

## **Lyle Bunn to serve as Editor for DOOH industry supplement in Wall Street Journal.**

**New York – February 23, 2010:** Lyle Bunn, a leading figure in North America's Digital Signage and Dynamic Place-Based Media industries will serve as Editor and principal writer of a special supplement on Digital Out-of-Home media published in the April 9, 2010 east coast editions of the Wall Street Journal by supplement publisher MediaPlanet.

Wall Street Journal readership of over 2 million will be augmented by distribution at major industry events and electronic distribution of the 8-page full-size supplement to member and contact lists by industry associations such as the Digital Signage Association, Out-of-Home Video Advertising Bureau, InfoComm and others.

The editorial focus will be on providing the executive level readership of the Wall Street Journal with perspectives about North America's Digital Out-of-Home (DOOH) industry. Corporate executives, advertising industry leaders, investors and policy influencers will read about the enabling value of this "prime time" media, its ability to target audiences and improve communications return on investment. The positive benefits of DOOH and its application with other communications devices will be profiled as will the efficiencies inherent in using DOOH. The status of the industry, its trends and outlook will be reflected.

Lyle Bunn has served as Editor for two previous supplements focused on Digital Signage/Digital Out-of-Home which were included in the March 20, 2009 and Jan 29, 2010 editions of USA Today. He is broadly known and highly regarded in North America's Digital Signage / Digital Out-of-Home industry for his contributions to industry and project success.

[info@LyleBunn.com](mailto:info@LyleBunn.com)

613-475-9121