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Benjamin Edelman

December 3, 2008

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The New York Times

Saturday, November 22, 2008 Last Update: 1:34 PM ET

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THE 44TH PRESIDENT

Obama Vows Swift Action on Vast Economic Stimulus Plan

By JEFF ZELENY and JACKIE CALMES 53 minutes ago

Barack Obama offered a broad sketch of a plan to create or save 2.5 million jobs by investing in public works programs and alternative energy.

- Text of Address | Video
- Saturday Word: Obama Aims for 2.5 Million Jobs

NEWS ANALYSIS

Obama Tilts to Center, Inviting a Clash of Ideas

By DAVID E. SANGER

President-elect Barack Obama's reported selections for two major cabinet jobs suggest a preference for pragmatists, not ideologues.

- Clinton Is Said to Accept Secretary of State Position
- Fed Official Is Said to Be Choice for Treasury



Eric Grigorian for The New York Times

TRAVEL

Ry Cooder's American West

By LAWRENCE DOWNES

El Mirage Dry Lake sounds like a place one step from nonexistence, but it's a critical stop on a journey into the idiosyncratic world of the influential rock and blues artist.

- Audio Slide Show: Journey to El Mirage Dry Lake

U.S. Strike in Pakistan Kills British Militant

By ISMAIL KHAN and JANE PERLEZ 4 minutes ago

The militant, who served as a liaison to Al Qaeda, was a key suspect in a plot to blow up trans-Atlantic airliners.

Shares Falling, Citigroup Talks to Government

By ANDREW ROSS SORKIN and LOUISE STORY

Options discussed included a public endorsement from the government to help stabilize Citigroup's financial lifeline.

SPORTS »

College Football

The top storylines in college football, including the Big 12 showdown between Texas Tech and Oklahoma, are on the Quad blog.

- Video: The Pregame Huddle
- Utah and B.Y.U. Collide
- Unlikely Texas Tech Combination
- Scoreboard | More Coverage »



OPINION »

- Herbert: Veterans Comments (105)
- Collins: Bush Has to Go Comments (271)
- Op-Ed: On Eric Holder
- Editorial: Detroit Flails Comments (112)

BUSINESS »

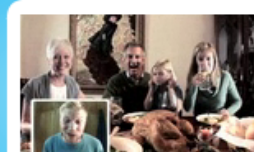
G.M.'s Long Road Ahead

Joe Nocera examines the arduous road that General Motors would travel in bankruptcy.

Citi never sleeps

Free face-to-face
video calling.

