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bh=PTKLNLD4hiSpmmqzJwNpjjWNALE=;
b=OwxpSBVXTUOIfS8hKl6d6Le2rMv/Rk8cy8FleH0fgYbFR11AIPVX/W5znEeRe4n6tlv/951UweAHWVKf15TFKponftZ8IVdyJ0+4ZFGkLwrrjIUfdk2KfjTy4k

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From: "MarketingVOX|NEWS" <news@marketingvox.com>
Reply-To: news@marketingvox.com
To: cpd@epolitics.com
Subject: MarketingVOX|NEWS - Consumers Like Relevant Advertising, Dislike Data Mining
Date: Mon, 31 Mar 2008 14:30:26 -0400
Sender: news=marketingvox.com@reply.bm23.com
List-Unsubscribe: <mailto:8ae3ke905c7xdgyiydhy8p9f121zh2hp-u@bounce.bm23.com>
X-campaignID: bm23_aslodusxmwkvjavcbgcqzmjpwfbef
X-Virus-Scanned: Debian amavisd-new at smtp502.his.com
X-Virus-Scanned: Debian amavisd-new at smtp102.his.com
X-pstn-neptune: 2/1/0.50/73
X-pstn-levels: (S:57.46947/99.90000 CV:99.9000 R:95.9108 P:95.9108 M:87.0427 C:99.5902)
X-pstn-settings: 1 (0.1500:0.1500) cv gt3 gt2 gt1 r p m c
X-pstn-addresses: from <news@marketingvox.com> [1761/72]
X-Virus-Scanned: Debian amavisd-new at smtp101.his.com
X-Spam-Status: No, score=-0.954 tagged_above=-99 required=5 tests=[AWL=0.124, BAYES_00=-2.599, FORGED_RCVD_HELO=0.135, HTML_MESSAGE=0.001, MIME_HTML_ONLY=0.001, SPF_SOFTFAIL=1.384]
X-Spam-Score: -0.954
X-Spam-Level:

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Yahoo Lets Ladies 'Shine' on New Community Site



Yahoo has launched a community-oriented site geared to women of all ages, reports CNET. "Shine," part of a company-wide attempt to build more vertical content destinations,...

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Consumers Like Relevant Advertising, Dislike Data Mining



A study from TNS Global finds most people aren't comfortable with having their online behavior tracked for ad delivery purposes, reports ClickZ. The research reflected broad...

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Online Fraud Liability Coverage a Mystery to 68% of Shoppers



Fraud protection and security are important for online shoppers. But 68 percent of those that use a credit card don't know how much they would...

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IAC's Diller Wins Ouster Battle; Loses a Buddy in Liberty's Malone



Last week InterActiv Corp. CEO Barry Diller won a legal dispute against Liberty Media's John Malone, who for the last several months has sought to...

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GM, Toyota Vie for Top Online Advertiser among Auto Manufacturers



GM delivered 27 percent more online display ads than Toyota in January. However, Toyota delivered 32 percent more ads per person reached, according to the first...

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Verizon Adds Social Mapping Service to Over 20 Handsets



Verizon Wireless is offering location services from social mapping provider Loopt on over 20 of its phones. The service was first offered to Sprint users last...

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Amazon, Rockstar Sell MP3s in 'Stolen' Cars — Via GTA IV



Rockstar Games and Amazon are setting foundations for a new way to sell music: inside console-based games like Grand Theft Auto IV, which debuts at...

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Newspaper Online Ad Spend Jumps 19%, Print Ads Down 9%

Advertising expenditures for newspaper websites in '07 increased 18.8 percent to \$3.2 billion, accounting for 7.5 percent of all newspaper ad spend last year (up...

Coordinator

Inc.com and FastCompany.com , New York , NY

Manager of Ad Ops and Account Services

StreetFire, Inc. , Los Angeles, Marina Del Rey Adj. , CA

Vice President, Online Marketing

Guthy-Renker Corp. , Santa Monica , CA

West Coast Sales Manager

Source Interlink Media , Los Angeles , CA

Client Services Manager

Quattro Wireless , New York , NY

Sales Development Associate

Mindset Media , Tarrytown , NY

Online Delivery Manager

United Online Media Group , Woodland Hills, CA , CA

Director/VP Sales

predictify , Northern California , CA

Sales Development Manager

Pandora Media , Oakland , CA

Project Manager

Vibrant Media , New York , NY

Director of Client Services

Vibrant Media , San Francisco , CA

Director of Business Development

Vibrant Media , San Francisco , CA

Director of Sales-The Wall Street Journal Network

Office Media Network , Chicago , IL

Search Engine Marketing Director

T3 , New York , NY

Sr. Advertising Sales Account Executive

CarDomain Network, Inc. , Los Angeles , CA

Traffic / Quality Control Administrator

Media Storm LLC , CT or NY , NY

Director of Sales

EyeWonder , Chicago , IN

Director of Sales

EyeWonder , Detroit , MI

Account Executive (Senior Level)

EyeWonder , New York , NY

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eBay's Robert Kagle Relinquishes Directorship in June



Robert Kagle, an early VC backer of eBay and longtime board member, will step down from his board directorship at the next annual shareholder meeting,...

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AT&T to Launch Much-Improved Mobile TV in May

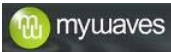


This May AT&T will debut mobile TV services powered by MediaFlo, a unit of Qualcomm. The service will be available on LG's Vu phone and Samsung's...

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MTV Partners With MyWaves for Mobile



In a new agreement with mobile video site Mywaves.com, content from MTV Networks properties — such as VH1 and Atom Entertainment — will be syndicated...

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Borrell: Local TV Station Ad Revenue Continues Growth



A report from Borrell Associates finds ad revenue from local TV websites is growing, reports MediaPost. According to Borrell, revenue from ads on local station websites...

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Google Sells Servers to US Intelligence Agencies



In a contract valued at \$2 million, Google has sold some of its servers to US intelligence agencies, which will use them to search documents...

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EA Gives Take-Two the Courtesy of an Extension



Despite two rebuffs from the smaller gaming company, Electronic Arts (EA) is neither backing down from, nor raising, its \$2 billion hostile bid for Take-Two. EA...

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Wachovia Puts Creative, Media Account into Review



WACHOVIA

Wachovia's \$145 million creative and media account, currently managed by Mullen and Carat, is now up for review. The company is seeking a search consultant to...

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LL Bean Launches Review, 5 Agencies Come Courting



LL Bean, which scored No. 1 in customer service for all retail formats in 2007, is accepting RFPs from ad agencies. The account is worth...

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