



Dutch Inventor Creates Right Mouse Advertising

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A dutch entrepreneur came up with a revolutionary idea. The use of the right mouse button for advertising purposes.

PR9.NET November 30, 2006 - Amsterdam, Netherlands (FRPC) -- A dutch entrepreneur has invented a whole new way of advertising. By making use of the right mouse button on web pages there are many benefits. Not only is this a protection for the webmasters, since this way it will be more difficult for visitors to steal source code, in the same time they also gain additional money from their web sites.

The idea is simple. When a surfer enters a web site that has RightMouse integrated, the surfer will be redirected to a RightMouse advertiser when he or she uses the right mouse button. You often see web sites disabling the usage of the right mouse button in an attempt to stop source code thieves. Now they can do the same but even gain money from it.

Johan Struijk, from Amsterdam, Holland, setup RightMouse.net after the invention of "Title & Status Bar advertising". "This way of advertising turned out not efficient enough," said Johan.

Right Mouse Advertising is much more efficient for both parties, the publisher and advertiser.

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About Johan Struijk

Find out more about this new way of advertising, please visit their Web site: www.RightMouse.net

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