+ sound on





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\$44
weekend
on SUV
Chevy T

Find the
weekend

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<html>

<head>

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=4400;var rm_iframe_tags =

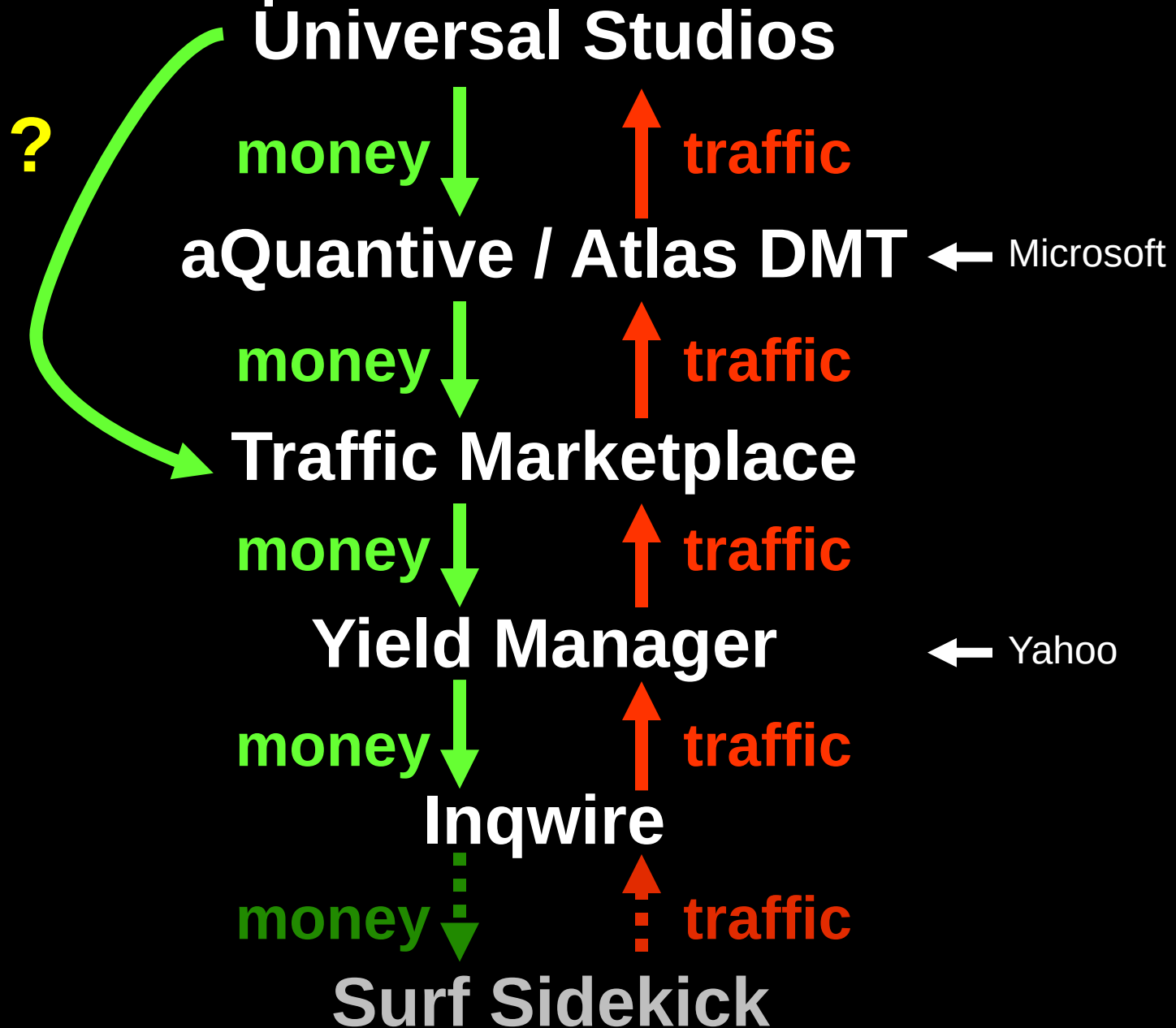
1;rmShowAd('728x90');</script>

</p>

</body>

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Referer: http://media.ntsserve.com/servlet/ajrotator/399618/0/vh?ajecsc p=1228215400420&z=ntsserve ...
Host: sk8rstv.com ...

HTTP/1.1 200 OK ...

Date: Tue, 02 Dec 2008 10:56:42 GMT

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frameborder="0" marginheight="0" marginwidth="0"></iframe>
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<iframe width="1" height="1" src="/ads/282246?o1=1228215415" noresize scrolling="No" frameborder="0"
marginheight="0" marginwidth="0"></iframe>

</body> </html>
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Revenue Path



Solutions to Banner Fraud

- Limit where ads may appear.
 - But networks prefer not to say.
- IAB standards on reload frequency.
 - Imprecise. AJAX-style apps challenge norms. Publishers can push the limits.
- Don't pay per impression.

Paying per click

laptop - Google Search - Windows Internet Explorer

http://www.google.com/search?q=laptop

laptop

File Edit View Favorites Tools Help

laptop - Google Search

