



● ● ● Webinar: Metrics, Trends & 2010 Roadmap, Feb 11th ● ● ●

WEBINAR TOPICS

- **What is BIM doing in 2010 to help you grow your biz?**
- **BIM 2010 Roadmap: releases, new solutions**
- **Content syndication, partnerships, ad network**
- **Magid - current trends in media consumption**

On Thursday, February 11, Broadcast Interactive Media, along with research expert, [Frank N. Magid Associates](http://www.frankmagid.com), will present a free one-hour Webinar: **Metrics, Trends & 2010 Roadmap**. Discussion will focus on current trends in media consumption, and how this data has impacted the BIM 2010 products and services roadmap. We encourage you to invite others on your staff or at your company to participate. To accommodate various time zones and schedules, choose the session that best fits your day:

Session #1: 11am-Noon Eastern (10-11am Central, 9-10am Mountain, 8-9am Pacific)

Session #2: 3-4pm Eastern (2-3pm Central, 1-2pm Mountain, 12-1pm Pacific)

Space is limited! Register at <http://www.broadcast-interactive.com/webinar>

● ● ● BIM Digital Network Ranked #14 By comScore ● ● ●

Ranked #14 by comScore, BIM's rapidly growing National Ad Network delivers to over 40 million unique visitors per month. By combining our television client sites with extended media partnerships in nearly every market, the BIM Network reaches over 20% of the U.S. Internet population. For our clients, this means a stronger national sales arm, plus increased trafficking of quality branded advertisers rotating on your site!



For more information, visit Broadcast-Interactive.com

● YouNews Holiday Contest ●

Winner: Stephanie Schones-Landes



YouNews editors sifted through thousands of submissions in the *Holiday Lights* National Contest, awarding a Nintendo Wii™ and \$100 in games to four stations/winners. Congrats!

WKBW – Buffalo, NY - "[Festive Fido](#)"

WBNG – Binghamton, NY - "[Candy Cane Kid](#)"

KGTV – San Diego, CA - "[Images of Christmas](#)"

KOTV – Tulsa, OK - "[Budget Christmas](#)"

● WNWO Rakes in the Dough! ●

Looking for a way to kick-start the new year? We suggest borrowing a page from WNWO's highly successful play-book. Based in Toledo, OH (DMA 71), the station just sold nine sponsors for their [Search Toledo / Buy Local](#) vertical, with a tenth scheduled to be added in February.

[Featured professionals](#) range from restaurants and remodeling, to pest control and personal attorneys. Clients are able to include a wide variety of info on their brochure page, such as videos, coupons, map/location, hours of operation, testimonials, slide show, plus an interactive contact form. Email localsales@bimlocal.com for demos or more information on revenue programs.

● YouNews Delivers National Sponsor for Wild Weather Contest ●



Broadcast Interactive is thrilled to announce our first YouNews National Contest sponsor, Altrec.com. As a leader in outdoor equipment, the website offers a wide array of gear including camping, cycling, skiing, travel and electronics, as well as fabulous apparel and footwear.

The YouNews **Wild Weather** contest will run from Feb 22 to Mar 22, with all submissions eligible to win a \$300 shopping spree from Altrec.com (3 national winners will be chosen by random drawing).

There's still time to sell a local sponsorship for the Wild Weather contest! Visit younewstv.com/promotions for display ads and one-sheet. Email your BIM LSM at localsales@bimlocal.com for help merging local/national sponsor copy and logos.