

● ● ● Raking in Revenue in a Wobbly Economy ● ● ●

Local Business Directory

- 401K Plans
- Accounting
- Advertising & Marketing
- Air Charter
- Air Travel
- Annuities
- Answering Services
- Antivirus / Antispam Solutions
- Apartment Loans
- Apartments
- Appliances
- Aquariums
- Architects
- Asphalt / Paving

Despite the current economic landscape, many Broadcast Interactive partners continue to report success with our local sales verticals and national widget opportunities. We've shared two examples below, but contact your Local Sales Manager for more tips and tools.

- WSBT / South Bend, IN (DMA 87) - sold eleven convergent package sponsors for "[Home Sweet Home](#)". Clients with website brochure pages will launch throughout August/Sept.
- WKBW / Buffalo, NY (DMA 44) - placed a [Local Directory widget](#) run of site, earning money each month! A website with 1 million pageviews /month will earn approx. \$500-\$800 monthly.

● ● ● Search Engine Optimization: Let BIM Specialists Help! ● ● ●



Signing local sponsors is one thing -- getting them to stay with you for the long haul is the bigger challenge. Our Search Engine Optimization (SEO) service can be a fabulous retention tool, as demonstrated by BIM newspaper client, [The Los Angeles Independent](#) and UGC (user generated content) client "Preggers n' Proud". During the month of July, the online t-shirt and apparel boutique brochure page saw an 18% increase in unique visits, coupled with hugely successful SEO results. From our BIM SEO Specialist:

- Keyword "daddy tees": website appearing on both the first page of the Google results, as well as the second.
- Keyword "daddy t-shirts": website holding position on the first page of Google results.
- Keyword "pregnancy t-shirts": website has moved up to the second page of Google results.
- Keyword "pregnancy t-shirts Los Angeles": took over first position as of August!

Want to learn more? Contact your Broadcast Interactive Media [Local Sales Manager](#).

● ● ● Research Anyone? Belly Up to Our Webinars ● ● ●

Broadcast Interactive has partnered with [Frank N. Magid Associates, Inc.](#), to bring our clients the latest research, trends, and best practices as they relate to local media and your business. Plans are underway to offer a series of focused webinars to share Magid data and case studies in the context of real-world BIM platform examples.

Please mark your calendar for the first event on **Thursday, *October 8th**. Specifics will be emailed soon (time of day, agenda, registration info). A second webinar in conjunction with the Magid group is planned for Jan. or Feb. 2010. (*date may be subject to change)

● ● ● YouNews™ Post Your Pet National Contest Results ● ● ●



YouNews™ editors sifted through thousands of fabulous submissions in the *Post Your Pet* National Contest, awarding \$100 gift cards to the following winners/stations: [WKOW](#) (Cutest), [KCBY](#) (Best Name), [WISE](#) (Most Unique), [KSEE](#) (Best Trick), and [KIMA](#) (Ugliest).

National and local contests are a great way to increase pageviews and unique visitors, while also nabbing exclusive content and advertiser revenue. Contact BIM for more ideas and info.

Upcoming Contests: Halloween 10/16-11/6, Holidays 12/14-1/8

Fall means **FOOTBALL** and YouNews™ is back with another terrific *Prep Sports* opportunity! We listened to your feedback from last year and tweaked the design and functionality, and even incorporated a nifty MaxPreps widget to auto-populate schedules and standings. For all the details, please email press@bimedia.net or use our [online HELP form](#).

● ● ● Belo Television Group Joins BIM Family ● ● ●

There's gonna be a new kid on the BIM block! Our Integration engines are ramping up to launch 18 enhanced websites for Belo Television. The group owns properties in Dallas/Fort Worth, Houston, Phoenix, Seattle/Tacoma, St. Louis, Portland, Charlotte, San Antonio, Hampton/Norfolk, Louisville, Austin, New Orleans, Tucson, Spokane and Boise. The Belo sites are scheduled to go live by the end of the year. To read more about the new Belo/BIM partnership, visit www.Broadcast-Interactive.com.

CONTACT US: press@bimedia.net