Web Images Maps News Shopping Gmail more Sign in

Google

laptop Search Advanced Search Preferences

Web Shopping Groups Results 1 - 10 of about 232,000,000 for laptop [definition]. (0.33 seconds)

Laptop
www.BestBuy.com Laptops Make The Perfect Gift. Shop Wide Selection Online At Best Buy®!

Laptop at Circuit City
www.CircuitCity.com Save up to \$150 on Laptops. Free Shipping On Orders \$24 and up.

HP Laptops
www.hp.com Find out about Powerful, Reliable & Affordable Laptop PCs from HP!

Related searches: [laptop deals](#)

Shopping results for laptop

Apple MacBook - Core 2 Duo 2 GHz - 13.3" - 1 ...	\$1,185 to \$1,456 - 6 stores
HP Pavilion Dv6910us Entertainment - Turion 64 ...	\$649 to \$940 - 18 stores
Lenovo ThinkPad X61 Tablet 7767 - Core 2 Duo 1 ...	\$1,374 to \$1,736 - 21 stores

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LAPTOP Magazine is your complete mobile gear guide. We review the latest mobile tech products and provide expert buying advice, plus breaking industry news.
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Apple - MacBook
The new MacBook laptop features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.
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Laptop - Wikipedia, the free encyclopedia

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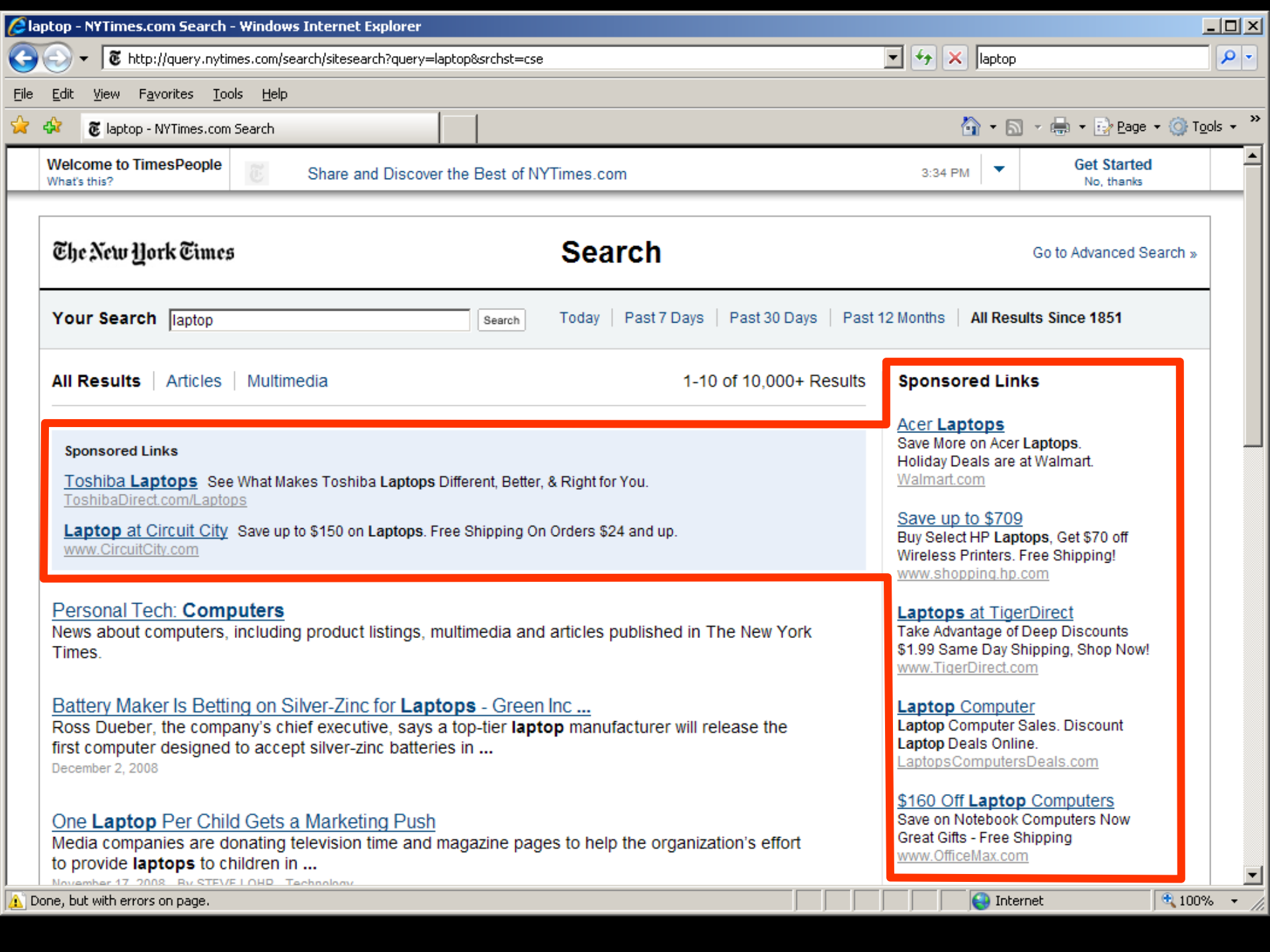
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www.OfficeMax.com

