

SITE CONNECTS ADVERTISERS WITH CONTENT PRODUCERS



PUBLISHING & MEDIA

Product placements and paid sponsorships help make much of the world's content economically viable, but creating the right match between advertiser and content producer isn't always easy. [PlaceVine](#), which just launched last week, aims to facilitate that process with a site dedicated to brand-integration opportunities. New York-based PlaceVine is a web-based information service that connects content producers across film, television and the web with brands seeking sponsorship and product-placement opportunities. The site's easy-to-use interface allows producers to post projects, list integration opportunities, browse interested brands and connect directly with marketers. Advertisers, similarly, can post listings for products and services, search through potential content projects and connect with the producers behind those that interest them. Deals are then forged offline. Using PlaceVine is free for content producers. For marketers, creating a product profile and receiving inquiries from content producers is free. Paid services include browsing brand opportunities using advanced search and filtering capabilities, and also subscriptions to ProjectStream, the site's monitoring service that sends email updates as new category-specific opportunities are added. More than 150 content producers are now using PlaceVine, as are global brands and public relations firms including Arnold Worldwide, the company says. Given that the brand integration market had already grown to USD 22.3 billion in 2007 (source: [PQ Media](#)), demand for assistance staying on top of it all is bound to keep growing too. Still plenty of room in this space! (Related: [Product placement agency targets YouTube.](#)) Spotted by: Laura Kreitler

28th October 2008

Email: info@placevine.com

Website: www.placevine.com