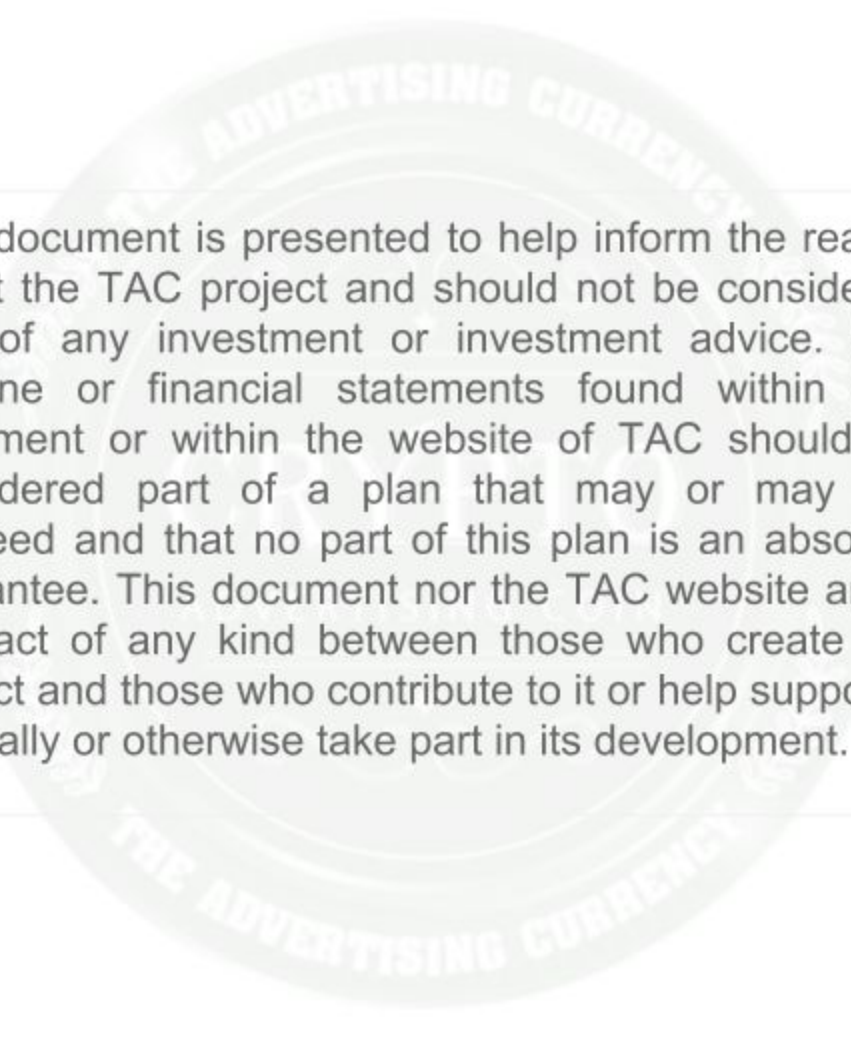


# THE ADVERTISING CURRENCY



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**TAC TOKENS**



This document is presented to help inform the reader about the TAC project and should not be considered part of any investment or investment advice. Any timeline or financial statements found within this document or within the website of TAC should be considered part of a plan that may or may not succeed and that no part of this plan is an absolute guarantee. This document nor the TAC website are a contract of any kind between those who create the project and those who contribute to it or help support it financially or otherwise take part in its development.

# Y ú ô

TAC, also known as The Advertising Currency, is a utility based currency designed specifically for the use within the Open Source Marketing Platform. Although this currency is a utility currency, as with all cryptocurrencies, they can and will be traded on open markets and the creators of the TAC project make no guarantees as to the value they may or may not hold outside of the OSMP-TAC platform.

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The goal of the TAC project is to create an industry based cryptocurrency that brings all forms of advertising, both online and offline, onto the blockchain while at the same time creating an industry based series of tokens to use within the advertising and marketing industries. The project should over time allow the entire industry of marketing and advertising to be decentralized so that no single centralized business can control the costs and pricing of advertising.

