



● ● ● **Obits Drives Traffic & Revenue For WBNG** ● ● ●

**BinghamtonObits.com**

John A. Peterson

John A. Peterson, 81, of Vestal, passed away Saturday, October 24, 2009 at the Absolute Care of Endicott. He was pre-deceased by his parents, John and Anna; his brothers, Wilford and Carl. He is survived... [Read more...](#)

Janice (Guyer) Pinney

Janice (Guyer) Pinney, 56, passed away Sunday, October 25, 2009, at Our Lady of Lourdes Hospital. She is survived by her husband of 36 years, Mark Pinney; one daughter and son-in-law, Tiffany and Elliott... [Read more...](#)

Harold E. Whitney

Memorial services for Harold E. Whitney will be held on Wednesday, October 28, 2009, at 7:00 p.m., at the Etney, Munroe & Fahy Funeral Home, 15 Park St., Owego. Burial will be in the Broadway Cemetery... [Read more...](#)

Keith E. Meyers

Keith E. Meyers, 48, of Chenango Forks died Saturday October 24, 2009. He is survived by his parents Frank and Constance Meyers; Jane Meyers, his wife of 17 years, 5 children; Wendy, Jordan, Bertina, Kody... [Read more...](#)



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Directory



Quick... name the most popular sections on local media websites. Local News... Weather... Sports ... **Obituaries?** **This is exactly the trend BIM is seeing at [WBNG.com](http://WBNG.com)** in Binghamton, NY (DMA 157). Since launching in May of this year, WBNG's Obits program has consistently ranked among the top most trafficked areas of the site, driving nearly 2% of overall monthly pageviews.

Combine this with Florist and Funeral Home sponsorships and WBNG is poised to grab a chunk of the revenue that's traditionally been monopolized by newspapers. As with ALL BIM local revenue programs, Obits is risk free -- you pay no commission until a sponsorship is sold.

**Contact your BIM Local Sales Manager for details and super-fast OBITS set-up!**

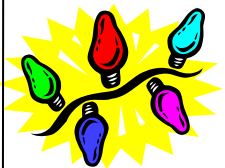
● ● ● **Online Ads: We've Come a Long Way!** ● ● ●

October 27 marked the 15th anniversary of the industry's first banner display ads. In 1994, the online population was estimated at two million, and the ads received a mind-boggling 78% click through rate! (read the full [Advertising Age](#) article).

Fast forward to 2009 and digital advertising is not only thriving, but the medium is changing so rapidly that it's sometimes hard to know what works for consumers and what doesn't. That's where BIM can help. Our Ad Ops team works closely with all the top services: DART, Adap.tv, Google... to bring you the latest and greatest tools of the trade.

**Current Available Ad Types:** Online Video Pre Roll, Online Video Post Roll (new!), Overlay which can now include image ads and multiple formats. Creatives can also rotate during the same view. **Future Releases:** Post-roll End Caps (utilizing display ads to monetize video content). BIM is also looking at ways to monetize YouNews™ photos.

● **YouNews Holiday Contest** ●



The YouNews™ **Holiday Lights** National Contest will run from 12/14/09 to 1/8/10. Website visitors can upload photos and videos for a chance to win a Nintendo Wii™ and \$100 in games. (Four prize packs will be awarded- Nintendo is not an official contest sponsor).

YouNews National Contests are an easy way to drive traffic and revenue, especially if you sign a local sponsor. Contest marketing materials, including sales sheets and display banners will be available on or before Nov. 6th.

● **WPSD YouNews Talent Contest** ●

Looking for a creative contest idea? YouNews affiliate, WPSD in Paducah, KY experienced BIG success this summer with their "[You've Got Talent](#)" promotion.

Website users were invited to upload performance videos for a chance to win a \$1500 prize package. Sponsors included a furniture company, a photographer, a cell phone retailer, a music store, plus a local B&B.

The contest received over 60 video submissions, more than 1000 visitor comments and nearly 4500 total votes!



● ● ● **Smith Media Renews / Client Cost Reductions** ● ● ●

**WELCOME NEW BIM SITES**

**WPSDLocal6.com - Paducah**

**Fox11AZ.com - Tucson**

**KREM.com - Spokane**

**KING5.com - Seattle**

**NWCN.com - Seattle**

**AZFamily.com - Phoenix**

**Your Life A to Z (23 Sponsors)**

Broadcast Interactive recently extended its partnership with Smith Media, and will continue to provide products and services to [KEYT](#) in Santa Barbara, CA, [WKTV](#) in Utica, NY and [KIMO/KATN/KJUD](#) (Alaska Superstation) in Anchorage. The stations will launch and/or retain BIM local revenue programs, including YouNews™ on KEYT and WKTV.

As a thank you to long-term and renewing clients such as Smith Media, effective January 2010, BIM will offer significant decreases in bandwidth costs, video storage and other website costs. Email [info@bimlocal.com](mailto:info@bimlocal.com) for details and eligibility requirements.

**CONTACT US: [press@bimlocal.com](mailto:press@bimlocal.com)**