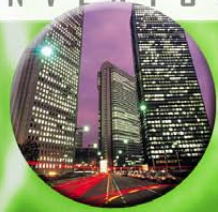


LOCAL AD REVENUE

INCREASE AD INVENTORY



NON-TRADITIONAL REVENUE

Monetized Desktops!

ComScore® recognizes the DIN desktop application as the stickiest desktop news and weather application on the market today. That makes it a double bonus for stations looking for non-traditional revenue and convergence technology. DIN gives you the opportunity to extend your market reach by touching viewers day and night, and at home or at the office with your brand, programming, breaking news and weather.

The Digital Information Network® can reach a targeted, hyper-local audience with integrated on-air/online campaigns. Our clients enjoy an unmatched power of promotion, driving viewers from on-air to online and back again. Our advertising goes beyond the ad banner by integrating marketing partners into desktop applications and content to maximize your revenue.



Features & Benefits

- Client retains 100% of all locally generated advertising – no revenue share plan.
- Sponsors' ads cycle throughout the day allowing for multiple advertisers.
- All advertising is "a-click-away" from the sponsors' website.
- Change an ads on-the-fly from administrative site.
- Create ad skins on three windows in the application.
- Five Spots, Promo Tray, Window Skins, and Video!
(video module available as add-on feature)



Contact DIN Today!



Digital Information Network

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