

Industry Map:

Local



Traditional Media

Online Media By interest groups

Advertising Agency Type

Local Services

Aggregators

Search & Directory

Broadcast

ABC (DIS)
CBS Corp
CNN (TWX)
Fox (NWS)
NBC (CMCS.A)

Radio

American Public Media
CBS Radio
Citadel Broadcasting
Clear Channel
Cumulus Media
Entercom
National Public Radio
Public Radio International
Westwood One

Print

Boston Globe (NYT)
Chicago Tribune (Tribune Co.)
Los Angeles Times (Tribune Co.)
New York Daily News
New York Times (NYT)
The Financial Times Ltd.
USA Today (GCI)
Wall Street Journal (NWS)
Washington Post (WPO)

Out of Home

Adam's Outdoor Advertising
Astral Media
CBS Outdoor
CC Media Holdings
Cemusa
JCDcaux SA

Dining

City.com
citysbest.com (AOL)
iVillage.com (CMCS.A)
Local.com
Yelp
Zagat (GOOG)

Retail

ConsumerSearch
Craigslist
Judysbook (ADG)
Uloop

News

boston.com
FT.com
Gather.com (Skyword)
nytimes.com
Patch Media (AOL)

Weather

Accuweather.com
localweather.com
Weather.com

Sports

cbssports.com (CBS)
ESPN.com (DIS)
Comcast Sports Networks
Fox Sports Networks (NWS)
NBC Local Integrated Media
Sl.com (TWX)

Location

Facebook
foursquare
HopStop
Twitter

Brand

360i (Innovation Interactive)
Beyond Interactive
Carat Fusion (Aegis)

Local Media

Allen & Gerritsen
DigitalSherpa
Mullen

Public Relations

Mullen
Weber Shandwick
W2 Group

Events/Gorilla

Attack! Marketing
Relevant
TEAM Enterprises

Direct

ADVQ
Donnelly & Duncan
Starcom MediaVest Group

Mobile

Ansible Mobile
Centro
HopStop
instivate
MediaSpectrum
Mojiva
Zeep Media

Ad Platform

Adility
10-20Media
AdReady
BlogAds
Flyerboard (PaperG)
PageGage (FatTail)
Placecast

Auto

Cars.com
Edmunds.com
HelloLocal.com
Kelley Blue Book
Local-Cars.com
simpleautoquote.com

Real Estate

Local.com
LoopNet.com
Realtor.com
TheNextStep Realty
Zillow.com
ZipRealty.com

Peer-to-Peer Lending

LendingClub
LendingTree
Prosper

B2B Lending

Amity Exchange
OnDeck Capital
OpportunityFinance Network
Receivables Exchange

Crowd Sourced Funds

DonorChoose
Kickstarter
The Point

Technology

SMB Market/web tools

Business.com
Constant Contact
Ingenio (T)
Smart Online
Wahlstrom (IPG)
Web.com
WebVisible

eCommerce

CitySquares Online
ConsumerSearch
Craigslist
Judysbook.com (ADG)
LocalGinger
Our Town Media
Uloop

Bargains/ Discount

CityVoter.com
Groupon
LivingSocial
Micronotes
Peekaboo
ShopLocal.com
Superpages.com

Ordering/Dining

GrubHub
OpenTable
Savored
Seemless Web
Snapfinger
Urbanspoon

Mapping

EveryScope
Google StreetView
HopStop
Local.MapQuest.com

Search Engine Listings

blitzlocal
CityGrid Media
Clickable.com
eLocal
eLocalisting.com
ReachLocal
Yext
Yodle

Reviews

City.com
citysbest.com (AOL)
CitySquares Online
CityVoter
ConsumerSearch
Gayot
InsiderPages.com (IAC)
iVillage (CMCS.A)
Judysbook.com (ADG)
Yelp
Zagat (GOOG)

Events

AceTicket
City.com
Evite
Go2 Media
LiveNation (Ticketmaster)
Stubhub.com
TiqIQ
Uloop

Local Portals

CitySearch (IAC)
CitySquares Online
Loku
MerchantCircle
Patch Media (AOL)

Local Ad Network

Addily
advertising.com (AOL)
Centro
DataSphere
LocalResponse
LucidMedia
MediaSpan Network
PaperG
ReachLocal
Where
xAD

Search Portals

About.com (NYT)
Bing.com/local (MSFT)
CitySearch.com (IAC)
DuckDuckGo
Google Local
Life123 (IAC)
Yahoo! Local

Online Directories

City.com
Citysearch.com
CitySquares Online
eLocal.com
Immersifind
Local.com
LocoGopher.com
LookLocal (MediaSpan)
Superpages.com (SPMD)
Switchboard.com (SPMD)
Yellow.com (MCHX)
yellowbook.com
YP.com (T)
ZipLocal

Offline Directories

Donnelly
Kelsey Group
Meredith

Direct Mail

Constant Contact
Imagitas
Publishers Clearing House
SailThru
SMTP.com

Nick MacShane

508-333-5115

Sam Thompson

617-901-6309

Sean Cross

917-520-3630

Mark McCall

203-803-0794

Giles Van Praagh

917-903-9294

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