



i-Newspaper Network

Guaranteed Exposure in the World's Fastest Growing Medium

More than 70% of Americans use the web as their main source for news, information and entertainment. As consumers spend more time online, advertisers are pouring more dollars into the Internet and other digital media to capture their attention.

This year, consumers will spend more time surfing the web than reading the newspaper and by 2010 Internet advertising will surpass newspapers. Leveraging this powerful medium in your broadcast publicity campaign is essential.

WestGlen's i-Newspaper Network brings your video content (VNR, SMT, B-Roll package or PSA) to 85 local newspaper websites—placing your content directly on your audiences' trusted local online news source.

The i-Newspaper Network employs a powerful promotional technique to capture the attention of online audiences by placing “campaign awareness banners” on these newspaper websites, driving your audience directly to your video content.

The i-Newspaper Network features newspaper websites such as, the Courier News and Daily Record in New York, The Detroit Free Press and the Arizona Republic in Phoenix, with many more in the top 50 markets of the country.

Placement on the i-Newspaper Network guarantees your campaign will reach a potential audience of 41 million unique visitors over the duration of your campaign.

WestGlen provides full reporting of both potential audience and actual click-throughs to your content and includes screen shots of your banner placements.