: Fri Jun 03 17:39:24 EDT 2005

event: imp

campaign: 10034, CPA-1800Flowers-Shopping-General-WC-1-YF-1

creative: 47417, CPA-1800Flowers-Shopping-General-WC-1

section: 135048, al.interclick.com

psection: 6455, Shopping\_Computers/HiFi/Technology

cpc: 0.0, cpm:2.0

campaign weight: 100, creative weight:10

time: Fri Jun 03 17:38:33 EDT 2005

event: imp

campaign: 6381, MGCPV:Shopping\_Computers/HiFi/ Technology\_120904

creative: 41897,

MGCPV:Shopping\_Computers/HiFi/Technology\_030405 test

section: 135048, al.interclick.com

psection: 6455, Shopping\_Computers/HiFi/Technology

cpc: 0.0, cpm:6.37

campaign weight: 1000, creative weight:10

time: Fri Jun 03 17:37:48 EDT 2005

event: imp  
campaign: 10981, IM-US Air CPC 2005-06-02  
creative: 51812, IM-US Air CPC 2005-06-02 720x300 slider  
section: 67842, FM-Travel\_Air 01  
psection: 9378, FM-Travel\_Air  
cpc: 0.42, cpm:0.0  
campaign weight: 1000, creative weight:10  
time: Fri Jun 03 13:52:35 EDT 2005  
event: imp  
campaign: 10852, IM-Expedia CPV 2005-06-01  
creative: 50688, Copy Copy IM-Expedia CPV 2005-04-01 flight  
section: 35468, [www.BookingBuddy.com](http://www.BookingBuddy.com)  
psection: 6455, Travel\_Air  
cpc: 0.0, cpm:20.0  
campaign weight: 4000, creative weight:10  
time: Fri Jun 03 13:42:26 EDT 2005  
event: imp  
campaign: 10994, IM-Priceline CPV 2005-06-03  
creative: 51796, Copy IM-Priceline Air CPV 2005-05-01  
section: 132355, [www.mytravelbug.org](http://www.mytravelbug.org)  
psection: 6455, Travel\_Air  
cpc: 0.0, cpm:30.0  
campaign weight: 6000, creative weight:100  
time: Fri Jun 03 13:40:09 EDT 2005  
event: imp  
campaign: 6144, IM-ProFlowers CPC 2004-11-23  
creative: 51703, IM-ProFlowers CPC 2005-06-02 [Dads and Grads 600 x 400]  
section: 60899, [www.cafepress.com](http://www.cafepress.com)  
psection: 6455, Shopping\_Gifts  
cpc: 0.3, cpm:0.0  
campaign weight: 2500, creative weight:10  
time: Fri Jun 03 13:37:04 EDT 2005  
event: imp  
campaign: 5586, IM-Right Media FME-tech Campaign 2004-10-25  
creative: 45366, IM-Right Media FME-tech Campaign 2005-04-13  
section: 53203, FM URLs-Shopping\_Computers 01  
psection: 9378, FM-Shopping\_Computers/HiFi/Technology  
cpc: 0.0, cpm:4.04  
campaign weight: 10000, creative weight:10  
time: Fri Jun 03 13:32:50 EDT 2005  
event: imp  
campaign: 8397,  
CPA-Zip-PhotoIpodvsRCALyraJukebox-KW-Games-Lotteries-AZ-1-KK  
creative: 41329,  
CPA-Zip-PhotoIpodvsRCALyraJukebox-KW-Games-Lotteries-AZ-1  
section: 113716, [www.ipodlounge.com](http://www.ipodlounge.com)  
psection: 6455, Shopping\_Computers/HiFi/Technology  
cpc: 0.0, cpm:2.0  
campaign weight: 5000, creative weight:10  
time: Fri Jun 03 13:06:14 EDT 2005  
event: imp  
campaign: 10095, IM-Software Online CPM 2005-05-06  
creative: 47619, IM-Software Online 2005-05-06-[2]  
section: 11782, FM URLs-Finance-General 01  
psection: 9378, FM-Finance\_General  
cpc: 0.0, cpm:3.75  
campaign weight: 10000, creative weight:10  
time: Fri Jun 03 11:48:36 EDT 2005  
event: imp



