

Examiner.com to Offer Jivox Online Video Ad Service to Advertisers

Agreement will allow advertisers on Examiner.com's 60 targeted local insider information sites to create and distribute ads across the Examiner and Jivox Publisher Networks

Denver, Colorado and San Mateo, California (PRWEB) December 17, 2008 –

Examiner.com, operator of a network of 60 geographically targeted local insider information websites today announced a white-label licensing agreement with Jivox, the online video advertising service that helps small and medium-sized businesses reach local customers. Examiner.com will offer a co-branded version of the Jivox online video ad service to its advertisers and market the service across its local information sites. The agreement expands the already existing relationship between Jivox and Examiner.com. The local site network is already part of the Jivox Publisher Network. As a result of the reseller agreement, Examiner.com customers will now have the option to run their video ads on Examiner.com sites or the entire Jivox Publisher Network. Jivox will manage the customer service, reporting and web distribution on the Jivox Publisher Network for Examiner.com advertisers.

“Online video advertising is exploding, and the types of advertisers that come to Examiner.com can benefit greatly from affordable and easy-to-use solutions like Jivox,” said Michael Sherrod, CEO of Examiner.com. “Jivox has shown that online video advertising can be very effective for local businesses, and we’re confident our local focus on unique and original local information, contributed by local informed insiders called Examiners and our partnership with Jivox will create new high-engagement, locally focused opportunities for our advertisers.”

Jivox provides advertisers with an online, self-service tool to create high-impact video ads using stock footage, images, music, existing video footage or custom video shoots. Jivox ensures high-quality placement of customer ads through the Jivox Publisher Network, the industry’s only locally focused network of premium publishers that includes over 600 local TV, radio and newspaper websites across the country and reaches more than 60 million unique visitors. The Jivox service also provides geographic ad targeting, contextual and demographic targeting.

“We are pleased to expand our relationship with Examiner.com. As media companies look for new products and services to offer to their advertisers, leading publishers such as Examiner.com are seeing great potential in online video advertising,” said Diaz Nesamoney, founder and CEO of Jivox. “Examiner.com shares our commitment to delivering results for advertisers by taking advantage of the latest technology, and their selection of Jivox as a partner is a win for all advertisers.”

About Jivox

Jivox helps small businesses reach customers with online video advertising. Jivox provides advertisers with an online, self-service tool to create high-impact video ads using stock footage, images, music or their existing video assets. Jivox ensures high-quality placement of customer ads through the Jivox Publisher Network, a locally focused network of premium publishers that includes hundreds of local TV and radio stations, newspapers, weather and other specialty websites, and offers geographic ad targeting at the city level as well as demographic and contextual targeting. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.

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