Personal Tech: [Computers](#)

News about computers, including product listings, multimedia and articles published in The New York Times.

[Battery Maker Is Betting on Silver-Zinc for Laptops - Green Inc ...](#)

Ross Dueber, the company's chief executive, says a top-tier laptop manufacturer will release the first computer designed to accept silver-zinc batteries in ...

December 2, 2008

[One Laptop Per Child Gets a Marketing Push](#)

Media companies are donating television time and magazine pages to help the organization's effort to provide laptops to children in ...

November 17, 2008 By STEVE LOHR Technology

Done, but with errors on page.

Internet

100%

CPC gone wrong

Click fraud

GET /?1143930576 HTTP/1.1 ...
Host: search.improvingyourlooks.com

HTTP/1.1 200 OK ...

```
<html> ... <body onload='document.forms[0].submit()'  
<form action='http://64.14.206.59/cgi-bin/feedred' method='GET'>  
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<input type='hidden' name='p' value='2068'>  
<input type='hidden' name='d' value='1'>  
<input type='hidden' name='nr' value='search.improvingyourlooks.com'>  
<input type='hidden' name='q' value='lasik%20eye%20surgery'>  
<input type='hidden' name='des' value='GxgGGx5FChkRDgcTSgEBQ0EwB...'>  
<input type='hidden' name='des2' value=''>  
</form></body></html>
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com&q=lasik%20eye%20surgery&des=GxgGGx5FChkRDgcTSgEBQ0EwBh4XRUCFSE...
Host: 64.14.206.59

HTTP/1.1 302 Found ...
Location: http://www10.overture.com/d/sr/?xargs=15KPjg17hS%2DZXyl%...

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[Fix Your Marriage](#)

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<http://www.YourMarriageFitness.com>