campaign: 9028,  
CPA-BlockBuster-KW-Entertainment-Music-AZ-1-YF-1-KK  
creative: 46131, CPA-BlockBuster-KW-Entertainment-Music-YF-1  
section: 58758, [www.blockbuster.com/acctmgmt/](http://www.blockbuster.com/acctmgmt/)  
psection: 6455, Entertainment\_Movies  
cpc: 0.0, cpm:15.0  
campaign weight: 50000000, creative weight:10  
time: Fri Jun 03 11:47:20 EDT 2005  
event: imp  
campaign: 9027, CPA-BlockBusterT-URLs-AZ-1-YF-1-KK  
creative: 45642, CPA-BlockBuster-URLs-YF-1  
section: 58758, [www.blockbuster.com/acctmgmt/](http://www.blockbuster.com/acctmgmt/)  
psection: 6455, Entertainment\_Movies  
cpc: 0.0, cpm:30.0  
campaign weight: 50000000, creative weight:10  
time: Fri Jun 03 11:31:58 EDT 2005  
event: imp  
campaign: 5744, IM-Premier Centennial Classic CPC 2004-11-12  
creative: 29785, Copy Copy IM-Premier Centennial Classic  
2004-06-21 [2]  
section: 507, [www.citibank.com](http://www.citibank.com)  
psection: 6455, Finance\_General  
cpc: 0.35, cpm:0.0  
campaign weight: 400, creative weight:40  
time: Fri Jun 03 11:23:25 EDT 2005  
event: imp  
campaign: 7152, CPA-VIPAdvantageVC-FM-Finance-Credit-Card- AZ-1  
creative: 36465,  
CPA-VIPAdvantageVC-FM-Finance-Credit-Card-AZ-1.Creat.DP  
section: 53147, FM URLs-Finance\_Credit.Cards 01  
psection: 9378, FM-Finance\_Credit.Cards  
cpc: 0.0, cpm:4.0  
campaign weight: 9000, creative weight:10  
time: Fri Jun 03 11:19:53 EDT 2005  
event: imp  
campaign: 10316, CPA-Zip-SonyLapTop-RON-USE-3  
creative: 48599, CPA-Zip-SonyLapTop-RON-USE-3  
section: 132346, CPVMarket\_Passback\_US\_RON  
psection: 5422, - TOP 50 Portals (RON)  
cpc: 0.0, cpm:2.5  
campaign weight: 500, creative weight:10  
time: Fri Jun 03 11:19:06 EDT 2005  
event: imp  
campaign: 10851, IM-Expedia CPC 2005-06-01  
creative: 50675, Copy IM-Expedia CPC 2005-05-01 728x90  
section: 67842, FM-Travel\_Air 01  
psection: 9378, FM-Travel\_Air  
cpc: 0.35, cpm:0.0  
campaign weight: 350, creative weight:10  
time: Fri Jun 03 10:38:56 EDT 2005  
event: imp  
campaign: 10220, CPA-CheapTickets-MultiBuckets-EMM-1  
creative: 51371, CPA-CheapTickets-Travel-Air-EMM-1-CREAT-2  
section: 35468, [www.BookingBuddy.com](http://www.BookingBuddy.com)  
psection: 6455, Travel\_Air  
cpc: 0.0, cpm:6.0  
campaign weight: 19000, creative weight:10  
time: Fri Jun 03 10:29:08 EDT 2005  
event: imp  
campaign: 9820, CPA-CheapTickets-MultiBuckets-EMM-2

