

## Image-based adverts come to .tel

**LONDON, United Kingdom - 9<sup>th</sup> February 2011** - Telnic Limited (<http://telnic.tel>), the Registry Operator for the .tel top level domain (TLD) today announced that image-based adverts are now supported in .tel domains.

Owners of .tel domains can now embed links to image-based adverts, through the use of open APIs or third party services supporting these records, providing more visual imagery to enhance their templates, display their products or add banner-type advertising links to generate click-through revenue.

“Image-based adverts bring with them a number of benefits to the .tel community,” said Henri Asseily, CTO and Chief Strategist at Telnic. “Not only does this expand the potential for generating revenue from advertising on .tel domains, it also enables .tel owners to enhance the overall look-and-feel and provide greater personalization through visual images. Now, anyone with a flair for the creative can add their own imagery to reflect their personality, products and promotions, whilst still keeping to the spirit and purpose of the .tel vision of frictionless sharing of contact information.”

Image-based adverts will be displayed on both desktop and smart phone templates, depending on the choice and preference of the .tel owner. Later in 2011, this functionality will be built into the web-based control panel to enable any .tel owner to create this type of content.

Additional functionality will be added to .tel throughout the course of 2011, including new measurement and monetization solutions.

Over 300,000 registrations from in excess of 180 countries is driving awareness of .tel as a simple contact solution under the control of the owner and a cost-effective solution for both generating revenue and winning new business.

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**About Telnic:** <http://about.telnic.tel>

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