

Mediamark goes digital with audio advertising

Mediamark has partnered with Triton Digital to provide digital in-stream audio advertising solutions to its clients. Mediamark is the media sales representative for Kagiso Media stations, which include Jacaranda FM and East Coast Radio.

Clients' inventory will be available for direct purchase or programmatically, and advertisers will be able to place exclusive pre-roll sponsor audio messages in live radio streams.

For more, visit: <https://www.bizcommunity.com>