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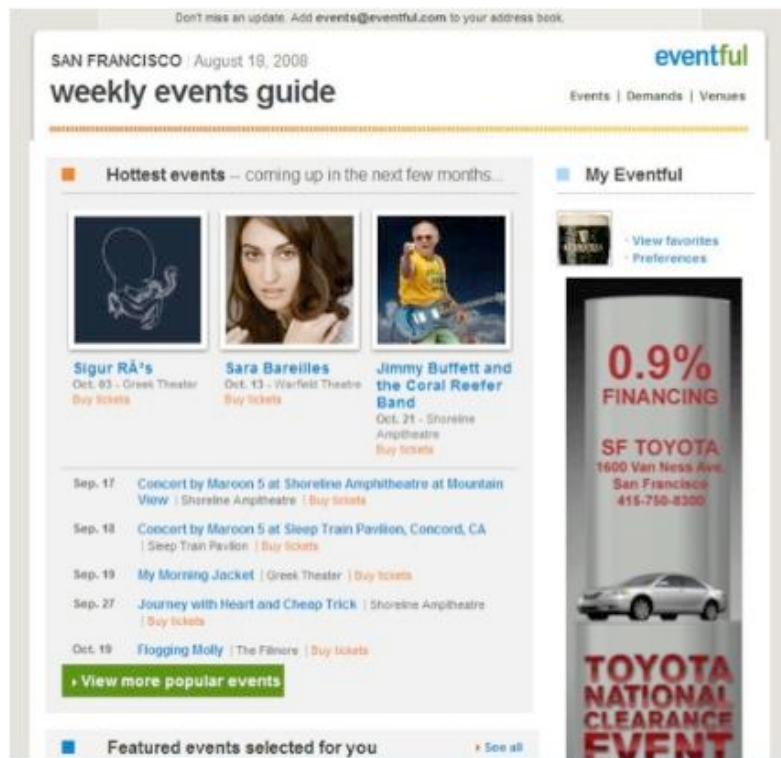
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Eventful Turns to Placecast for Location-aware Ads



Local events Web site **Eventful.com** has turned to new location-based advertising provider **1020 Placecast** to help it launch a multiplatform campaign that targets users via mobile, Wi-Fi and the Web.

With Placecast, Eventful can segment users based on the location of the events



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they're interested in. So, consumers perusing [Eventful's info](#) on a concert in New York, might see an ad for Scion that includes the address and a link to the closest dealership, for example.

To do its thing, Placecast merges location data from multiple sources, including user-provided zip codes, Eventful Web content and GPS for the iPhone and other mobile devices. It can deliver ads as Flash, text links, image files, video or audio to cell phones and PCs.

Eventful has deployed Placecast across its online advertising inventory and e-mail programs.

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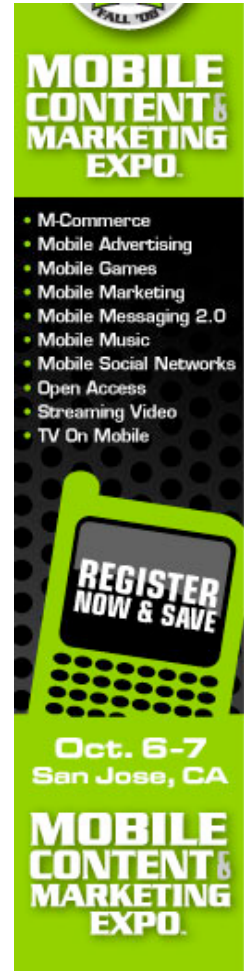
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