

New Online Magazine for Advertising Industry Launched Today by Neotrope®

TORRANCE, CA – May 1 (SEND2PRESS NEWSWIRE) – Neotrope(R), an entertainment content and media company established in 1983, announced today the formal launch of Advertising Industry Newswire (www.AdvertisingIndustryNewswire.com), an online magazine with news, commentary, podcasts, articles and feature content covering the ad business from broadcast to Web.



Send2Press® Newswire

The new online magazine features original exclusive articles, rants, and insight from industry professionals, as well as specially selected news stories related to advertising, marketing, branding, celebrity endorsements, product placement, SEO, and public relations. Advertising Industry Newswire(TM) will also be adding a useful business to business company directory with free listings, and an industry event and trade show calendar very shortly.

The Chief Editorial Director for the online publication is Christopher Laird Simmons, an award-winning author, journalist, photographer, art director, public relations pro, musician and Web developer. Simmons is a member of the PRSA and ASCAP, and has frequently been interviewed by magazines like PC World, Entrepreneur and Trendwatch. He has written articles and columns for numerous national and regional print publications including Computer Player, CrossMedia, Digital Imaging, Print on Demand Business, Micro Publishing News, Polyphony, Search Engine Intelligence, and Spazz.

Simmons has won two Harvey Measurement awards for most responsive magazine advertising, and an ARPL design award from Apple Computer in 1993. He has developed over 500 Web sites since March of 1995 and is considered one of the first "experts" in search engine optimization (SEO), creating a proprietary technology called ContextEngine(R) in 1996 which has evolved over the past decade along with search engines to help Web sites rank higher and "be found." He is also the author of the forthcoming podcast business book, "The Savvy Guide to Podcasting" (Indy-Tech Publishing, Nov. 2006).

Other noted authors and marketing folks who will be contributing original content to the publication include (so far) Scott G ("The G-Man," of G-Man Marketing in Los Angeles), and Carly Zander, who has written for publications like CrossMedia, and Search Engine Intelligence. Guest authors, all experts in their field, will be contributing exclusive articles related to latino marketing, radio and TV spots, market research, and the business of podcasting.

Learn more about the editorial team at:
<http://advertisingindustrynewswire.com/meet-our-staff/>

More information
<http://advertisingindustrynewswire.com>

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