EXHIBIT 35

Subject: Increasing Daily Revenue: Tim's Action Plan
From: "Jesse Stein" <jesse@sohodigital.net>
Date: Mon, 7 Mar 2005 12:58:04 -0500
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From Tim:

What I am doing right now:

Add as many CPA campaigns as possible.
Since I get higher ECPMs than most this should help.
I am on this 100%.

I also have spywarenuker coming on as a CPA which could be really good.
This should be live today.

Building out coupon site.
Rick is going to be doing this as priority #2 to the BSP.

We just put an ad on Craigs List for an intern to help out as well.

Using Super Targeting to help max out current clients by adding in crap and then giving them love at the same time to minimize the performance drop.

We could try:

Launching campagns on MarketMaker, Exact, Armada Etc.
This risk here is that we could potentially lose money.

Email for certain clients like ancestry, and other top performers.

Super Targeting many of our existing clients.
This will certainly hurt our current campaigns but could get us extra revenue short term.

Assuming that BSP is working getting those hosted on affiliate sites ASAP.
Also we should start buying inventory on other networks for this as well. If these offers are ones that aren't flooded
in the affiliate world already we would be the only ones bringing it to the networks which should allow us to be able to launch them.
The thing that has prevented us from doing this already is that the big players already have the offers direct.

Things that are out of my control but might help:

Making sure that campaigns running downstairs are not running at lower ECPMs than what we could sell the traffic for.
Checking CPA campaigns for Bill would be a good place to start.

Killing wishlist campaigns and making sure that they are not cherry picking their targets without paying an absolute maximum for it.
This in my opinion is why we have so much RON volume.

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