

US newspaper heavies form online ad flotilla

One of the problems with online ads is that they can be geotargeted, which means they targeted to a specific geographical area such as, say, the Bay Area; but advertisers cannot control which sites the ads appear on. "Much of the advertising is blind and therefore not appealing to brands," Sterling Market Intelligence Founding Principal Greg Sterling said.

In a move that further crowds an already over-served market, four newspaper giants - New York Times, Hearst, Gannett and Tribune -- have created a new online advertising partnership. Their new venture, QuadrantOne, will be headquartered in Chicago.

Its interim CEO is Dana Hayes, Jr., who was named senior vice president of sales at Tribune Interactive in 2006.

In his previous post, Hayes oversaw the strategic coordination of the company's national and local sales and sales strategy. He also helped lead development of new interactive advertising products on the firm's network of more than 50 Web sites.

Think national, act local

QuadrantOne was set up to let national advertisers buy local online ads more efficiently.

A total of 120 newspapers with a combined reach of 50 million users in 27 of the top 30 markets will participate in QuadrantOne.

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