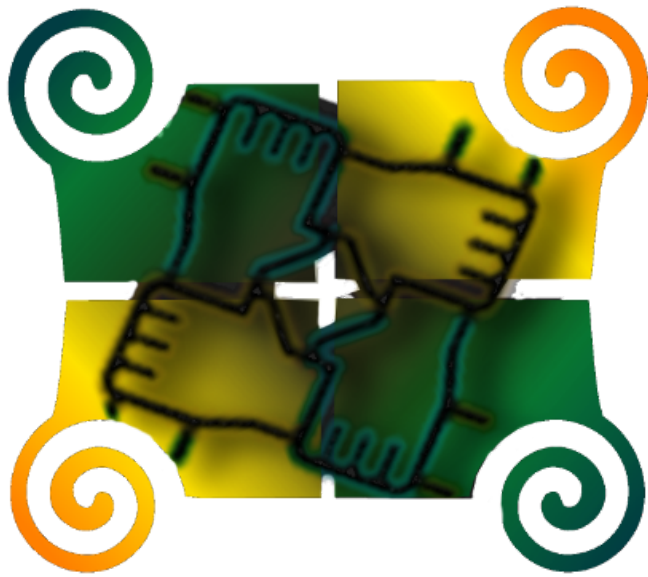
The belief of the TAC creators is that an industry based currency mixed with an open source marketing platform will allow more startup companies as well as small and midsize businesses to gain access to well rounded marketing campaigns in a much more cost effective manner.

TAC will begin as a series of 10 tokens distributed through the Waves Blockchain platform. These tokens are: outTAC, radTAC, tvTAC, magTAC, vidTAC, socTAC, artTAC, banTAC, teTAC, and vmTAC.

When reading this document it should be understood that a token and a coin/currency are different. A coin/currency is the thing that powers an underlying blockchain; whereas a token is the

thing that is issued on the blockchain. For example on Ethereum, ether is a coin/currency and projects develop tokens on the platform.

In later stages of development as defined on the timeline of the TAC website, a full TAC blockchain will be created. At that time the value of each TAC currency will be a combined total of the value from each of the TAC Tokens. The Blockchain will integrate directly with the OSMP-TAC platform as well as a distributed database, and the entire project will become distributed and decentralized.



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OSMP-TAC is currently an open source, pseudo-centralized marketing and advertising platform. This platform has nearly every major online and offline marketing feature built in. It is centralized so that the TAC creators can maintain efficiency of the network in the initial stages while advertising contracts are secured.

As this is a free open source platform, anyone will be able to download it, customize the theme, and set up their own website. They will be able to select which features they want enabled on their own websites giving absolutely anyone the ability to become an advertising sales agent.

In the later stages of the project, the OSMP-TAC platform will be modified to work directly through the blockchain to achieve sales as well as with a

distributed database making the platform a truly decentralized market where anyone can download and earn ads through their own website without having to buy the ads directly from the centralized marketplace first.

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The OSMP-TAC platform has many quality options and features built in that cover every aspect of the marketing and advertising industry. Within the first two weeks of the token sale, the platform will be made live. Payments will be integrated through coinpayments.net for simplicity of use, rather than directly working off the blockchain.

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Although traffic exchanges have a controversial love-hate relationship, many businesses got their start specifically from traffic exchange success. Generally, these types are multi-level marketing businesses. Although this traffic does not work for every business model, it has still become an important part of marketing online for many.

Traffic exchanges are very simple: one lists their website on the exchange and assigns a certain number of credits to it. In turn, that many people will visit their website. They can either buy the traffic directly using the teTAC, or they can surf other people who list their websites on the exchange to earn them.

Our platform is unique in that people who surf the traffic exchange also earn fractions of teTAC for each page they surf in the exchange.

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Viral mailers, also called safelists, are a tried and true method of marketing. When you join a viral mailer, you agree to receive emails from everyone else using the mailer. By viewing their emails, you earn credits, and by spending credits, you can send emails to other members of the platform.

The problem with viral mailers is not whether they do or don't work - if you send them out enough they definitely do; the problem is that you get

floods of "spam" emails to your inbox.

Our OSMP-TAC platform has a built-in viral mailer unlike the others. Instead of receiving emails to your inbox, you receive them to a custom inbox built into our platform. Once a day, you receive an email to your normal address informing you of how many emails you have pending to view inside the OSMP-TAC platform.

