

# The Spammers' Compendium

John Graham-Cumming  
September 2007

# Agenda

- The Spammers' Compendium
- SPUTR naming
- Trends
- What's next?

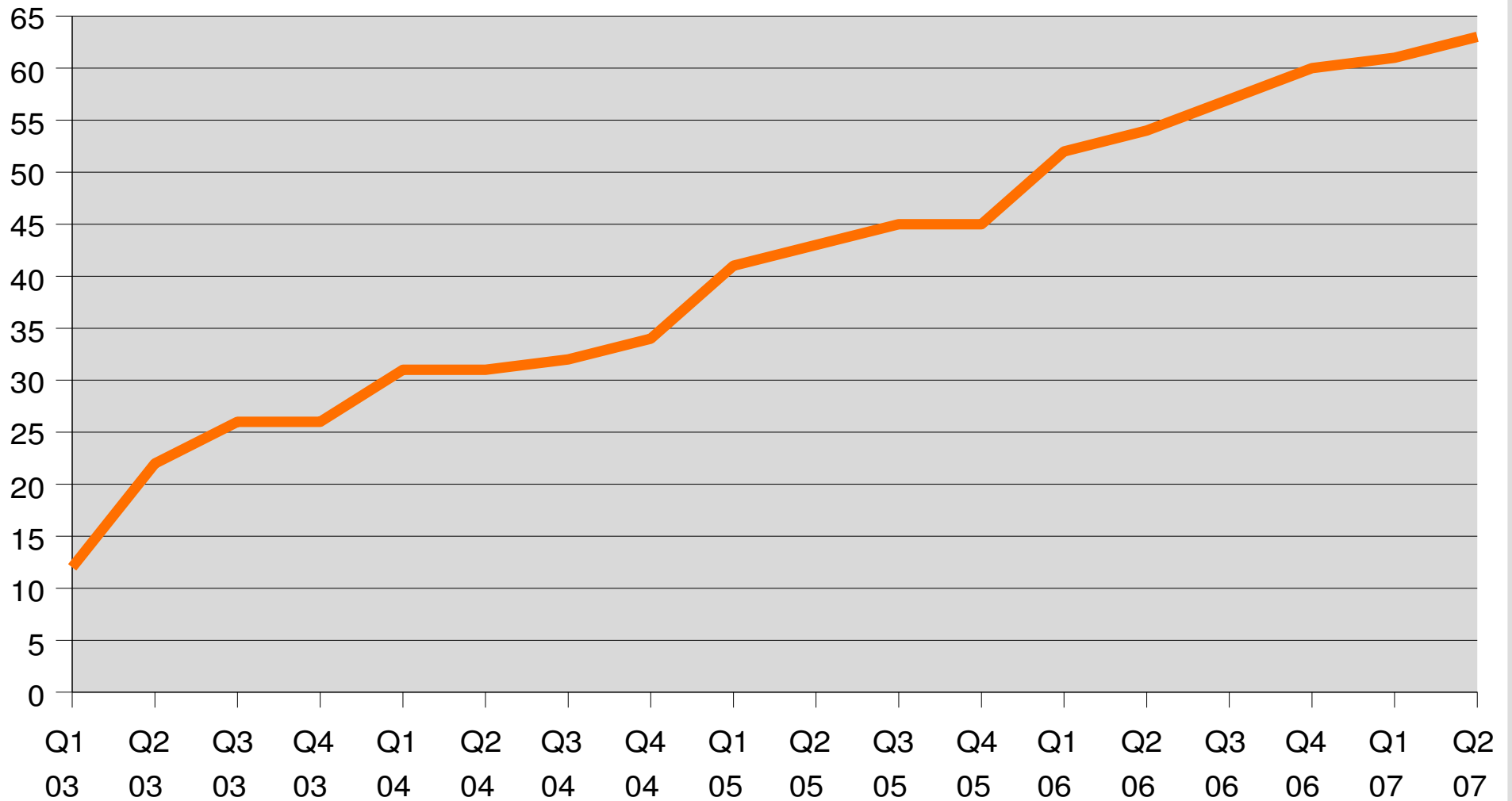
# The Spammers' Compendium

- Focus on spammer *content* trickery
- First reported on tricks in January 2003
- (at first MIT Spam Conference)
- Initially there were 12 tricks reported
- Currently TSC contains 63 known 'in the wild tricks'
- <http://www.jgc.org/tsc>

