

## **AJC.com, Georgia Power Demonstrate Benefits of Digital Advertising**

On Tuesday, AJC Media Solutions and Georgia Power demonstrated the benefits the multi-media company can provide advertisers online, including strength of audience reach and extensive knowledge of the local market.

The collaboration gave Georgia Power premium positions on [ajc.com](http://ajc.com) on Tuesday (as well as for future dates) to raise awareness for its ENERGY STAR® for Homes program.

The program's messages took over the majority of the advertising units on [ajc.com](http://ajc.com)'s home page on Tuesday. The units included a sliding billboard, display ads and a wallpaper, which is a brand new advertising method that wraps around the daily content. By utilizing these ad units, advertisers can potentially reach more than 200,000 different users and display more than 2.5 million ads to consumers.

"Collaborating with Georgia Power allows the AJC (The Atlanta Journal-Constitution) to demonstrate the power of our digital capabilities," said Charlie Chance, AJC director of digital advertising. "This campaign leverages our dominant position in the Atlanta market and how we can effectively connect advertisers to the audience that is most responsive to their messaging."

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