Just as with any viral mailer, you view emails to earn credits, and you spend credits to send emails. Our system is also unique in that a person can add multiple links to an email, and you will earn credits for each of the first three viewed. You will receive credits for each email you open whether you click a link inside or not.

Just as with the traffic exchange, members earn not only credits, but also the vmTAC currency. Also just as with the traffic exchange, one can skip viewing other people's offers and simply pay to send out emails using the vmTAC.

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The article exchange is a completely unique idea never before done online. This allows people to get others to write and publish content on any public website online. This could be on social networks, could be on article directories, could be on blogs, or it could be on news sites.

The person requesting articles to be written includes the title of the article they want, three sentences they want included in the article, and a set price in artTAC for posting the article. After someone has posted an article meeting the criteria of the person requesting it, the system will automatically deduct the funds from the requester and send them to the publisher of the article.

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The banner exchange is pretty straight forward and works exactly as one would expect a banner exchange to work - one can spend banTAC to have their banners added to the exchange, and others earn banTAC as they add banner code to their websites.

This is not yet the most advanced banner exchange that exists and won't be until the platform launches and people begin to mass adopt it. In early stages, things like targeted banner ad integration are less important.

In the future, there will be updates to the OSMP-TAC programming code to make targeting the primary focus of the banner exchange, but that cannot happen until enough people are using the banner code on their websites.

Additionally, by adding the banner code to websites, users will be able to earn banTAC based on the number of views they receive to each banner they display on their websites. This of course can then be spent within our system to have their own banners shown, or they can opt to cash it out and get paid for the banners that they have shown as publishers.

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Our social exchange is a method of agreeing to make social posts for others on various social networks - mainly Facebook, Twitter, LinkedIn and Google+. One earns socTAC when they make posts for others on their social stream, and one can spend their socTAC to request social posts from other members.

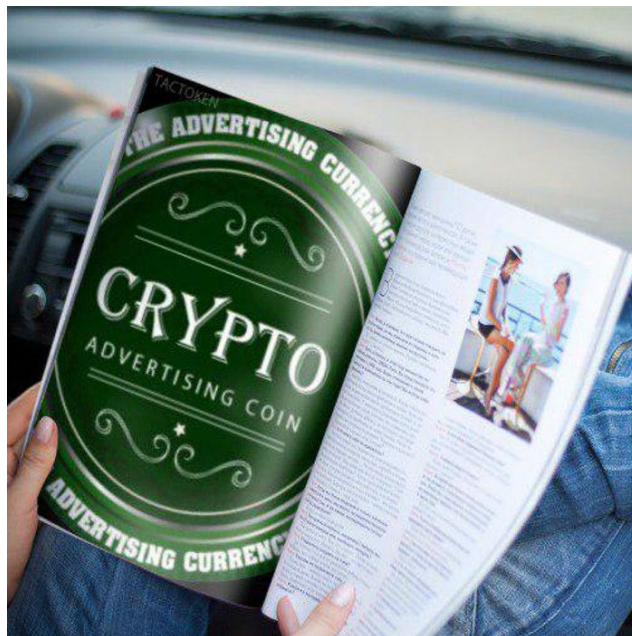
Social exchanges are nothing new to the world of social marketing, but the one built into the OSMP-TAC platform is designed to take many factors into account and only works with posts that are made by public profiles. It does not require any special APIs or coding to be integrated with the social networks, so no social network can block our script from working.

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While still in early stages of development, the social network works well and offers the major features of most competitor networks. You can post updates, text, upload photos/videos, share links, make friend requests/connections, and even some

features not offered by other networks such as achieve badges within the platform.

Along with a social stream that is a work in progress, the entire platform has taken 3 years to develop in such a way that anyone can download and enable or disable any of the features listed so far to create any number of marketing websites including the social network. Design was not the primary focus of concern - functionality was.



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The platform has also been designed to allow absolutely any product to be listed for sale. This includes the outdoor advertising that will be obtained through corporate level contracts.

This is the single most important part of our entire project, as this will be what brings offline advertising onto the blockchain and creates a market of all advertising options in one place. This is what allows anyone to build a well rounded marketing campaign from a single source of advertising.

These advertisements will be separated into 5 categories: radio, television, magazine, billboards, and video. As with all the other categories of ads in the OSMP-TAC platform, each of these categories

will have a token that is created specifically for their respected topic.