# Trick Reporting

- Initially I did all the work
- Now anyone can report by...
- ... sending a sample spam to [tsc@jgc.org](mailto:tsc@jgc.org)
- ... including a complete message seen in the wild

# Trick Trend



# *In the background*

- What: Remotely loading an image using the background attribute of the `<body>` tag
- Date added: June 13, 2007
- Example from the wild:
- (Reported by Nick FitzGerald) `<body background="http://wtargue.hk/quantitative.gif">`

# *Doing the Twist*

- What: Rotating images to make them hard to OCR (and sometimes slicing the image before random rotation of each slice).
- Date added: March 19, 2007

# Doing the Twist

Please don't click. Just type **pharm77.com** in address bar of your browser

about:blank - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address  Go

PREMIER PHARMACY  
• Lowest VIAGRA, CIALIS, LEVITRA Online Price!

VIAGRA	30	\$134.95	CIALIS	30	\$169.95
VALIUM	30	\$85.45	SOMA	30	\$75.95
PROPECIA	30	\$64.95	AMBIEN	30	\$120.99

• XANAX 30 \$123.45 VIAGRA SOFT 50 \$250.99  
✓ New CIALIS SOFT 30 \$224.95

✓ Save up to 60% on your prescription Meds!

**PHARM77.COM**

# Doing the Twist

Please don't click. Just type **pharm77.com** in address bar of your browser

about:blank - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address  GO

PREMIER PHARMACY

- **Lowest** VIAGRA, CIALIS, LEVITRA Online Price!

VIAGRA	30	\$134.95	CIALIS	30	\$169.95
VALIUM	30	\$85.45	SOMA	30	\$75.95
PROPECIA	30	\$64.95	AMBIEN	30	\$120.99
XANAX	30	\$123.45	VIAGRA SOFT	50	\$250.99
			✓ <b>New</b> CIALIS SOFT	30	\$224.95

- ✓ Save up to 80% on your prescription Meds!

**PHARM77.COM**

# ***Doing the Twist***



# SPUTR

- TSC entries have 'funny' names
- SPUTR: Spam/Phish Uniform Trick Repository
- Defines 'meaningful' name for each trick

# SPUTR Name

- Three parts:
- A technology: defines the technology used to create the trick
- A name: a unique name
- A purpose: what the spammer uses this trick
  
- Technology!Name!Purpose

# SPUTR Technology

CSS	Use of CSS
HTML	Any HTML without using CSS
Javascript	Use of Javascript for trickery
MIME	Manipulation of MIME
Plain	Plain text
PDF	Adobe PDF files
Image	Attached or referenced images
Flash	Adobe Flash

