



Lyle Bunn named Editor of MediaPlanet DS/DOOH Supplement II

New York - Nov. 6, 2009: Lyle Bunn, highly regarded advisor and educator in North America's Digital Signage / Digital Out-of-Home industry will serve as Editor for the second edition of a special supplement on Digital Signage/Digital Out-of-Home to be distributed in USA Today on January 29, 2010, published by Mediaplanet.

"The 620,000 copies of the 16-page, tabloid-sized full-color supplement included in the Friday, January 29, 2010 USA Today editions in New York, Chicago, Washington DC, and Los Angeles will reach an expected 2.2 million readers" said Tony Hymes, Head Publisher of independent supplement publisher Mediaplanet Inc. He added "Digital signage suppliers and operators of Digital Out-of-Home networks will benefit from the mainstream profile offered by the USA Today reader demographic."

Copies of the supplement will also be made available to producers of DS/DOOH events for delegate distribution and in .pdf format.

In follow on to the successful spring 2009 initial supplement, the January 2010 Digital Signage/Digital Out-of-Home II edition will focus on the value and trends reinforced with data, examples and commentary from sponsors, associations and other stakeholders in the industry.

"This supplement is an excellent way of building the understanding of the proven, enabling value of digital signage and digital out-of-home networks" said supplement Editor Lyle Bunn. "While the initial March 2009 edition generated more "buzz," this edition will be presented at a time when communicators are seeking better ways to achieve better results" he added.

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