

THE RESURGENCE OF CONTEXTUAL ADVERTISING (SEPT 12)

This 360 programs explores how contextual advertising is making a come back in light of increased technology and regulatory pressures.

Collected feedback from 116 marketers

David Smith, CEO MediaSmith Terrance Nixon, SapientRazorfish Alexis Faulkner, MinsShare



Hannah Lury, Three

Cheryl Huckabay, The Richards Group

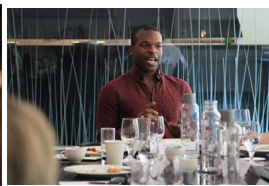
Jean-Paul Edwards, OMD



Four thought leadership dinners (2x NYC, CHI and



"No more, no less: target as you like to be targeted!"



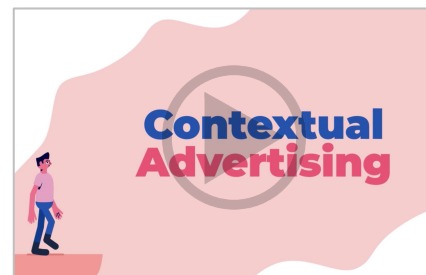
"How to mix content and targeting to cut through"



"Adding value to your customer lives: Contextual Advertising"



"The Contextual Comeback"



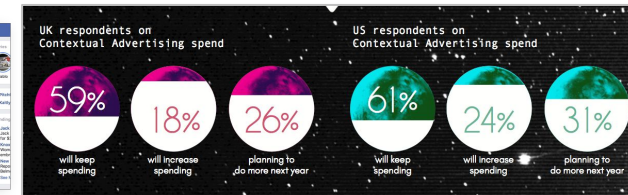
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