# SPUTR Name

- Short version of the current TSC name

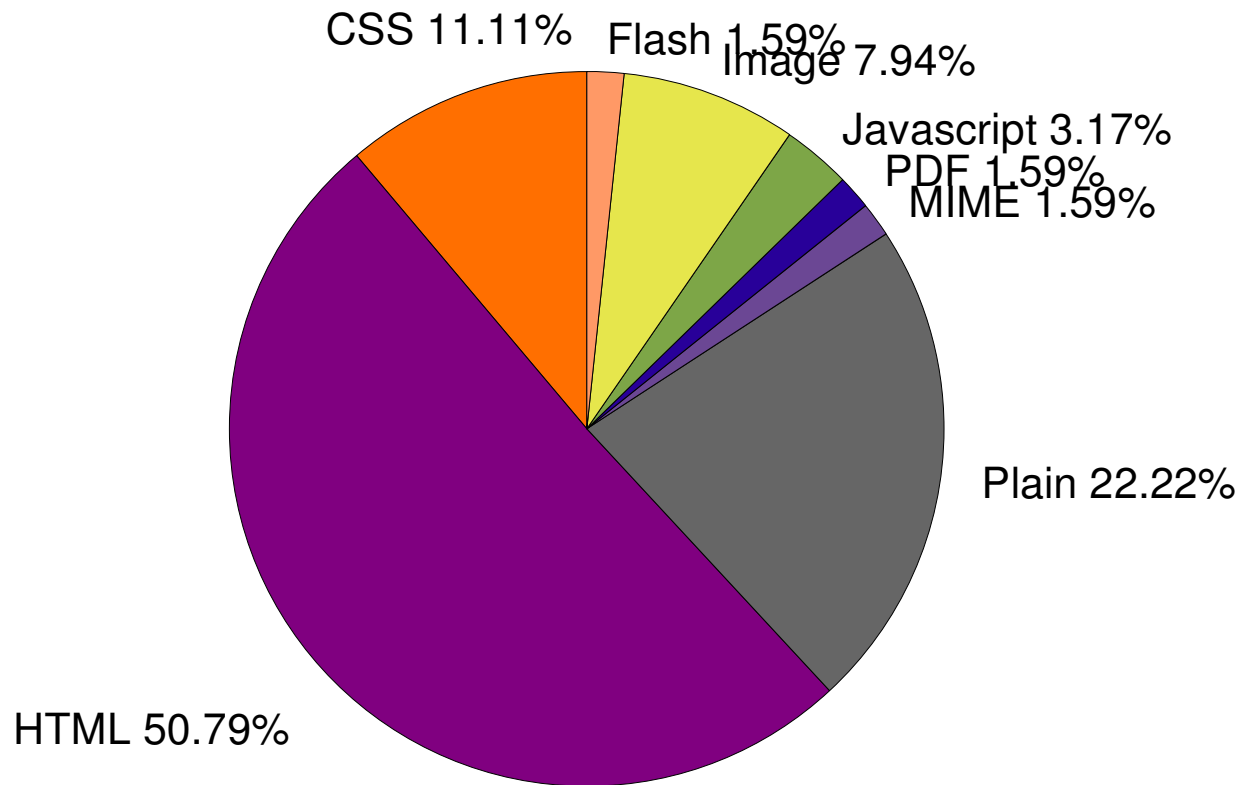
# SPUTR Purpose

BWO	Bad Word Obfuscation	Making it hard for a filter to parse potentially bad words (e.g. Viagra)
GWI	Good Word Insertion	Adding words likely to confuse a statistical filter
HB	Hash Busting	Inserting randomness designed to make message hashing hard
TA	Tokenization Avoidance	Preventing a filter from tokenizing a message
UH	URL Hiding	Hiding a URL so that a user is fooled into clicking an incorrect link
UO	URL Obfuscation	Making it hard for a filter to identify a URL and check it against a black list
WB	Web Bugs	Inserting a beacon that tells the spammer that a message has been read

