



Myadbase launches new forum and discussion area for the advertising industry

Myadbase.com, February 05, 2008

URL: <http://www.pr9.net/business/services/7248february.html>

Myadbase has now launched an online forum and discussion area for anyone involved or interested in the advertising industry and its related services.

PR9.NET February 05, 2008 - Cambridge UK - The new chat and Q&A section comes as part of their ongoing online development programme and adds another area of functionality and relevant content to this highly respected resource centre.

Myadbase currently displays over 500 media profile pages from UK and Ireland based sellers of advertising space across many media formats, including magazines, newspapers, Online, TV, Radio and Outdoor advertising.

The new advertising industry forum (<http://www.myadbase.com/cgi-bin/forum.cgi>) follows a new 'shop window' section for advertising agencies, which launched to high acclaim and generous reviews just three months ago. We asked Andrew Long, Marketing Director of Admedia Solutions why the forum will build firm foundations for the site, as well as helping to create a real community spirit.

"We already offer a marketplace for media sellers and advertising agencies (http://www.myadbase.com/cgi-bin/guide.cgi?page=ad_agencies) based in the UK and Ireland and the new forum is just another phase of our community development plan. We can now establish a genuine area of relevant discussion and chat for people who are actively involved in the advertising industry.

We noticed that there were a variety of forums for the higher level design, creative and sometimes politically driven elements of the business, but there are far less quality resources, which cover the planning & production challenges of the general marketer.

Our business model is very much aimed at the small to medium sized companies and this type of user will be more relevant to the general content and the level of information in our forum," Andrew comments.

The long-term plan for Myadbase is to establish a high quality marketplace, community and resource for the advertising industry and the current emphasis on UK and Ireland based media sellers and agencies is just the beginning.

"In the Autumn of 2008, we'll be launching Myadbase USA to the advertising media (<http://www.myadbase.com/>) world. This is going to be an exciting move forward for us and we'll certainly be ready for the challenges involved in making Myadbase USA work. This new site will be aimed at media sellers and advertising agencies based in the USA and will be in a market that is potentially ten times the size of the UK and Ireland", Andrew concludes.

With the emphasis on community input and advertising related services, it now seems that Myadbase is perfectly positioned to offer one of the best advertising resources on the Internet for small to medium sized publishers, agencies and buyers. Watch out for future announcements detailing their plans for MyadbaseUSA and many other services within their portfolio. You can take a look at Myadbase today at <http://www.myadbase.com>

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About Myadbase.com

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