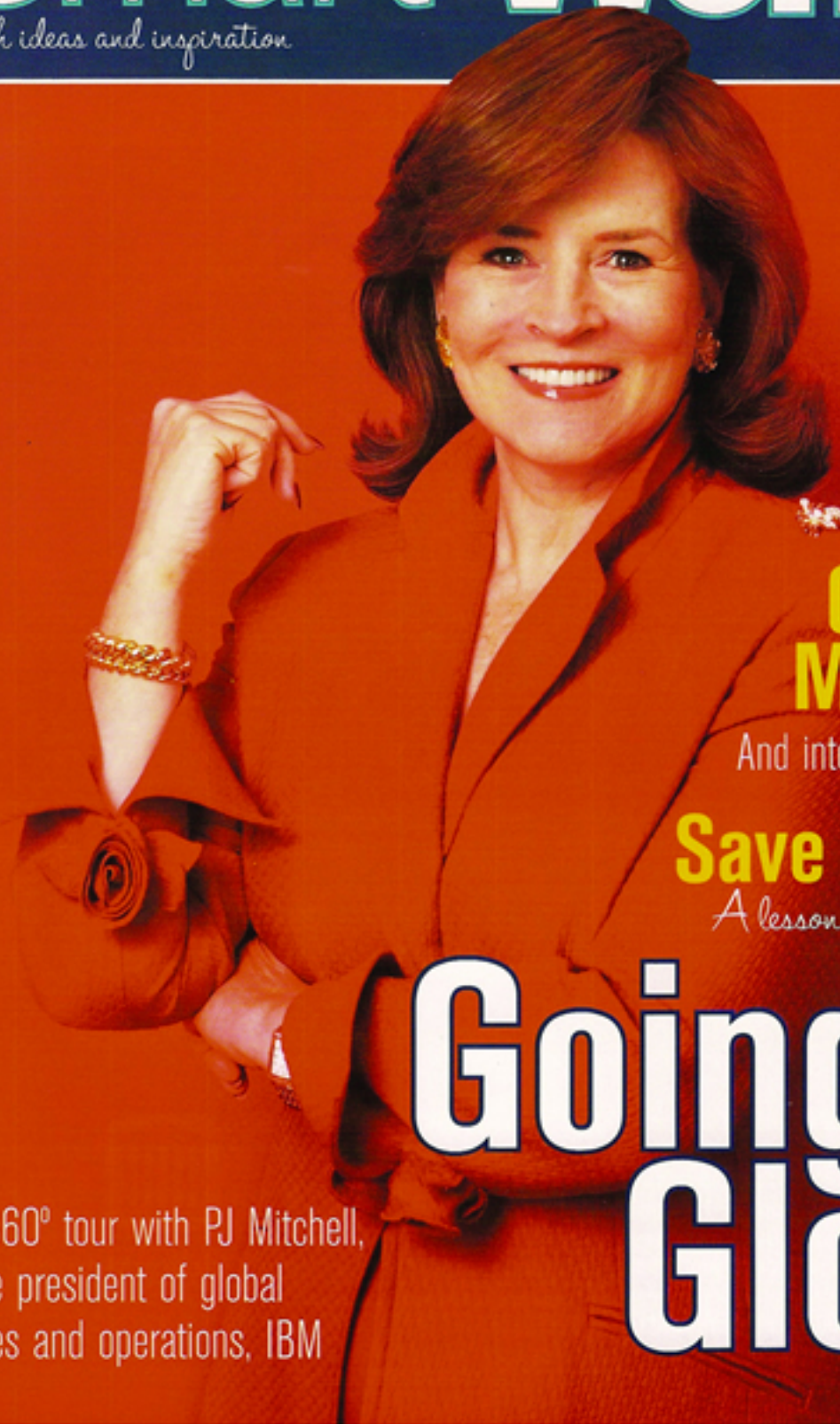


Smart Woman

May/June 2006

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Web Ad.vantage is an agency solely specializing in online marketing and advertising, particularly direct response online marketing. Some of their clients include NokiaUSA and Johns Hopkins University. But even though the company champions a serious and driven workforce, it doesn't do so at the expense of its employees. The largely female staff is encouraged to balance work and life by taking advantages of options such as telecommuting and flexible work schedules. Children are even welcome in the office if necessary. And the use of flex-time does not affect an employee's potential to advance in the company.