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<http://www.TLC.com/Shalom>

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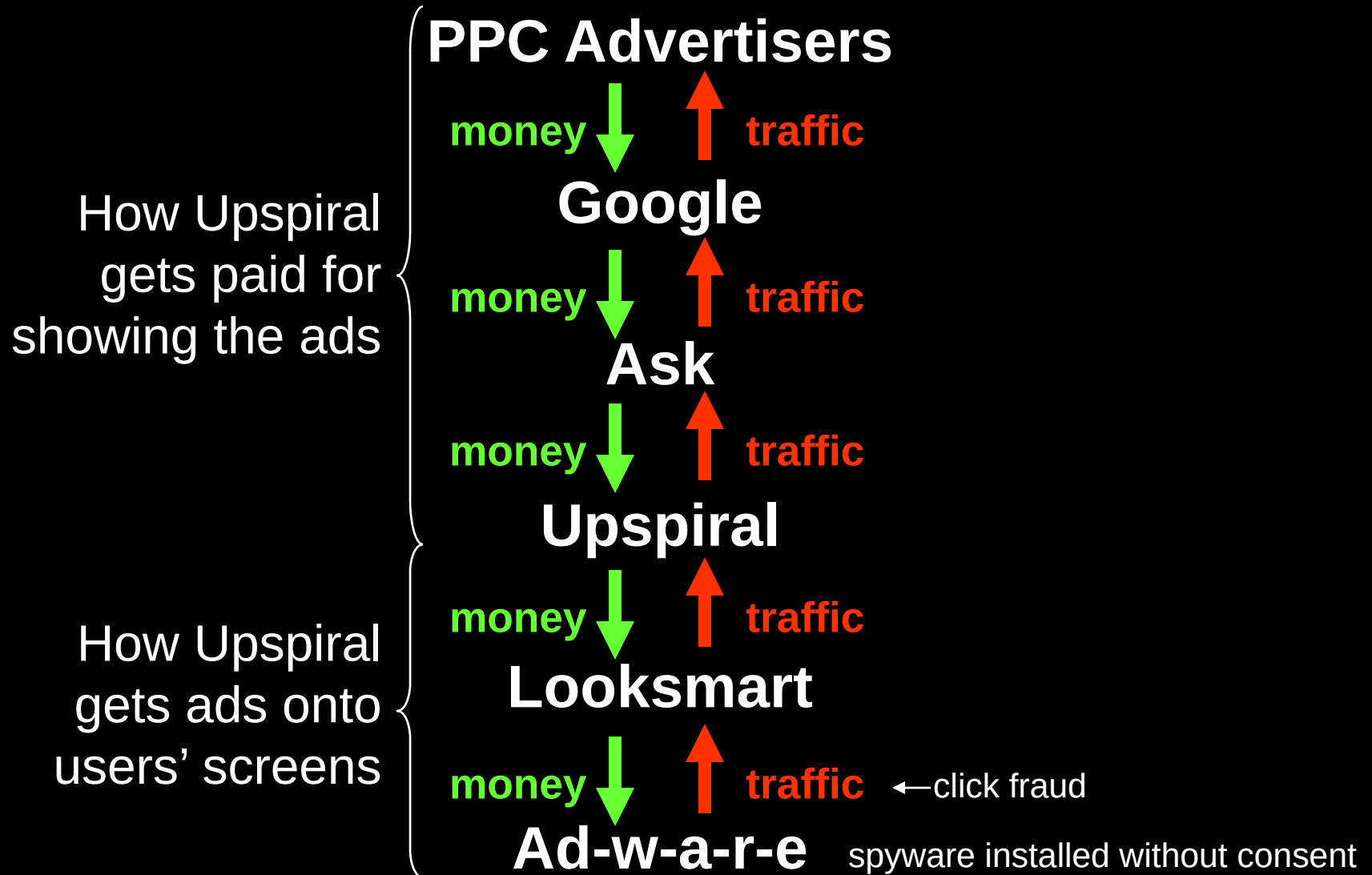
[Help Your Marriage](#)

Online program for married couples to help improve their marriag...
<http://Marriage.eHarmony.com>

[Fix Your Marriage](#)

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[Split Emerges Among Shiites Over Iraqi Prime Minister](#)

By EDWARD WONG and JOEL BRINKLEY 3:34 PM ET

An official demanded that the [prime minister](#) resign, as Secretary of State Condoleezza Rice made a surprise visit to Baghdad.

- [Helicopter Likely Shot Down in Iraq](#)
- [Complete Coverage: The Reach of War](#)

[Freed Reporter Returns to U.S. for Joyful Reunion With Family](#)

By RON DePASQUALE and CHRISTINE HAUSER 5:07 PM ET



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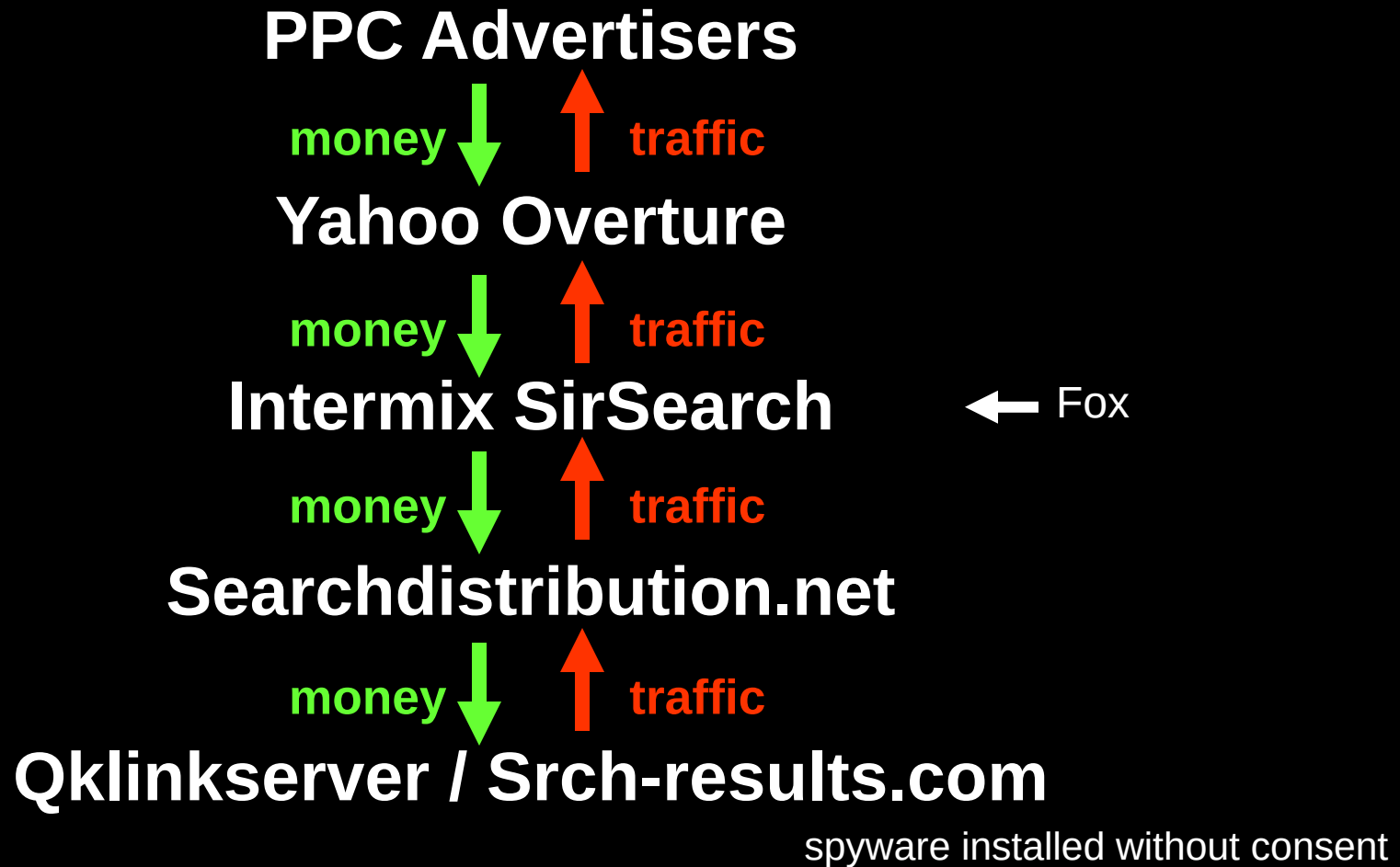
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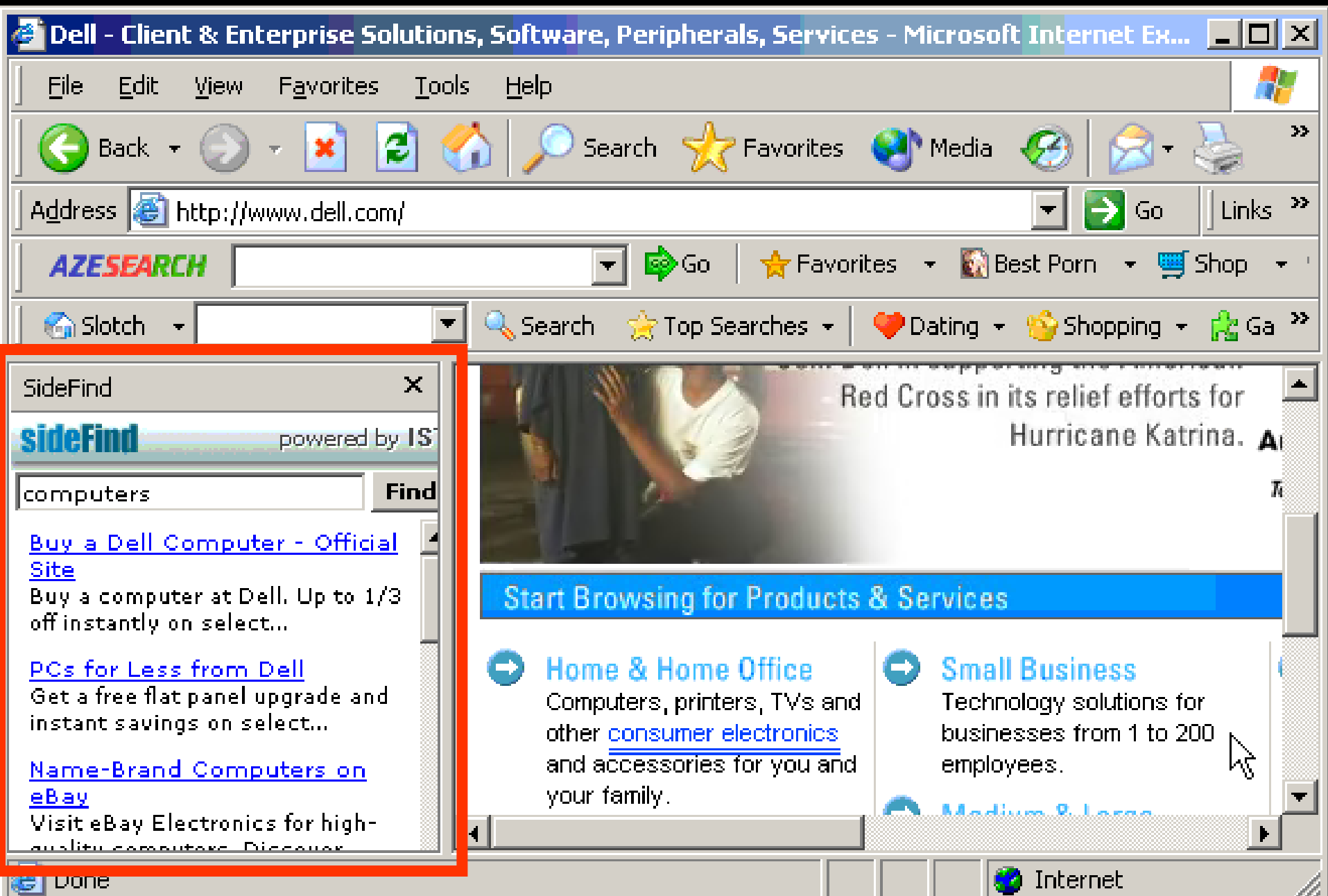
Available only on PC



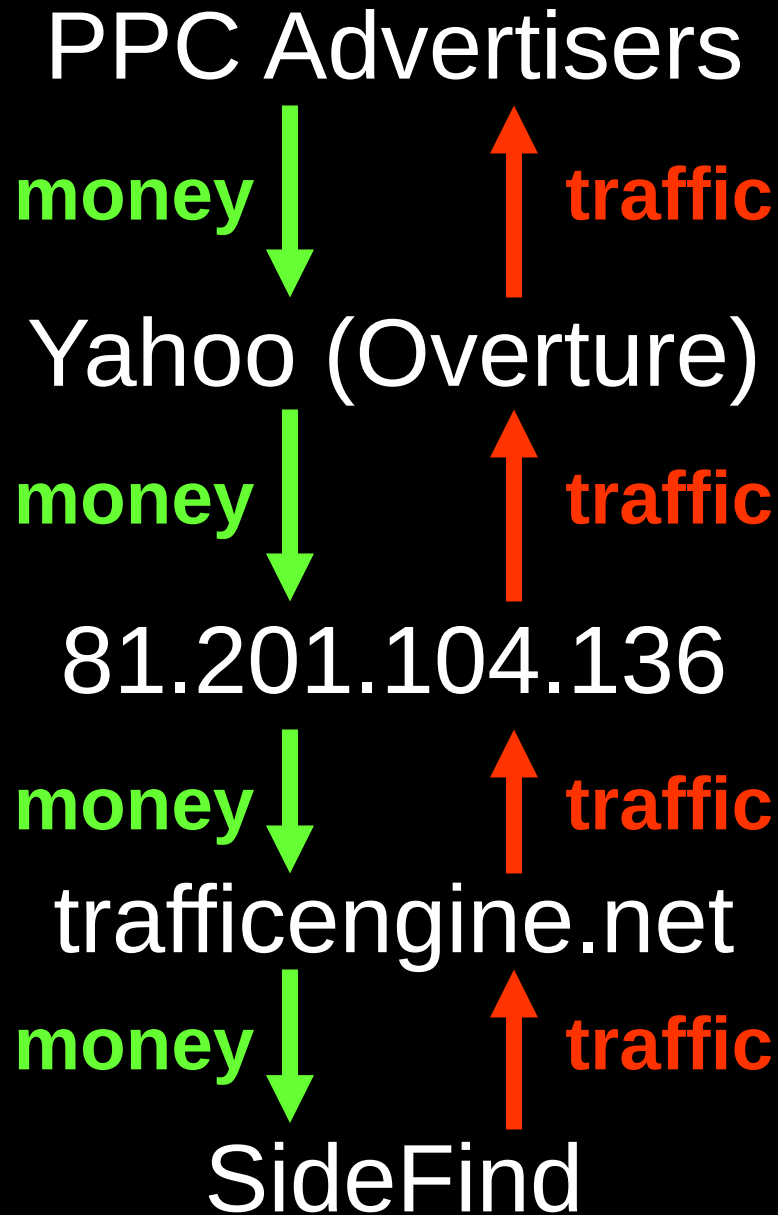
Qklinkserver Injecting Yahoo Ads



Inflating CPC conversion rates



SideFind Serving Yahoo PPC Ads



My Documents iWatchNow Media Center

C:\Documents and Settings\

File Edit View Favorites

Back

Address C:\Documents and Settings\

Name

- index.dat
- bedelman@adopt.hotbar[1].txt
- bedelman@kanoodle[1].txt
- bedelman@bestoffersnetwor...
- bedelman@btg.btgrab[2].txt
- bedelman@cliks[1].txt
- bedelman@doubleclick[1].txt
- bedelman@offeroptimizer[1].txt
- bedelman@overture[2].txt**
- bedelman@smartbargains[2].txt
- bedelman@42435556[1].txt
- bedelman@ehg-lowermybills...
- bedelman@hitbox[2].txt
- bedelman@server.iad.liveper...
