

## current issue

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### Google Glams It Up With Contextually Relevant Ads

JUNE 04, 2007 -

Glam Media, the female-focused fashion and beauty-themed Web publisher that has seen meteoric growth over the past year, has partnered with Google to distribute contextually relevant text ads on its network of sites as part of the search leader's AdSense platform.

Google also will provide search on Glam.com and will eventually deliver some display ads across its network, though Glam plans to continue to sell most of its own inventory. "Our strategy is to provide our audiences and advertisers with the most integrated and contextual entertainment experience possible," said Glam chairman and CEO Samir Arora.

The multiyear Google deal marks another achievement in the quick ascendancy of Glam, which beyond its own site represents a network of more than 300 female-focused sites, from magazine offshoots to fashion blogs. The network in total now reaches 12 million unique users a month, placing it second in the women's category behind iVillage, according to comScore Media Metrix. —Mike Shields

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### Ads by Google

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### Upfronts: Agencies' Caution Stalls Buying

Gun shy media agencies may be delaying the start of the upfront. There are so many variables to consider in the negotiations this time, that each agency is hesitant to be the one to make the first deal for fear of making a mistake that will cost their clients down the road.

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## news

### NETWORK TV / SYNDICATION ▶▶

- ▶ FSN, Versus Ink College Football Game Deal
- ▶ 20th Century Fox TV Reups 24's Katz
- ▶ Latin Grammys to Be Televised From Vegas

### CABLE TELEVISION ▶▶

- ▶ CNN's GOP Debate Nabs Over 2 Mil. Viewers
- ▶ LeBron Helps TNT Score Ratings Slam Dunk
- ▶ Sun. MLB on ESPN Scores 32% Ratings Gain

### INTERACTIVE MEDIA ▶▶

- ▶ NBCU's Second Life to Host Concerts
- ▶ Miller to Sponsor Web Initiatives on NBA.com
- ▶ Major League Gaming Buys GotFrag.com

### MAGAZINES / NEWSPAPERS ▶▶

- ▶ Byrne Upped to BW Exec Ed/BW.com EIC
- ▶ Burns to Feature Editor McIntosh in New WWII Film
- ▶ Hearst Moves Out Ad Info Services



### TV / RADIO STATIONS / OUTDOOR ▶▶

- ▶ MINI USA to Offer HD Radio Receivers
- ▶ COO SWMX Figenshu Returning to Radio
- ▶ IB Expands Pact With Pluck's SiteLife

### MEDIA AGENCIES/RESEARCH ▶▶

- ▶ MMB Wins Big at Radio-Mercury Awards
- ▶ Borrell: Local Web Ads Projected to Hit \$7.5 Bil.
- ▶ 360i Managers Buy Back Shop



### AD AGENCIES

### TOP TENS

#### Search for Advertising Agencies

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