



● National & Local Post-Roll ●

In the October *PUB*, we listed our available ad types: online video pre-roll, online video post-roll, and overlay (which can include image ads & multiple formats). In early December, BIM implemented *national* post-roll on all clips longer than two minutes. These ads generate revenue for your station, while remaining fairly unobtrusive. To place local post-roll or for more information, email traffic@bimlocal.com.



● Programs Play in All DMAs ●

Question: How do BIM local revenue programs work in smaller markets? Answer: Like a charm! An example is KHQA in Quincy, IL (DMA # 171) and their very successful [Home Experts](#) feature. Going into its 10th month, the program boasts six sponsors, with brochure pageviews growing steadily. In addition, all clients have achieved first page Google placement for the past few months. Contact your BIM Local Sales manager for more success stories.

● ● ● Save The Date: Feb 11th BIM / Magid Webinar ● ● ●

Save
the
Date!

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Thurs.
Feb 11th

BIM has partnered with research expert [Frank N. Magid Associates](#), to bring our clients the latest research, trends, and best practices as they relate to local media and your business. Our main dissemination point for this valuable information is a series of focused Webinars -- designed specifically to share Magid data and case studies in the context of real-world BIM examples.

The first Webinar - *Top User Engagement Strategies* - was held in October and we received a wealth of great feedback. The next BIM/Magid Webinar is planned for **Thursday, February 11**. The session will be offered at *no cost* and we encourage you to invite others on your staff or at your company to participate. Webinar topics, session times and a one-step registration form will be available in early January. If you have ideas or suggestions for future Webinars, please email info@bimlocal.com.

● YouNews Weather Contest ●



Forecast models show that the **Wild Weather National Contest** will hit YouNews starting Monday, February 22nd. The storm of new content is expected to end by March 22nd. Weather watchers and aficionados can submit their videos, photos and stories for a chance to win great goodies!

Prize information and marketing materials will be posted at younewstv.com/promotions on or before January 8. For tips and information on selling a local sponsorship for this or other contests, please contact your BIM LSM.

● Traffic Snowballs at WKOW ●



When weather hits, YouNews gives members of the community an easy way to submit videos, photos and stories to local news outlets. An example: in early December, Madison was slammed with nearly two feet of snow in less than 24 hours, prompting students from the University of

Wisconsin to create a 12 foot high snowball, which was then rolled triumphantly down State Street and onto University Avenue. Luckily, no one was injured in the stunt, but YouNews affiliate WKOWTV.com did cash in on over [18,000 video views](#) (and counting!).

● BIM Launches YouNews / City Dictionary Partnership ●



In mid-December, BIM unveiled a new partnership between Social Media Platform YouNews and hyper-local content provider, City Dictionary (CityDictionary.com). The two Madison, WI-based companies have combined forces to provide users of the nearly 80 YouNews affiliates across the U.S. an opportunity to experience and contribute to a growing localized dictionary of community terms, slang, "isms" and definitions.

According to Nate Leaf, BIM's Director of Business Development, "For TV, radio and newspaper websites, hyper-local content has been and will continue to be a critical part of driving traffic and revenue. The collaboration with City Dictionary is just the first of many strategic partnerships BIM will be executing as we move into 2010. The objective is to build layers of user engagement, combined with additional revenue opportunities for our customers."



Best wishes for a healthy
& prosperous New Year!

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