- bedelman@tooltips.hotbar[1]...
- bedelman@unihall-lowermybills...

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→ POST /showme.aspx?keyword=%2esmartbargains%2ecom+...
Host: tv.180solutions.com 1

← ad_url: ... value=http://popsearch.nbcsearch.com/metricsdomains.php?search=smartbargains.com

→ GET /metricsdomains.php?search=smartbargains.com
Host: popsearch.nbcsearch.com 2

← HTTP/1.1 302 Found
Location: http://ww2.ditto.com/red.php?mc=T%2FgSdHBNM%2Bg2%2...

→ GET /red.php?mc=T%2FgSdHBNM%2Bg2%2B3AyiyVwsqV5cRprOptbkiRRrZ...
Host: ww2.ditto.com 3

← HTTP/1.1 302 Found
Location: http://ww2.ditto.com/click.php?mc=T%2FgSdHBNM%2Bg2...

← Location: http://www24.overture.com/d/sr/?xargs=15KPjg1%2DpS...

→ GET /d/sr/?xargs=15KPjg1%2DpSgJXyl%5FruNLbXU6TFhUBPycz2tpk%5...
Host: www24.overture.com 5

← HTTP/1.1 302 Found
Location: http://www.smartbargains.com/default.aspx?aid=47&t...

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money ↓ ↑ traffic

Yahoo Overture

money ↓ ↑ traffic

Ditto

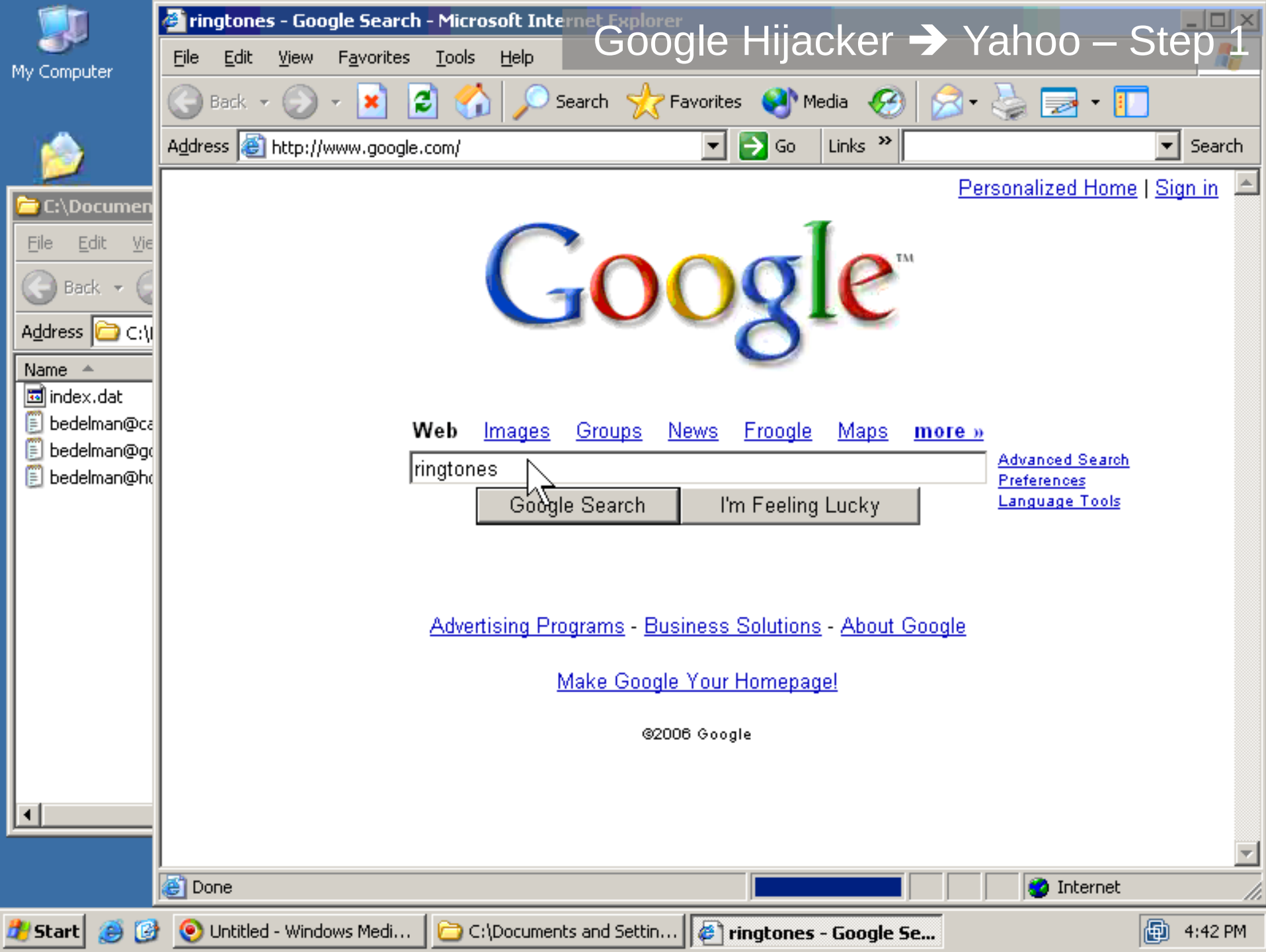
money ↓ ↑ traffic

Nbcsearch

money ↓ ↑ traffic

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Google Hijacker → Yahoo – Step 1



Google Hijacker → Yahoo – Step 2

Yahoo PPC Links

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Address [e.com/searchresult/?lt=14&q=none&cls=ws30&rid=c01](#) Go Links Search

Yoogee SEARCH ENGINE

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Start | Untitled - Windows Me... | C:\Documents and Set... | Yoogee.com Search... | This offer is brought t... | 4:42 PM

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- Click-fraud detection services
- Contract specificity
- Limits on syndication and subsyndication
- Pay per conversion, not per click

