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[1020 Placecast Location-Based Ad Network Growth Explodes](#)

Posted by [Adena](#) on Apr 27, 2009 in [Mobile Marketing](#)



1020 Placecast's sell is that it helps target audiences using cross-platform, location-based info online and via mobile tech announced Friday that they tripled their publisher network to 250 partners in just six months. Since Oct. 2008, the company [has collected over 250 Web publishers](#) including Trulia and CBS Mobile Zone.

“More people are accessing local content on the internet making location-based targeting a compelling solution for publishers and the marketers that target their audiences,” said Alistair Goodman, CEO of 1020 Placecast.

Location-based advertising is set to take off, and everyone wants a piece of the action. The compelling mix of advertising and useful discovery helps the concept be so sticky. Earlier this month, [JumpTap launched its own location-based advertising platform](#) that lets marketers target ads on all sorts of criteria including content, location, demographics, wireless operator, publisher, and specific model of phone. Also this month, [Limbo and Brightkite joined forces](#) to focus on Location-Based Social Discovery. And this April, [Millennial Media partnered with Wavemarket](#) to work on location-based ads.

Placecast's growth parallels the growth in location-aware services and location-based advertising. An ABI Research report from last fall projected that the LBS market would bring in \$13.3 billion by 2013, a significant jump from the \$515 million the industry earned in 2007.

“The data show that location-aware ads drive higher response whether online or in mobile” said Greg Sterling, Senior Analyst, Sterling Market Intelligence and Local Mobile Search. “But the enormous potential of location-based advertising has yet to be truly exploited by marketers large and small”

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