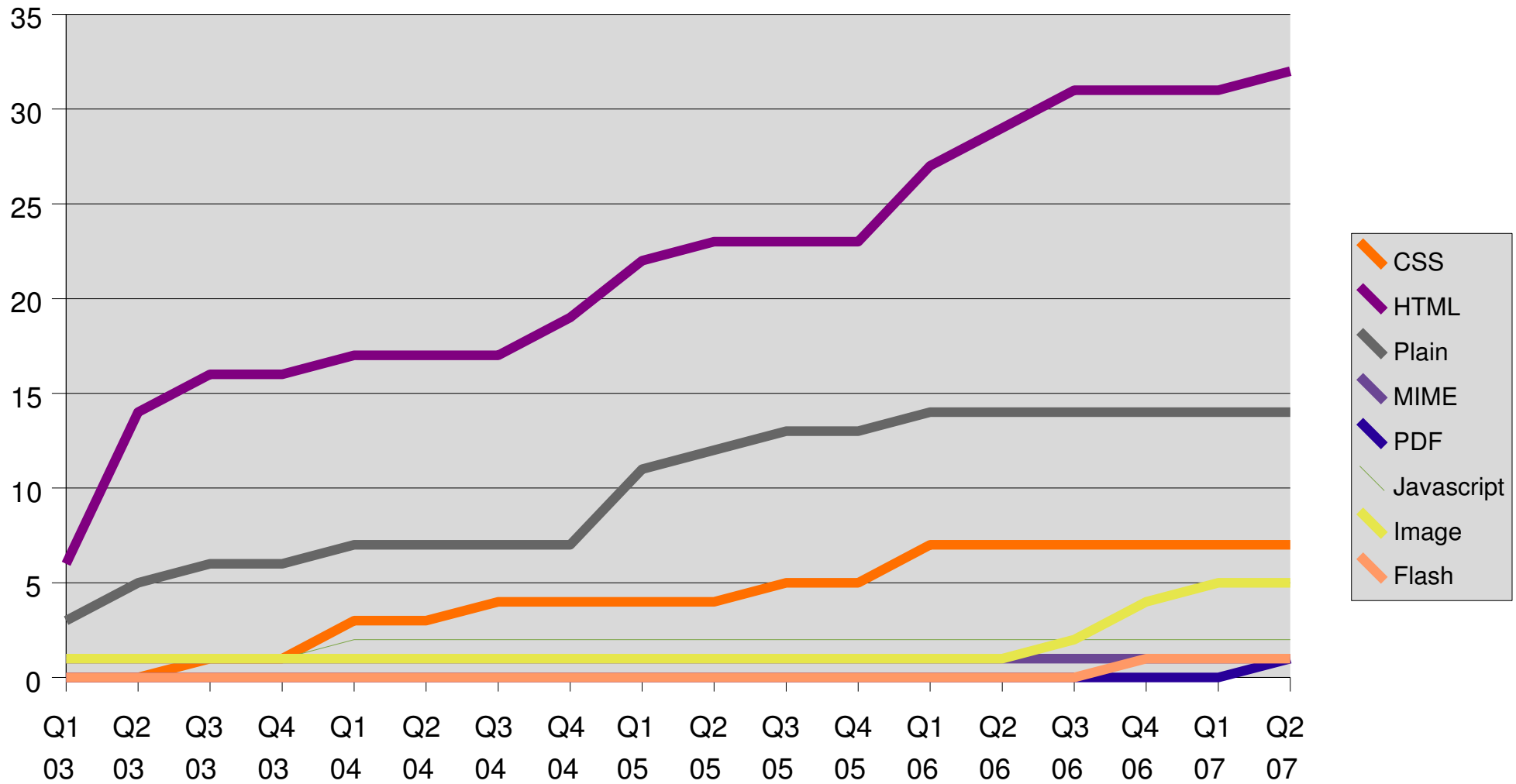
# SPUTR Examples

- Honey, I shrunk the font
  - GWI!ShrunkFont!HTML
- A Numbers Game
  - BWO!Numbers!HTML
- The Black Hole
  - BWO!BlackHole!HTML
- Speaking in Tongues
  - HB!Tongues!Plain
- Ze Foreign Accent
  - BWO!Accent!Plain

