



***For Immediate Release***

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**BLiNQ Media Announces Gold Sponsorship of AiMA**

***Social Engagement Advertising Company to Drive Social Media Strategy for Leading Professional Association***

**ATLANTA / May 18, 2010** – BLiNQ Media, a [Social Engagement Advertising<sup>SM</sup>](#) company and the pioneer of performance-driving [CPSA<sup>SM</sup>](#) (Cost per Social Action<sup>SM</sup>), announced today gold sponsorship of AiMA (Atlanta Interactive Marketing Association), the Atlanta-based non-profit professional association dedicated to innovation in interactive marketing. As part of the relationship, BLiNQ Media will manage AiMA's social media presence to drive awareness and connect members while promoting thought leadership and inspiration in interactive marketing.

The gold-level sponsorship entails a board position and BLiNQ Media will give a \$5,000 interactive marketing scholarship awarded to a college student selected by the AiMA Board, in addition to joint marketing initiatives. BLiNQ Media will host select AiMA events during the year and will advise the organization on how to leverage social media in its monthly communications and activities, to reach more than 4,500 email subscribers and 5,000 unique monthly Web site visitors.

AiMA will benefit from BLiNQ Media's social media expertise and leadership, further enabling the organization to maximize the impact of its interactive marketing educational initiatives. For the coming year, BLiNQ Media will provide strategic social media guidance, create Facebook advertising to promote monthly events, and manage the association's social media presence on Facebook, LinkedIn and Twitter, on which it has more than 4,700 current members and followers.

"AiMA Sponsorship further supports BLiNQ Media's ongoing mission of helping big brands and agencies re-think how they use social networks in their media mix to maximize advertising performance," commented Dave Williams, CEO, president and co-founder of BLiNQ Media, and prior co-founder of 360i, a leading search marketing and



optimization company recently acquired by Dentsu. “Our enhanced partnership will benefit AiMA, BLiNQ Media and our constituents - as well as the interactive marketing industry at large - by combining our insights, expertise and networks to drive social media innovation and engagement.”

“AiMA is honored to have BLiNQ Media as a gold sponsor,” added Jason van Namen, president of AiMA. “Their leadership and track record of delivering on-target strategy, technology and innovation in the interactive industry will further our mission and benefit our members.”

#### **About AiMA**

The Atlanta Interactive Marketing Association (AiMA) is a non-profit professional association dedicated to innovation in interactive marketing among brand marketers, publishers and agencies through educational and networking events. Founded in 1999, AiMA provides professional development, promotes best practices, and creates a forum of the discussion of new ideas and critical business issues. AiMA networking and educational events are held on the last Wednesday of each month. Find more information at the AiMA website [www.atlantaima.org](http://www.atlantaima.org).

#### **About BLiNQ Media**

BLiNQ Media, a Social Engagement Advertising<sup>SM</sup> company headquartered in Atlanta, Georgia, makes it easy for big brands to deliver break-through results in social networks like Facebook. BLiNQ Media is pioneering CPSA<sup>SM</sup> (Cost Per Social Action<sup>SM</sup>) and Social Engagement Advertising to drive up social ad performance while keeping costs down. BLiNQ Media fundamentally changes the way brands message, target and engage consumers in social networks with a strategy-based approach underpinning powerful media management technology, performance-based pricing and unparalleled quantitative analysis. BLiNQ Media’s family of innovative and powerful technology solutions was created with the Facebook Ads API to enable rapid and scalable management and optimization of performance-based social media campaigns. BLiNQ Media is a member of Georgia Tech’s Advanced Technology Development Center (ATDC). BLiNQ Media can be found on the Web at [www.blingmedia.com](http://www.blingmedia.com), as well as on Facebook and LinkedIn.

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