



## **Ad Network - CPX Interactive - Bullish on Latin American and Hispanic Internet Usage**

*CPX Interactive - an ad network that serves 1.5 billion monthly impressions to Latin America - will have significant presence at industry show dedicated to Latin American and Hispanic audiences. The ad network believes the show is a sign of things to come.*

Westbury, NY ([PRWEB](#)) June 19, 2007 -- Showing it's growing global commitment, top tier online ad network - CPX Interactive - will have a prominent presence at the upcoming [ad:tech Internet industry trade show in Miami, June 25-26](#). The show is ad:tech's first in the sunshine state, and will place the focus on Latin and Hispanic advertisers, vendors and publishers. "When we heard ad:tech was going to Miami to shine a light on this market we were excited to play a big part...as much to show appreciation for all of our current partners as to speak with the growing number of publishers filling the demand for Spanish and Hispanic content." Rasko continues, "Ad:tech gets it. They clearly saw the growing need to officially recognize the weight of the Hispanic presence online." CPX COO, Rob Rasko, explains,

CPX is already serving more than 1.5 billion impressions per month to Mexico and Central and South America, alone, and expects to see exponential growth in this market in the near future. "CPX has been early to the game in Latin and South America, and we are excited to have played a role in the market's evolution," says CEO Mike Seiman.

The growth in the number of websites that serve the Latin and Hispanic audience is both impressive and undeniable. The only question is how do all these newly created and demographically specific websites generate the revenue that will lead to true scalability?" adds Seiman.

CPX Interactive is a progressive global online ad network, dedicated to optimizing online revenue generation for both its advertisers and publishers. CPX ensures advertisers success on any metric, while efficiently monetizing 100% of its publishers' inventory. CPX serves more than 24 billion impressions across its global network, monthly. For more information, visit [CPX Interactive](#)

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