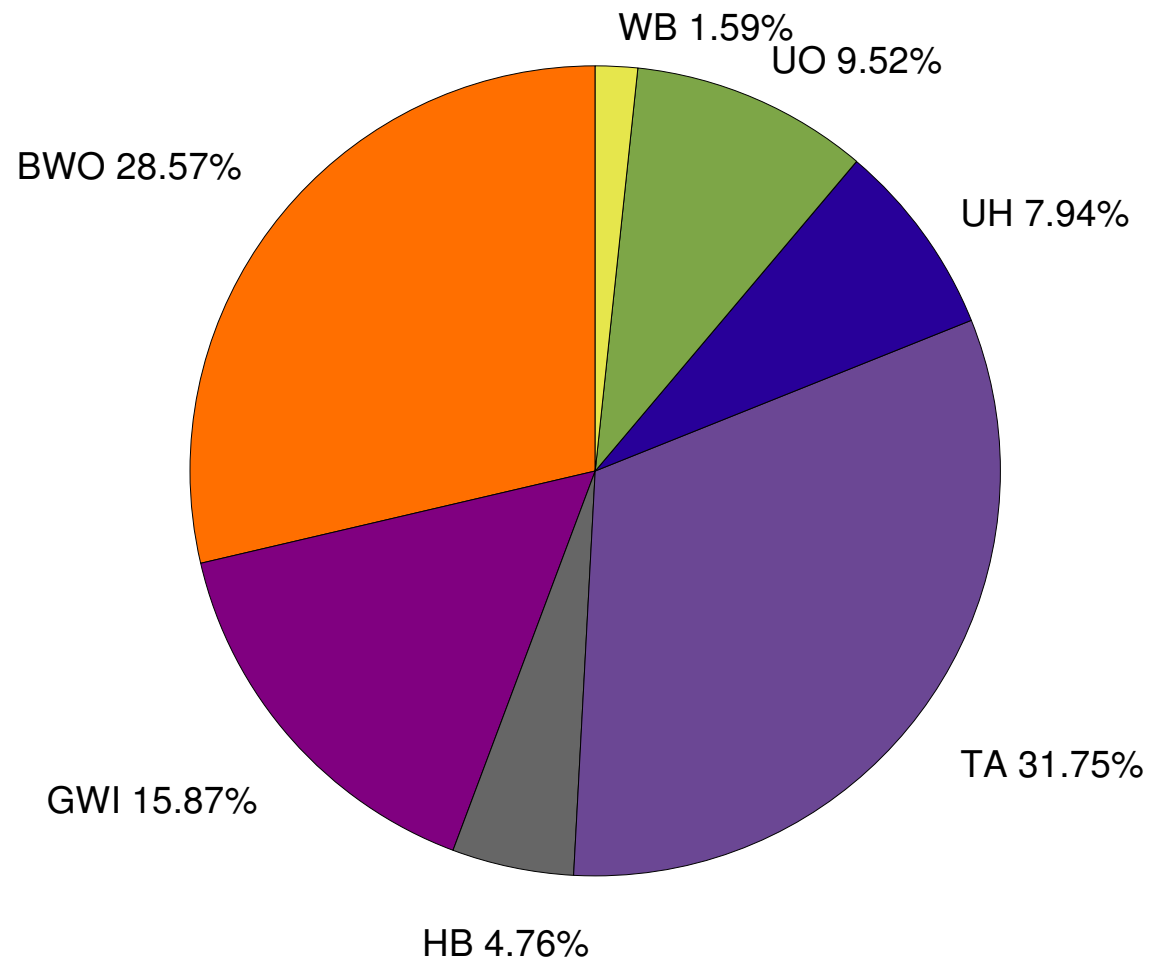
# Trick Technology



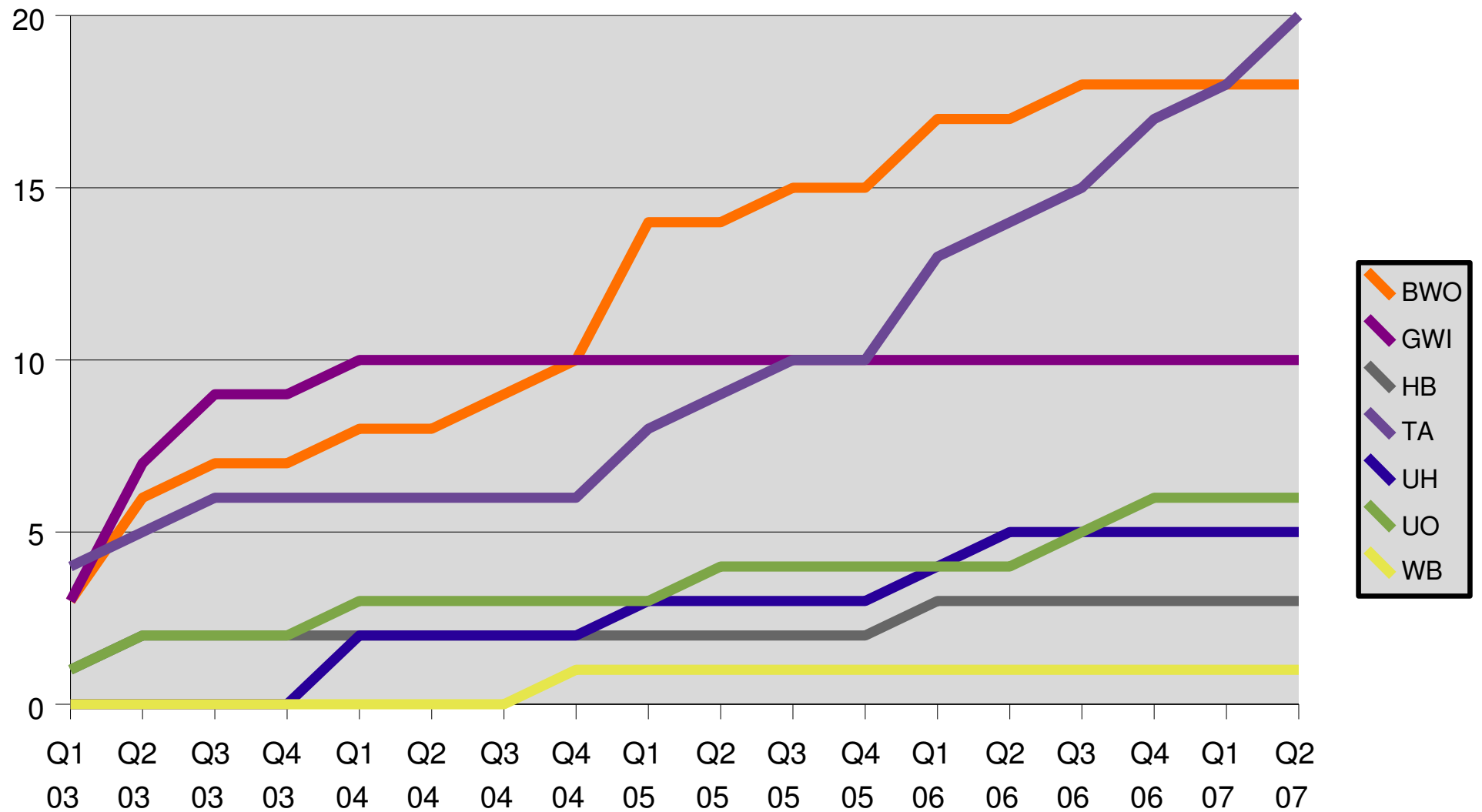
# Technology Trend



# Trick Purpose



# Purpose Trend



# PDFs

- Use of PDFs is all about tokenization avoidance
- PDFs can be compressed
- Can contain images

# PDFs: Professional

## German Stock Insider - OYQ.F (TKMD.F)

Thursday 20-JUN-2007 Talktech Telemedia, Inc - HUGE GAINS EXPECTED! Volume 4, Issue 6

### TOP REASONS TO CONSIDER OYQ.F:

- Top management team in place.
- Huge Investor Awareness marketing campaign starting next week.
- At least 300% gains expected in the next 5 trading sessions.
- Could go as high as €1.25 by next Thursday (1 Week)

### Company Info

**Company Name**  
Talktech Telemedia

**Symbol**  
OYQ.F (TKMD.F)

**Recent Price**  
€0.30

**5 Day Target**  
€1.00 - €1.25

**Recommendation**  
Strong buy to €0.85

### Talktech Telemedia, Inc - HUGE GAINS EXPECTED!

#### Talktech Telemedia expects gains of 300% in next 5 trading sessions!

In this edition of German Stock Insider we are featuring our winning pick of Talktech Telemedia, Inc (Frankfurt: OYQ.F).

With an excellent management team and a huge marketing campaign starting next week, we are expecting our German readers to jump on board this amazing opportunity before American investors see this, causing HUGE price increases in the stock.

At present OYQ.F (TKMD.F) is trading at a huge discount. It was recently trading at €1.00 and currently trades at approx €0.30. We are expecting this stock to jump back up to over €1.00 by early next week. This will net our readers gains of over 300% in a few trading sessions. If you plan on seriously considering OYQ.F (TKMD.F) you should strongly consider getting in early on

before next week as we are expecting this to start trading up as early as Thursday 20-JUN-2007.

We strongly urge you do your own research on Talktech Telemedia before making any investment decisions. We feel that they are going to be making some major moves in the coming days adding HUGE shareholder value and again causing an increase in share price.

As we have already stated, we are comfortably estimating that Talktech should be trading at over €1.00 by early next week, however, we feel it could be as high as €1.25 or so by the end of next week (over 400% gains on today's price)

In the fast paced world of the German Stock Exchanges, we strive to bring you the very best of the Frankfurt Stock Exchange

has to offer. We strongly urge you to call your stock broker and ask them about OYQ.F (TKMD.F). Add it to your portfolio today.

