STICKY ANNOUNCES SPONSORSHIP OF ADMONSTERS’ 2013 PUBLISHER FORUM

Sticky partners with AdMonsters for Bronze Sponsorship

NEW YORK (August 8, 2013) – Sticky, the only media technology company in the world that measures which ads are seen and not seen, announced today that they are sponsoring the upcoming Publisher Forum Conference taking place August 18-21, 2013 in Boulder, CO. AdMonsters’ Publisher Forum offers an intimate setting for leading publishers to shape the future of media and have a unique focus on the intersection of ops, tech and the business impact of media.

“We are excited to support this event,” said Jeff Bander, President at Sticky. “Our revolutionary technology was created to build a fair online marketplace.

We help publisher’s identify the true value of their prime ad placements and in some cases have helped publishers increase CPMs and market share.”

Bander will be representing Sticky at the upcoming conference. Sticky was recently featured in a MediaPost article: “Ad-Tracking Tool Increases Sites’ CPM, Aids Brand Marketers.” For more information please visit www.sticky.ad.

**Contact:**

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**About Sticky**

Sticky is the only media technology company that provides a platform for ensuring that display ads get seen. Sticky’s disruptive technology provides brand advertisers with objective data to improve their digital performance, and can be used in conjunction with all their partners in the digital ecosystem to increase ROI. www.sticky.ad

**About AdMonsters**

Founded in 1999, AdMonsters is the global leader in providing strategic insight on the future of digital media and advertising technology through its conferences, website, research and consulting services. AdMonsters focus is on media operations, monetization, technology, strategy, platforms and trends. Its conferences and website are the meeting place for this dynamic and expanding community to connect, gain insight, develop best practices and exchange thought leadership. AdMonsters conferences include AdMonsters Publisher Forum, OPS, OPS Markets, OPS Mobile, OPS TV and AdMonsters Screens. In the early days of online media, the community was comprised largely of operations professionals at online publishers and advertising technology providers. Today’s expanding ecosystem now includes publishers and content creators, agencies, SSPs, DMPs, DSPs, RTB and service providers, technology and platform developers, advertising networks, brands and investors. See http://www.admonsters.com for more info. Follow us on Twitter: @AdMonsters and Facebook http://www.facebook.com/admonsters. For a complete list of speakers and sessions or to register for the conference, visit OPS Mobile at http://www.admonsters.com/opsmobile.