Paying per conversion

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The Book

The Authors

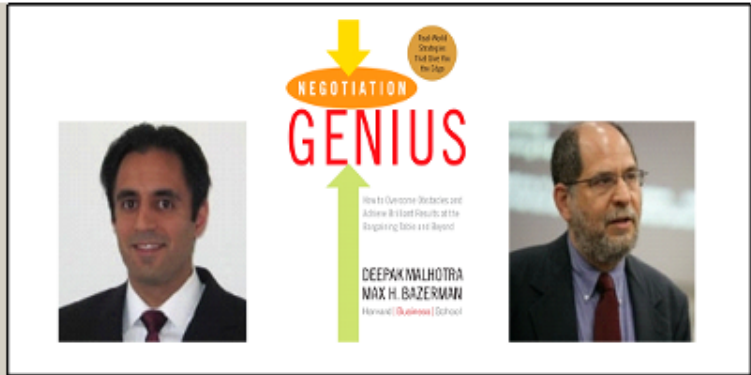
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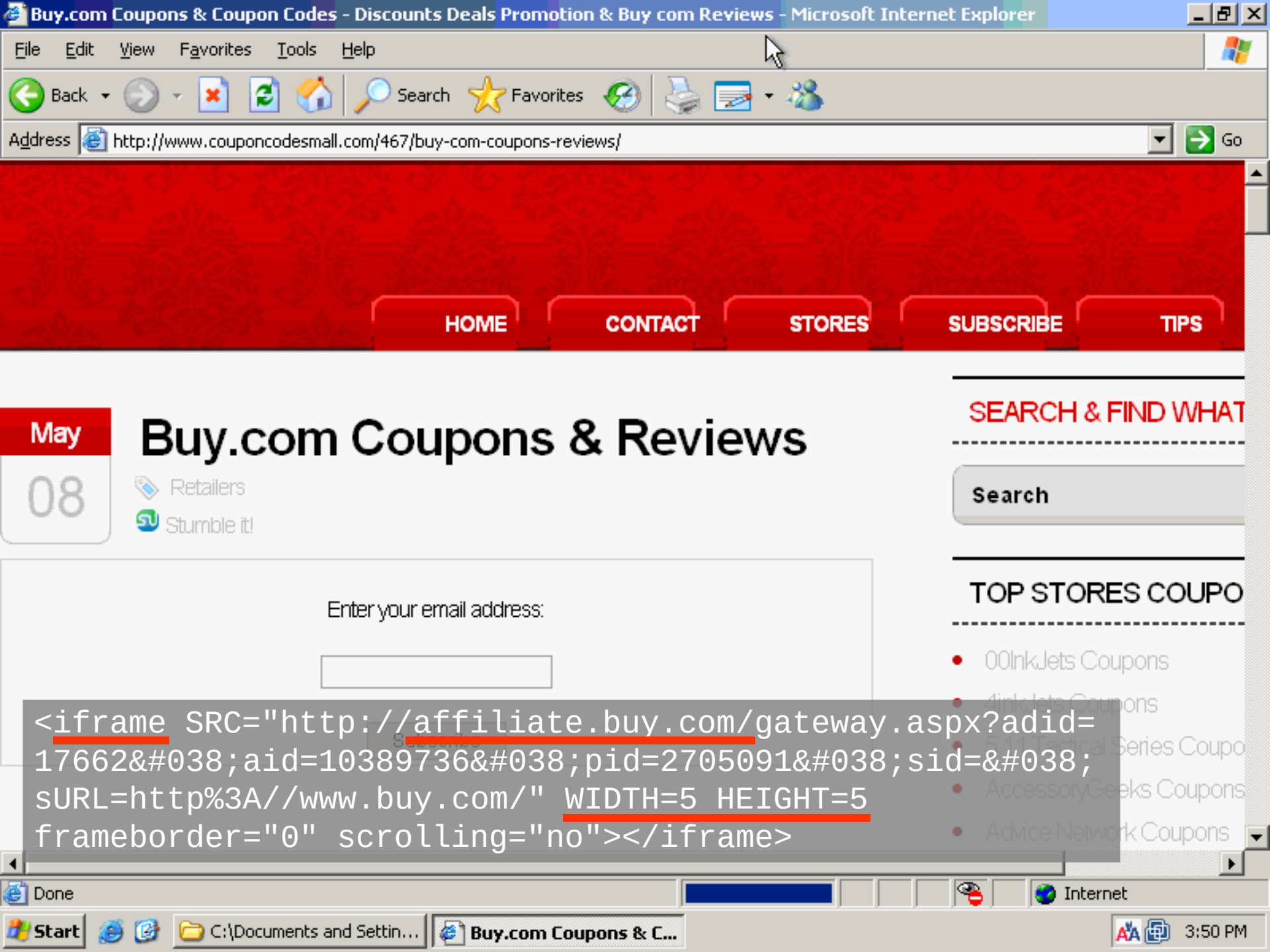
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CPA/affiliate fraud



→ GET /iframe3? ...
Host: ad.yieldmanager.com ...



← HTTP/1.1 200 OK
Date: Mon, 29 Sep 2008 05:36:02 GMT

...
<iframe src="http://allebrands.com/allebrands.jpg"
...

→ GET /allebrands.jpg HTTP/1.1 ...
Host: allebrands.com ...

← ...

<iframe src ='http://click.linksynergy.com/fs-bin/
click?id=0v83T/v4Fsg&offerid=144797.10000067&type=3&
subid=0' width = '0' height = '0'>
<iframe src ='http://www.microsoftaffiliates.net/t.
aspx?kbid=9066&p=http%3a%2f%2fcontent.microsoftaffil
iates.net%2fWLToolbar.aspx%2f&m=27&cid=8' width='0'
height='0'>
<iframe src ='http://send.onenetworkdirect.net/z/41/
CD98773' width = '0' height = '0'>

09-09-2008, 08:11 PM

#41 (permalink)

SecretShopperxy 

Deal Seeker

Join Date: Sep 2008

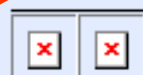
Posts: 7

**Re: Points2Shop - Shop For Free at Amazon.com**

Quote:

Originally Posted by **somerset1106** *Are there any other sites like this?? I'm trying to compare em all it's a headache lol.*

Ditto. I am still researching some other sites that are similar. If I find out any information I will keep ya posted. In the meantime, I am going to sign up.



Coming to a store near you!



09-11-2008, 02:30 PM

#42 (permalink)

dem 1481 

Join Date: Aug 2007

←

→GET /img16.jpg HTTP/1.1 ...
Host: www.avxf.com

←HTTP/1.1 302 Found ...
Location: http://secure.hostgator.com/cgi-
bin/affiliates/clickthru.cgi?id=dsp1cmnt01 ...

→GET /img17.jpg HTTP/1.1 ...