creative: 46161, CPA-CheapTickets-TravelAir-EMM-2  
section: 35468, [www.BookingBuddy.com](http://www.BookingBuddy.com)  
psection: 6455, Travel\_Air  
cpc: 0.0, cpm:10.0  
campaign weight: 25000, creative weight:10  
time: Fri Jun 03 10:25:47 EDT 2005  
event: imp  
campaign: 10837, CPA-Audible-URLs-DIR-2  
creative: 50597, CPA-Audible-URLs-DIR-2  
section: 35468, [www.BookingBuddy.com](http://www.BookingBuddy.com)  
psection: 6455, Travel\_Air  
cpc: 0.0, cpm:5.0  
campaign weight: 10000, creative weight:10  
time: Fri Jun 03 10:15:20 EDT 2005  
event: imp  
campaign: 8350, CPA-USAPlatinumCard-Finance-Credit-Card-AZ-1  
creative: 41226,  
CPA-USAPlatinumCard-Finance-Credit-Card-AZ-1-Creat-  
section: 14221, [www.accountonline.com](http://www.accountonline.com)  
psection: 6455, Finance\_Credit.Cards  
cpc: 0.0, cpm:4.0  
campaign weight: 5000, creative weight:10  
time: Fri Jun 03 10:09:01 EDT 2005  
event: imp  
campaign: 8654, IM-Azoogole Credit Test CPV 2005-03-10  
creative: 42438, IM-Azoogole Credit Test CPV 2005-03-10 Citi  
Card a  
section: 53147, FM URLs-Finance\_Credit.Cards 01  
psection: 9378, FM-Finance\_Credit.Cards  
cpc: 0.0, cpm:15.0  
campaign weight: 6500, creative weight:10  
time: Fri Jun 03 10:07:06 EDT 2005  
event: imp  
campaign: 6997, INSP:Cobr.Contextual.Pops.on.KW-Jan.05  
creative: 35893, INSP:Cobr.Contextual.Pops.on.KW-Jan.05- Creative  
section: 35875, BROAD-car  
psection: 8140, KW-Finance\_Loans\_Auto  
cpc: 0.0, cpm:3.5  
campaign weight: 10000, creative weight:10  
time: Fri Jun 03 10:06:18 EDT 2005  
event: imp  
campaign: 8873,  
CPA-ZipFree\$250VISAGiftCard-KW-Shopping-Free-AZ-1-KK  
creative: 42957,  
CPA-ZipFree\$250VISAGiftCard-KW-Shopping-Free-AZ-1  
section: 63027, [www.creditcardguide.com](http://www.creditcardguide.com)  
psection: 6455, Finance\_Credit.Cards  
cpc: 0.0, cpm:2.0  
campaign weight: 5000, creative weight:10  
time: Fri Jun 03 10:04:25 EDT 2005  
event: imp  
campaign: 10877, INSP:Finance\_General-'credit+cards'  
creative: 50919, INSP:Finance\_General-'credit+cards'  
section: 14408, [www.chaseonline.chase.com](http://www.chaseonline.chase.com)  
psection: 6455, Finance\_General  
cpc: 1.5, cpm:0.0  
campaign weight: 25, creative weight:100  
time: Fri Jun 03 10:01:36 EDT 2005  
event: imp  
campaign: 5590, IM-Right Media FME-finance general Campaign

2004-10-25  
creative: 45360, IM-Right Media FME-finance general Campaign  
2005-04-13  
section: 11782, FM URLs-Finance-General 01  
psection: 9378, FM-Finance\_General  
cpc: 0.0, cpm:2.58  
campaign weight: 125, creative weight:10  
time: Fri Jun 03 10:00:31 EDT 2005  
event: imp  
campaign: 9183, SDI - Casino-On-Net 888 US Finance-Gen 2005-03-25  
creative: 43753, SDI - Casino-On-Net 888 US Finance-Gen  
2005-01-13 #1  
section: 504, [www.chase.com](http://www.chase.com)  
psection: 6455, Finance\_General  
cpc: 0.0, cpm:4.0  
campaign weight: 1000, creative weight:10  
time: Fri Jun 03 09:48:06 EDT 2005  
event: imp  
campaign: 10316, CPA-Zip-SonyLapTop-RON-USE-3  
creative: 48599, CPA-Zip-SonyLapTop-RON-USE-3  
section: 132346, CPVMarket\_Passback\_US\_RON  
psection: 5422, - TOP 50 Portals (RON)  
cpc: 0.0, cpm:2.5  
campaign weight: 500, creative weight:10  
time: Fri Jun 03 09:47:06 EDT 2005  
event: imp  
campaign: 5587, IM-Right Media FME-mail Campaign 2004-10-25  
creative: 45362, IM-Right Media FME-mail Campaign 2005-04-13  
section: 6412, [mail.yahoo.com](mailto:mail.yahoo.com)  
psection: 6455, Misc\_Mail  
cpc: 0.0, cpm:3.67  
campaign weight: 5000, creative weight:10

--  
No virus found in this incoming message.  
Checked by AVG Anti-Virus.

Version: 7.0.323 / Virus Database: 267.6.2 - Release Date:  
6/4/2005

--  
No virus found in this outgoing message.  
Checked by AVG Anti-Virus.

Version: 7.0.323 / Virus Database: 267.6.2 - Release Date:  
6/4/2005

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Josh Engroff  
VP, Ad Operations  
Direct Revenue, LLC  
107 Grand Street, 3rd Floor  
New York, NY 10013  
Office (646) 442-1225  
Fax (646) 613-0386

-- No virus found in this incoming message.  
Checked by AVG Anti-Virus.

Version: 7.0.323 / Virus Database: 267.6.2 - Release Date: 6/4/2005

-- No virus found in this outgoing message.

Checked by AVG Anti-Virus.

Version: 7.0.323 / Virus Database: 267.6.2 - Release Date: 6/4/2005

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Josh Engroff  
VP, Ad Operations  
Direct Revenue, LLC

Re: Aurora experience

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