

## SOCIAL BOOKMARKING FEATURE COMPONENT

### OVERVIEW

Unicast's Social Bookmarking component makes it easy to share and manage your favorite online content with today's leading social bookmarking networks and web browsers. With one simple click from any Unicast ad, users can bookmark the Ad or an advertiser-defined link, describe it how they see fit, and tag it for easy sorting so they can view it at a later time. Social Bookmarking networks also allow you to see what other people are gathering and tagging, and find new content that may interest you. If the content is compelling enough where it interests people, it could very well become a viral component to an advertiser's campaign.

Bookmark your favorite online content on today's leading social bookmarking networks such as Digg, Del.icio.us, StumbleUpon, Reddit, Technorati, Facebook and Google. Users also have the option of bookmarking the content directly to their browser including Internet Explorer, Firefox and Google Chrome.



### GENERAL SUBMISSION GUIDELINES:

- Delivery
  - All questions pertaining to the submission guidelines may be directed to [clientservices@unicast.com](mailto:clientservices@unicast.com) with a copy sent to [creative@unicast.com](mailto:creative@unicast.com)

## REQUIREMENTS:

- **Bookmark Title:**
  - This becomes the title of the bookmark when posted to the social bookmarking network or the web browser.
- **Bookmark URL:**
  - This is the URL which will be bookmarked when posted to the social bookmarking network or the web browser.
- **Social Bookmarking Network List**
  - Option of which social bookmarking networks it can be posted on, including:
    - Digg
    - Del.icio.us
    - StumbleUpon
    - Reddit
    - Technorati
    - Facebook
    - Google
  - Option to bookmark the link directly to the browser, including all of the following:
    - Internet Explorer
    - Firefox
    - Google Chrome.