



AdSpace Nets Adds Seven Markets

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AdSpace Networks, an out-of-home media company specializing in digital signage in shopping malls, announced Monday it had expanded its mall network to seven new markets, in Atlanta, Houston, Dallas, Seattle, St. Louis, Cleveland, and Tampa. Including its existing mall displays in malls in New York, Los Angeles, Chicago, San Francisco, and Washington, D.C., AdSpace offers 460 screens in 41 malls reaching more than 47 million consumers each month.

The network credits its expansion to its "Today's Top Ten" program, which showcases the 10 best deals in the mall each week. More than 100 retailers submit their best deal of the week (including original price and total savings) to AdSpace, which selects the best deals and produces and runs 12-second spots for free over its "smart screen" digital displays located throughout the malls. The 10 specials are integrated into a six-minute loop of advertising content.

"The 'Today's Top Ten' program captivates mall shoppers and ensures that they are seeing our advertiser's adjacent messages," said William Ketcham, executive vp and chief marketing officer for AdSpace.