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# VentureBeat

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### [1020 Placecast serves location-based ads on Eventful](#)

[MG Siegler](#) | September 4th, 2008

When I got a chance to [meet with events web site Eventful back in July to look at their iPhone application](#), the company informed me it was working on some interesting ways to incorporate advertisements. Today, it revealed those plans: It's the first cross-platform partner of location-based ad-targeting service [1020 Placecast](#).

What this means is that Placecast will be in charge of serving up advertisements on Eventful's webpages and on its mobile site — including the application built for the iPhone. The mobile element is important because Placecast will have access to the device's GPS chips to serve up ads based on where a user is. Because of this, these ads will demand higher CPMs (cost per mille, or the cost per a thousand impressions) and should be more relevant to the user, the company says.

Since Eventful is all about local events, it makes sense that it would team up with an advertising partner that targeted local areas. This will work on the service's website as well by utilizing elements such as zip codes and other page content.



The San Francisco, Calif.-based Placecast was founded in 2005. It received funding from [Voyager Capital](#) and [Onset Ventures](#).

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9:24 am

[080904 Daily Links For Recruiters \(Sep 04, 2008\) | johnsumser.com: Recruiting News and Views](#) said:

[...] 1020 Placecast serves location-based ads on Eventful This technology is worth watching and understanding. Since Recruiting is fundamentally local, mobile advertising based on geography will be a very obvious growth spot. [...]

2. [September 4th, 2008](#)

6:21 pm

[Mobile marketer Vibes Media nabs \\$15 million in funding, hunts for acquisitions » VentureBeat](#) said:

[...] mobile space. Campbell seemed to indicate they wanted to expand into location-based advertising, a concept that has seen a lot of heat behind it with the growth of GPS units in phones — most notably, of course, in the iPhone [...]

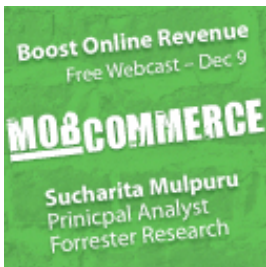
3. [September 4th, 2008](#)

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
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-  [Eric Eldon](#) Thanks, Blake. I've responded with an update, above.


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-  [Blake Ross](#) If you go to your CitySearch profile, you can see your FB friends and the reviews they've written: <http://my.beta.citysearch.com/members/profile>

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-  [covati](#) @Christan - I think it represents a branching out that apple has already begun. I had a similar feeling when I saw that they were selling apple computers at Best Buy. But I think this is bound to...

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