


Wall Street Journal Office Network Debuts Two New SmartMedia Apps to Boost Advertising Effectiveness

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New York, NY (PRWEB) -- The Wall Street Journal Office Network (WSJON) today announced it's added two new SmartMedia Apps to its offerings to help marketers create more relevant advertising and reach their target audiences in new and innovative ways.

SmartMedia Apps are customizable applications that allow advertisers to incorporate real-time news and other information within their campaigns, as well as to customize ad copy based on market conditions, weather or other news and information.

'In the last year, The Wall Street Journal Office Network began offering SmartMedia Apps to enable marketers to maximize an ad campaign's relevance, impact and results,' said David Kahn, senior vice president of sales for WSJON. 'We now offer the broadest range of such applications for customizing advertising content and delivery across our network of 770 office buildings in 15 major U.S. cities.'

The two new WSJON SmartMedia Apps are Dynamic Content Insertion and Threshold-Triggered campaigns. Dynamic Content Insertion allows marketers to insert custom, regularly updated content directly into their advertising campaigns. With Threshold-Triggered campaigns, a campaign's frequency and creative can be dictated by specific triggers on the screens, such as weather reports, date, time of day or stock market activity.

The use of SmartMedia Apps by marketers is one of the factors that fueled an increase in advertising revenue for The Wall Street Journal Office Network of more than 100% in the first quarter of 2010. This increase followed a rise in advertising revenue of more than 100% in 2009. The WSJON reaches more than one million business professionals each day at their place of business where many of them are researching and making substantial purchase decisions.

'We expect our advertising revenue to continue to grow this year, as our advertising partners discover the power of the network's SmartMedia Apps,' said Jim Harris, chief executive officer of WSJON. 'Our research consistently shows that effective ad targeting combined with continuously updated news from The Wall Street Journal--the most respected name in business news and America's #1 newspaper--influences consumers and moves the needle for advertisers.'

About The Wall Street Journal Office Network

Developed in association with Dow Jones & Company and Office Media Network, The Wall Street Journal Office Network is the leading business news-oriented tenant communication network, broadcasting up-to-the-minute news from The Wall Street Journal--including market indexes, weather, and scrolling headlines--on digital LCD screens in lobbies, elevators and other common areas of office buildings across the country. The Wall Street Journal Office Network, launched in 2006, reaches more than one million viewers per day in 770 office buildings across 15 major U.S. cities.

Media Contacts:

Steve Ellwanger
Press Counsel Group
203-856-8303

Emily J. Edmonds
Dow Jones & Company
212-416-2635