



For Immediate Release

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NEWS BRIEF

BLiNQ Media Supports 212NYC as 2011 Platinum Strategic Sponsor

Facebook Advertising Leader and New York's Interactive Advertising Club Team Up to Support Digital Marketing Community

NEW YORK — May 18, 2011 — [BLiNQ Media](#), the leading global technology innovator in Facebook advertising and the only pure-play media and technology company worldwide with official access to the Facebook Ads API, announced today its support of 212NYC, New York's Interactive Advertising Club, in the form of a 2011 Platinum Strategic Sponsorship.

As Platinum Sponsor, BLiNQ Media has already supported the April 5th panel discussion "The Rise of Retailers as Publishers" and was a supporting sponsor of the Agency Dodgeball Tournament to benefit charitable organizations, during 17 of the leading interactive agencies across the city played each other on April 7th. "We truly appreciate sponsors of this caliber and spirit: those who will jump in and work with us to support and cooperate on incredible experiences for our members. It's a great year in the making," commented Kendall Allen, vice president, 212NYC.

BLiNQ will be the presenting sponsor of the July 14th [Holiday Summer Beach Party](#) at Water Taxi Beach / South Street Seaport, where many of the digital advertising movers and shakers will converge for an evening of networking and fun. In addition, a September panel discussion is being organized by BLiNQ Media and 212NYC to cover topics pertinent to social media advertising.

"212NYC is the preeminent organization serving New York's interactive advertising space: a community that BLiNQ Media also serves as an agency partner focused on delivering break-



through results in Facebook advertising,” commented BLiNQ Media CEO, President and Co-founder, Dave Williams. “We look forward to meeting all of the 212NYC members and are excited to be supporting the club as a top-level sponsor this year.”

About 212NYC

[212NYC](#) is the galvanizing force for the interactive advertising community in New York City, by providing a forum for ad agencies and publishers to interact, network and learn while making the whole process fun. 212NYC is a non-profit, volunteer organization and membership is open to all advertising professionals in the New York area.

About BLiNQ Media

BLiNQ Media delivers break-through Facebook advertising results for agencies and big brands. The leading global technology innovator in Facebook advertising, BLiNQ Media drives rapid and scalable performance with a powerful combination of a proven approach to campaign management, optimization, engagement and branding insight; and its [BLiNQ Ad Manager \(BAM\)](#) platform. BLiNQ Media has pioneered [Social Engagement AdvertisingSM](#) and [CPSASM \(Cost Per Social ActionSM\)](#) optimization for Facebook campaign success. Agencies currently tapping the power of BLiNQ Media and BAM include WPP’s GroupM, Publicis, Omnicom Media Group, Turner Media Group, Havas Digital and 22Squared, among others. BLiNQ Media has its corporate headquarters at TechSpace in New York City’s Union Square and its technology development team headquartered at Georgia Tech’s Advanced Technology Development Center (ATDC) based in Atlanta. BLiNQ Media and BAM can be found on the Web at www.blingmedia.com and www.blingadmanager.com.

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