Host: www.avxf.com

←HTTP/1.1 302 Found ...
Location: http://www.amazon.com/?...&tag=qufrho-20



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Pick your offer

Congratulations!

You've been selected to receive 250
FREE business cards.

- **BONUS OFFER; FREE** business card holder
- Easy to design; create in minutes
- Choose from 42 designs
- Full-color printing on 80lb. card stock
- Enter your own text, change fonts and colors

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[Upgrade to Premium Business Cards for only \\$40](#)

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→ POST /vomba/popup.php HTTP/1.1
Host: services.vombanetwork.com

...keyword=www.vistaprint.com...

← HTTP/1.1 200 OK ...
<PopConfig ...><PopURL>http://www.lynxtrack.com/
afclick.php?o=6297&b=b27rz05s&p=19934&l=1</PopURL>...

→ GET /afclick.php?o=6297&b=b27rz05s&p=19934&l=1 ...
Host: www.lynxtrack.com ...

← HTTP/1.1 200 OK ...
Set-Cookie: afclick_6297=...
<script language="javascript"><!--
top.location.replace("http://www.vistaprint.com/vp/g
ateway.aspx?S=5580345601&affid=19934"); // -->

Every payment system is targeted

- Pay per impression
- Pay per click
- Pay per sale / ad valorem

Why advertising fraud?

- Strong financial incentives
- Limited investigations of partners
 - Compare ordinary money transfers
- Limited incentives to uncover fraud
 - Advertising buyers
 - Ad networks
- Easy pseudonymity
- Cross-boundary attacks; pay is in USD

What is being done

- Nothing / cost of doing business
- Revising *Terms & Conditions* rules
- Auditing
- Litigation
- Ad networks competing based on quality

What more could be done

- Demand repayment. Sue. (Feasible?)
- Pay more slowly → penalties when caught