



## i-TV News Network

Guaranteed Exposure for Your SMT, VNR, B-Roll or PSA in the World's Fastest Growing Medium: The Web!

More than 70% of Americans use the web as their main source for news, information and entertainment. Leveraging this powerful medium in your broadcast publicity campaign is essential.

WestGlen's i-TV News Network brings your video content (VNR, SMT, B-Roll package or PSA) to 387 of the top TV news station websites, placing your content directly on your audiences' trusted local online news source.

The i-TV News Network employs a powerful combination of techniques to capture the attention of online audiences: direct "featured video placements" of your video content on 148 TV news station websites and promotional "news banner placements" on 239 additional TV news station websites, driving your audience directly to your video content.

The i-TV News Network features stations such as:

WNBC-TV New York

WCAU-TV Philadelphia

WFAA-TV Dallas

Many other TV station websites within the top 50 U.S. television markets

Placement on the i-TV News Network guarantees your campaign will reach a potential audience of 24 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 content and banner placements.