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As this platform has been created to be distributed as free open source software, there is also entire design customization abilities. The platform is not a simple Wordpress ecosystem at the moment, but the hope is in future development one will be able to simply create droppable themes integrated directly into the platform.

Currently, anyone else who downloads and runs this platform needs to understand HTML fairly well and have a basic understanding of how PHP works to modify the themes. Most importantly, the platform has been designed with customization in mind.

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The TAC project is dependent upon funds being raised to obtain the negotiating power and discounts required to enter into corporate level advertising contracts.



The developers of TAC are focusing primarily on 3 specific industries of offline advertising contracts: billboard advertising, radio advertising, and magazine advertising. They will also work on deals

with television advertising networks. These are much more difficult to obtain because TV commercials are much more costly by default.

Contractual advertising is a form of advertising in which one is bulk buying advertising units on a much larger scale than standard businesses can afford upfront. This is our primary advertising agreement model. Contractual advertising can usually bring in anywhere from 100% to 500% more advertising units than standard retail value of the same amount of ads.

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It is from these contracts that the value of the tokens will be derived. The value will be stabilized by our OSMP-TAC sales platform. This means no matter what the trading value may determine the coins are worth on our sales platform the value will come from the total retail value.

To keep it simple, there will be an offer of a flat rate retail value for each ad unit obtain based on the types of advertising obtained. These combined total value of all ad units divided by the total distribution will be used to value the tokens.

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The platform ads that are not based on advertising contracts will be based on the market standard for those ads on other platforms.. This will include tokens for video ads, social ads, article ads, banner ads, traffic exchange ads, and viral mailer ads.

The developers will also be saving 10% of the project funding to pay for publisher advertising. Publisher advertising are the people who agree to place text and banner ads on their own websites.

This allows others to run our banner and text ads, earn the TAC Tokens, and ensure that they are paid directly without the need of understanding exchanges, cryptocurrency, cashing out, or any other things other than publishing and earning, just like on major other fiat driven platforms.

The platform advertising tokens that do not require contracts will be made available for use within the first 2 weeks of the token launch date - the exact moment the OSMP-Tac platform goes live.

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As already stated, securing contracts is a cornerstone for the success of this project, and it is one of the key pieces that will set this project apart from others in the marketing and advertising industry. It is also one of the key pieces as to why it will be successful where other marketing based cryptocurrency projects are seemingly failing.

Entering into contractual purchases is different from other types of purchases. A contractual purchase is a contract where one party agrees to setup an account with the other party and purchase products on an as needed basis from that account.

Since with these types of contracts one is pre-funding an account and making a promise of certain number of purchases, the products come at a very large discount. The exact discount varies based on the contract as well as the size of account funding. A contract also has a time limit that is based on a "use it or lose it" principle.

Contracts, because of the reasons just explained, have two values. First, the actual value is based on the cost of the contract. The second is the value of potential merchandise one has access to - in this case advertising slots.

The TAC team believes it is best to only make one value transparent, as only one value is needed to give buying power to TAC. For that reason, all details of all contracts will be made public except how much the contracts cost. Retail, values, however will be made available as well as merchandise obtained from the contracts.

The TAC value for each product will be derived from the total TAC distributed to enter into each

specific contract. For example, if a contract costs \$100,000 and gives us \$500,000 worth of radio advertising slots, then the value of the purchase in TAC would be based off 100,000,000 TAC Tokens and the prices set accordingly.

This means  $\$500,000 / 100,000,000$  will give each token a value of \$0.005 USD from that contract. The next contract obtained, would be figured in the same way and then the two values added together.

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Tokens will continue to sell until project goals have been met before any advertising contracts are negotiated.

A total of 50% of the project funding will be used for contracts with an additional 2% used for travel expenses to meeting with and discuss negotiations for contracts.

3% of raised funds will be put back into the waves platform to support its future development and the waves community who make our token sale possible.

25% of raised funds will be used for future development of both the OSMP-TAC platform as well as for the creation of the TAC blockchain and its integration with the OSMP-TAC platform in the future.

10% of funds raised will be used to secure partnerships with other advertising firms that will display ads for our customers and in potential ways that have not been thought of.

The Final 10% of the funds will be stored and used specifically as payout to publishers. This will be used to help those who publish advertising banners, text ads, and article on their websites.

