

[ the A section ]

## Advertising Made Easy

*Richmond Times-Dispatch* launches video marketing solution

**T**he *Richmond (Va.) Times-Dispatch* has launched Virginia's first digital out-of-home video marketing solution. Combining data and technology, the Virginia Video Network (VVN) is a location-based video advertising solution delivered through standalone periodical racks and video displays.

According to a press release, the new solution provides a way for advertisers to target VVN racks in desirable locations based on data demographic and market directly to consumers at the point of purchase in high traffic retail locations.

Currently, there are more than 20 active display screens in retail locations across



Richmond, Va. The *Times-Dispatch* has also partnered with GPM Investments,

LLC, along with their Fas Mart convenience stores, to place 10 screens in their top locations.

The program is led by a five-year employee of the *Times-Dispatch* and former director of digital sales Broderick Thomas. His new title is director of the Virginia Video Network.

"The Virginia Video Network revolutionizes the way we provide valuable news content that our audience depends on, as well as the business solutions that we offer to our advertising partners," Thomas said in the press release. "VVN expands the dynamics of how the *RTD* broadcasts in our community." —EM