

3 Feet Media Launches Digital College Network

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-By Katy Bachman

A new place-based network is taking aim at college students. After acquiring the EZ Show Network (also known as The Bookstore Network) in March, 3 Feet Media announced Monday (June 2) the launch of The Digital College Network.

The new network of LCD screens is currently installed in 263 college bookstores reaching more than 3.5 million students per month. With the launch, 3 Feet Media plans to add an additional 250 screens by early 2009 through an agreement with Chicago-based Follet Higher Education Group, operators of more than 800 bookstores in the U.S. and Canada.

3 Feet, which operates scrolling signage in retail environments such as Pathmark, A & P, and the Chicago Transit Station, plans to use The Digital College Network to expand further into the digital market. "We see digital as the future of retail signage," said Chris Esposito, president and CEO of 3 Feet Media.

The Digital College Network will feature audio and video messaging. The company is also exploring adding activation options such as interactive messaging, in-store promotions, sampling, and couponing.

Submedia, a media company that specializes in moving tunnel ads, last year purchased The University Network, a network of 250 public TV screens at 170 universities.

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