

Idelix plotting road to revenue via Internet map advertising

Vancouver firm splits map-based ad revenue with MapQuest and other websites on its growing network of publishers

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MapQuest is the most recent and most high-profile website publisher to join the growing list of partners on Idelix Software's lat49 "mapvertising" network.

Thanks to the Vancouver company's network, frequent users of MapQuest's Gas Prices portal will notice that specific, location or context-based advertisements frequently pop up on the map as they navigate the portal.

Advertisements on many mapping and navigational websites tend to be restricted to the side and above the map, limiting the map's size. However, publishers on Idelix's network can display ads on a map's peripheral area. That allows site operators to maximize the map's size and raise ad visibility without being more intrusive.

Idelix customers choose the location in which they want to advertise by selecting a squared location on a grid map of North America. They then select from four categories of websites they want to be featured on: sports and recreation, travel, real estate and local information.

When a customer establishes its targeted consumer and where it wants to advertise, it then has exclusive rights to that piece of land.

That exclusivity is a significant value proposition for advertisers, said **Keith Ippel**, Idelix's president and CEO.

"It gives them an opportunity to control that space and deliver contextually relevant ads without having to worry about competitors coming up and without worrying



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about their ads getting cluttered and lost in a sea of advertising." Founded in 2000, Idelix now has 19 staff.

The company launched the lat49 network last fall and aims to break even by the end of 2008, when it expects revenue from advertising on the network to be more than \$250,000 a month.

MapQuest, which is owned by AOL, said it will evaluate the suc-

cess of lat49 on its Gas Prices portal before adapting the network to its other map-based websites. Customers who advertise with publishers that operate on sports and recreation sites would likely be featured on **oobgolf**, a Pennsylvania-based web firm whose website offers detailed data on thousands of golf courses across North America.

It joined the network last September and was one of the first

website operators to become a lat49 publisher.

Before partnering with Idelix, oobgolf could not monetize the mapping section of its website, because the map used more than 90% of the page space, leaving little room for advertisements.

It receives 50% of the revenue that Idelix generates from advertisements that appear on oobgolf's website.

"It's well worth it for us to share some of that revenue with them," said **Kevin Langdon**, oobgolf's CEO.

Langdon said oobgolf is generating enough revenue as a lat49 publisher to cover server costs and the licensing fees that it pays for its mapping application.

"It's well worth it for us to share some of that revenue with them"

- Kevin Langdon,
CEO,
oobgolf

He noted that **BMW** advertisements have appeared on oobgolf's website since it partnered with Idelix.

"My small team would never have the ability to go out and make that relationship, but BMW definitely has an interest in reaching the demographics that we're reaching with golfers."

Idelix expects to reach an agreement with **Nike** by March under which Idelix will place ads for the retail sports giant along all the major marathon routes in the United States during 2008.

"It might be that Nike has no retail location in that area, but placing the ad over the marathon reflects the values and attributes of their brand," said Ippel.

"That is therefore relevant to the person looking at the marathon route and location." ■

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