300% gains are expected on this one - **DON'T LET IT PASS YOU BY!**



**Talktech Telemedia is expecting huge gains - upwards of 300% in the next 5 trading sessions.**

### HUGE INVESTOR AWARENESS CAMPAIGN STARTING ON MONDAY IN US MKTS

We are expecting a Huge Investor Awareness campaign starting on Monday of Next week in the US markets. This will put OYQ.F (TKMD.F) in front of Millions of investors, institutional investors such as banks and fund managers. This will have a HUGE impact on stock price causing extreme gains early next week. We strongly believe that we are to expect at least

€1.00 by early next week possibly €1.25 and more by the end of the week. This is very simple supply and demand at work and we are outlining an amazing way for you to get 300%-400% returns in a very short period of time. We will be sending you a follow up report later this week and another one early next week to keep you updated on share price so that

you can see where everything is periodically. We hope you will make out very well like our previous readers have in the past and best of luck to you in all of your trading endeavors!

DISCLAIMER: This is not an offer to buy or sell any security. German Stock Insider discloses that they were paid ten thousand Euros for distribution of this report. This report contains forward-looking statements. Please do due diligence before investing in any company. Best of luck!

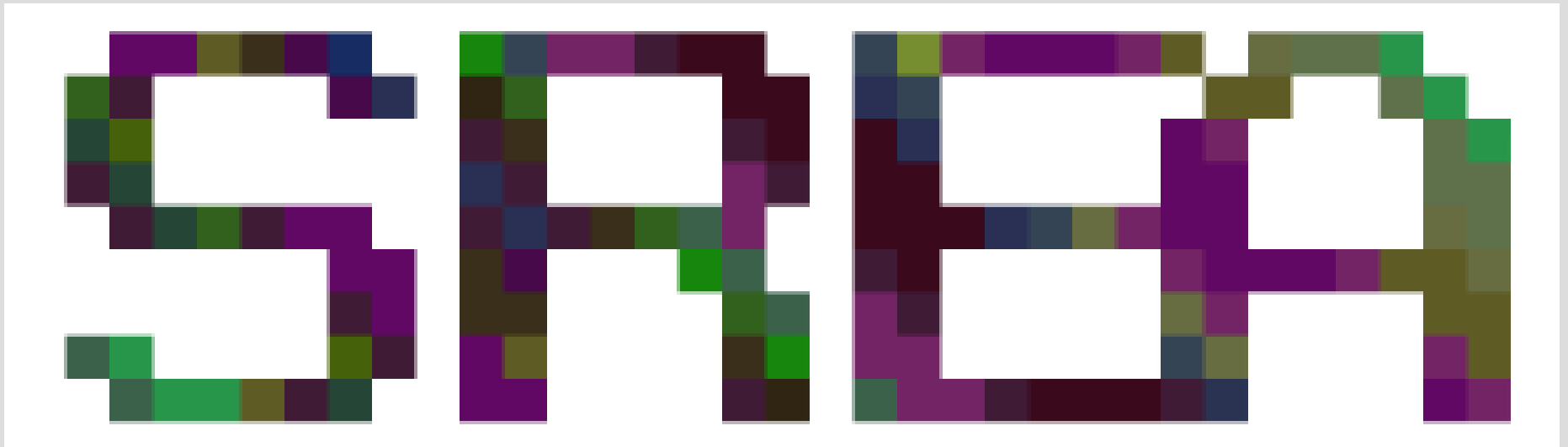
# PDFs: replacing image spam

SREA Takes Investors For Second Climb! UP 48%.

Score One Inc. (SREA)  
\$0.42 UP 48%

SREA continues another huge climb this week after hot news was released Friday. BusinessNewsNow.us has released SREA as featured StockWatch. This one is still cooking. Go read the news and get on SREA Tuesday!

# PDFs: replacing image spam



# PDFs: what's working

- Looking at document meta data
  - Page size
  - Character set used
- Looking at the base64 encoding

# Next Steps

- Keep sending me spam!
- Start open source project
  - Given a spam message output the tricks used within it
  - Implement as a fast library
  - Use it to report on trick trends