



## [WSJ Office Network Revenue Up 100%](#)

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[Chris Sheldrake](#)

The Wall Street Journal Office Network (WSJON) this week announced advertising revenue is up 100% this year, following a 300% increase in 2008.

Advertising growth on The Wall Street Journal Office Network has been wide-ranging, with significant increases in media spending across categories including technology, telecommunications, automotive, financial services and business travel.

Adam Potashnick, Director at Mediacom told us *“The ability to reach specific targets in an extremely efficient manner is key to the success of our campaigns. With The Wall Street Journal Office Network, we are not only able to target small- and medium-sized companies, but to capture key decision makers at their place of business”*

Jim Harris, chief executive officer of The Wall Street Journal Office Network told us *“We see our current growth continuing into 2010 and beyond, as more marketers become aware of our ability to deliver premium business news and effective, highly targeted ads,”*

The Wall Street Journal Office Network was launched back in 2006, consists of high-definition, LCD screens, which provide up-to-the-minute news from The Wall Street Journal are now installed in the common areas of nearly 800 office buildings in 15 major U.S. cities. The Network reaches more than one million business professionals each day.

Brian Quinn, vice president and general manager, digital advertising sales of The Wall Street Journal told us *“The Wall Street Journal Office Network is a natural extension of the Journal’s global print and online platforms, which reach nearly 2.3 million subscribers each day,”*

He added *“Integrated advertising buys using print, online and the Office Network gives marketers unparalleled access to influence the world’s business and opinion leaders.”*

### **About The Wall Street Journal Office Network**

Developed in association with Dow Jones & Company, The Wall Street Journal Office Network is a service of Office Media Network, Inc.

The Wall Street Journal Office Network serves the needs of real estate owners, advertisers and an audience estimated to exceed more than 1 million viewers per day with the latest news from The Wall Street Journal as well as important building management news and information.

The Wall Street Journal Office Network is presented using state-of-the-art digital technology on high definition screens located in common areas of premier office buildings in 15 US cities