

APR 2 2004 1286170

FORM D

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM D

OMB APPROVAL	
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NOTICE OF SALE OF SECURITIES
PURSUANT TO REGULATION D,
SECTION 4(6), AND/OR
UNIFORM LIMITED OFFERING EXEMPTION

SEC USE ONLY	
Prefix	Serial
DATE RECEIVED	

Name of Offering (check if this is an amendment and name has changed, and indicate change.)
ADVERTISING.COM, INC. : OFFERING OF STOCK OPTIONS AND COMMON STOCK

Filing Under (Check box(es) that apply) Rule 504 Rule 505 Rule 506 Section 4(6) ULOE

Type of Filing: New Filing Amendment

PROCESSED

A. BASIC IDENTIFICATION DATA

1. Enter the information requested about the issuer

Name of Issuer (check if this is an amendment and name has changed, and indicate change.)

Advertising.com, Inc. (the "Issuer")

APR 09 2004
THOMSON FINANCIAL

Address of Executive Offices (Number and Street, City, State, Zip Code)
1010 Hull Street, Baltimore, MD 21230

Telephone Number (including Area Code)
410-244-1370

Address of Principal Business Operations (Number and Street, City, State, Zip Code)
(if different from Executive Offices)

Telephone Number (including Area Code)

Brief Description of Business

Advertising.com, Inc. is an Internet direct marketing company that offers online advertising services.

Type of Business Organization

- corporation
- limited partnership, already formed
- other (please specify):
- business trust
- limited partnership, to be formed

Actual or Estimated Date of Incorporation or Organization: [0] [8] [9] [8] Actual Estimated

Jurisdiction of Incorporation or Organization: (Enter two-letter U.S. Postal Service abbreviation for State: [M] [D]
CN for Canada; FN for other foreign jurisdiction)

GENERAL INSTRUCTIONS

Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W. Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

SEC 1972 (6-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

A. BASIC IDENTIFICATION DATA

2. Enter the information requested for the following:

- Each promoter of the issuer, if the issuer has been organized within the past five years;
- Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
- Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and
- Each general and managing partner of partnership issuers.

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Ferber, Scott A.

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Ferber, John B.

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Richlin, W. Gar

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

McLaren, Bruce

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

McFarland, Doug

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Root, Stephen

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Woosley, Michael L.

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

A. BASIC IDENTIFICATION DATA

2. Enter the information requested for the following:

- Each promoter of the issuer, if the issuer has been organized within the past five years;
- Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
- Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and
- Each general and managing partner of partnership issuers.

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Walderman, Todd

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

McMahon, Thomas

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Stirratt, Nada

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Helfand, Jeremy

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Spilman, Mollie

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Kerins, Patrick

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Bonsal, Jr., Frank A.

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

A. BASIC IDENTIFICATION DATA

2. Enter the information requested for the following:

- Each promoter of the issuer, if the issuer has been organized within the past five years;
- Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
- Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and
- Each general and managing partner of partnership issuers.

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Dale, Jim

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General

Full Name (Last name first, if individual)

Taysom, John G.

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Advertising.com, Inc., 1010 Hull Street, Baltimore, MD 21230

B. INFORMATION ABOUT OFFERING

1. Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering? Yes No

Answer also in Appendix, Column 2, if filing under ULOE.

2. What is the minimum investment that will be accepted from any individual? \$ None

3. Does the offering permit joint ownership of a single unit? Yes No

4. Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.

Yes No

Full Name (Last name first, if individual)

Business or Residence Address (Number and Street, City, State, Zip Code)

Name of Associated Broker or Dealer

States in Which Person Listed Has Solicited or Intends to Solicit Purchasers

(Check "All States" or check individual States) All States

- | | | | | | | | | | | | | |
|------|------|------|------|------|------|------|------|------|------|------|------|------|
| [AL] | [AK] | [AZ] | [AR] | [CA] | [CO] | [CT] | [DE] | [DC] | [FL] | [GA] | [HI] | [ID] |
| [IL] | [IN] | [IA] | [KS] | [KY] | [LA] | [ME] | [MD] | [MA] | [MI] | [MN] | [MS] | [MO] |
| [MT] | [NE] | [NV] | [NH] | [NJ] | [NM] | [NY] | [NC] | [ND] | [OH] | [OK] | [OR] | [PA] |
| [RI] | [SC] | [SD] | [TN] | [TX] | [UT] | [VT] | [VA] | [WA] | [WV] | [WI] | [WY] | [PR] |

OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1. Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if the answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged.

Type of Security	Aggregate Dollar Amount	Exercise Price of Securities Issued
Debt	\$ <u>0</u>	\$ <u>0</u>
Equity	\$ <u>16,017,264.08</u>	\$ <u>16,017,264.08</u>
<p><input checked="" type="checkbox"/> Common Stock: Underlying 2,319,218 shares of common stock, par value \$.01 per share, issued upon exercise of the stock option.</p>		
<p><input type="checkbox"/> Preferred stock</p>		
Convertible Securities (including warrants)	\$ <u>0</u>	\$ <u>0</u>
<p>Option to purchase shares of common stock at the exercise price of \$0.01 per share of common stock</p>		
Partnership Interests	\$ <u>0</u>	\$ <u>0</u>
Other (Specify _____)	\$ <u>0</u>	\$ <u>0</u>
Total	\$ <u>16,017,264.08</u>	\$ <u>16,017,264.08</u>

Answer also in Appendix, Column 3, if filing under ULOE.

2. Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."

	Number of Investors	Aggregate Amount of Shares Purchased
Accredited Investors	<u>20</u>	\$ <u>16,017,264.08</u>
Non-accredited Investors	<u>0</u>	\$ <u>0</u>
Total (for filings under Rule 504 only)	<u>0</u>	\$ <u>0</u>

Answer also in Appendix, Column 4, if filing under ULOE.

3. If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C Question 1.

Type of Offering	Type of Security	Dollar Amount Sold
Rule 505	<u>0</u>	\$ <u>0</u>
Regulation A	<u>0</u>	\$ <u>0</u>
Rule 504	<u>0</u>	\$ <u>0</u>
Total	<u>0</u>	\$ <u>0</u>

D. FEDERAL SIGNATURE

The issuer has duly caused this notice to be signed by the undersigned duly authorized person. If this notice is filed under Rule 505, the following signature constitutes an undertaking by the issuer to furnish to the U.S. Securities and Exchange Commission, upon written request of its staff, the information furnished by the issuer to any non-accredited investor pursuant to paragraph (b)(2) of Rule 502.

Issuer (Print or Type) ADVERTISING.COM, INC.	Signature 	Date <u>April 2</u> , 2004
Name of Signer (Print or Type) Thomas P. McMahon	Title of Signer (Print or Type) Vice President and General Counsel	

ATTENTION

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C.1001.)