



## Online Ad Network, CPX Interactive, Expands Vertical Channel Offerings

*Progressive online ad network, CPX Interactive, launches three new vertical channels for its Content Network offering: Careers, Real Estate and Hispanic*

Westbury, N.Y. (Vocus) April 29, 2009 -- Progressive [online ad network](#) and global marketing company, [CPX Interactive](#), has added Careers, Real Estate and Hispanic verticals to its Content Network offering. The move brings the number of 'industry standard' content channels within the ad network's Content Network to thirteen. Previously announced channels included Automotive, Conversational Media, Games, Health, Men's Interest, Women's Interest, News, Pets, Sports and Anime. In addition to these pre-packaged verticals, CPX Interactive's Content Network offers advertisers custom-created channels in line with specific campaign needs.

Traditionally known as a '100% fill' distribution-focused ad network, CPX Interactive took the progressive step, in 2008, of developing a multiple product offering. In order to be able to provide advertisers and publishers with a one-stop solution for all of their diverse needs, the company split its network into Reach, Content and Premium categories.

The Content Network allows advertisers to vertically target their specific audience, and publishers to bundle their inventory into content-driven channels. Advertisers on this network are able to target audiences at efficient CPMs, and gain vertical exposure across content-driven channels that include both industry standard and CPX custom offerings. For publishers, the Content Network provides top CPMs paid by advertisers, content-specific ad streams, and a supplemental sales force. The addition of the three new channels will only bring additional value.

Mike Zacharski, VP of Business Development for CPX Interactive, explains, "The growth of our Content Network is all about evolution and clarity in the online ad space. While we are reassuring our publishers by protecting their interests and direct sales efforts by selling their inventory in a 'site-blind' environment, we can also allow our sales teams to present advertisers with audience-defined channels in the fastest growing and most desirable verticals. All of this translates into high CPMs for our publishers, and the efficiency that brands are seeking."

EVP of Business Development, Michael Fleischman, adds, "Our ability to deliver scalable online distribution remains at the heart of the value we offer to advertisers and publishers, alike. We will, however, continue to develop quality offerings that are in line with the evolving needs of all our partners as we listen and react to the changing landscape of the industry."

CPX Interactive also offers a Reach Network that gives advertisers the opportunity to reach the widest audience at the lowest costs, as well as Premium Network, which delivers the highest profile brand exposure at competitive CPMs and ensures "out of the box" placements and strategies.

About CPX Interactive:

As a progressive online ad network and global marketing company, CPX Interactive is redefining the online advertising landscape. By layering the development and execution of cutting edge online strategies on top of its own global distribution model, CPX ensures advertisers success on any metric while efficiently monetizing 100% of its publishers' inventory, from premium to remnant.



CPX Interactive delivers more than 30 billion impressions to more than 200 million unique users in more than 60 countries every month, and has recently been named the [6th fastest growing privately held advertising/marketing company](#) in the US by Inc. Magazine.

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