

# New Ad Industry Column by Scott G Launched Online

WOODLAND HILLS, CA – May 2 (SEND2PRESS NEWSWIRE) – Advertising industry veteran and consulting creative director Scott G of G-Man Marketing ([www.gmanmarketing.com](http://www.gmanmarketing.com)) in Los Angeles, announced today that his new column, "Communication Nation," will appear exclusively on Advertising Industry Newswire ([www.AdvertisingIndustryNewswire.com](http://www.AdvertisingIndustryNewswire.com)).



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The new online magazine is presented by Neotrope(R), an entertainment content and media company established in 1983. The new online magazine will provide news, commentary, podcasts, articles and feature content covering the ad business from broadcast to Web.

"Communication Nation" begins with two new articles by G and two of his highly-publicized articles written last year.

In "Brand Placement That Packs a Powerful Punch," G writes about a possible solution to the dwindling U.S. treasury: the government can sell ad space on the sides of their planes, ships, buildings, etc. He even suggests a site to manage this new enterprise: [www.USA-Ad-Biz.com](http://www.USA-Ad-Biz.com).

You can read the complete article here:  
[advertisingindustrynewswire.com/2006/04/23/30\\_231455](http://advertisingindustrynewswire.com/2006/04/23/30_231455)

In "Biggest Billboard of Them All," G writes about the alarming lack of space

for branding rights and suggests that research is already underway to use lasers to project brand images onto the surface of the moon.

The full article may be read here:

[advertisingindustrynewswire.com/2006/04/23/27\\_225316](http://advertisingindustrynewswire.com/2006/04/23/27_225316)

Also now available at the "Communication Nation" section of the site are G's previous articles, "Advertising, R.I.P." and "Advertainment Sneaks into Film, Music & TV."

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 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.

At G-Man Marketing, Scott G has worked on broadcast campaigns for Goodrich, Verizon Wireless, DIRECTV, Micron, Legoland, General Dynamics NASSCO, the Auto Club, and many more. His 5 albums (recorded as THE G-MAN) are on Rhapsody and iTunes via indie label Delvian Records.

More information

<http://www.advertisingindustrynewswire.com>

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