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Thursday, November 19, 2009, 9:16am PST

1020 Placecast gets \$5 million

San Francisco Business Times - by [Patrick Hoge](#)

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Location-based mobile marketing platform **1020 Placecast** Inc. has raised \$5 million in Series B funding from **Quatrex Capital** and previous investors **ONSET Ventures** and **Voyager Capital**.

Founded 2005, 1020 Placecast is based San Francisco and New York.

The company is riding improvements in GPS technology and the rapid adoption of smartphones to help advertisers target individuals with relevant offers and promotions.

The company is partnering with **NAVTEQ** and **Alcatel-Lucent**. Clients include **FedEx** Office, **Avis** and **Budget** and **Hyatt Hotels**.

Email Patrick Hoge at phoge@bizjournals.com / (415) 288-4949

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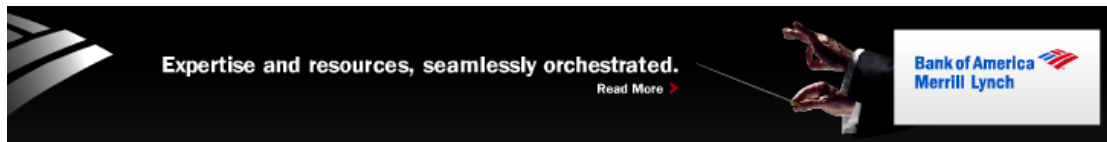
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