

Sampurn Media ventures into online advertising sphere

Sampurn Media, India's fastest growing Entertainment News Agency, after establishing itself in the competitive field of News Syndication Service, has decided to give some tough competition to the established players of 'Online Advertising' in India.

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Sampurn Media, India's fastest growing Entertainment News Agency, after establishing itself in the competitive field of News Syndication Service, has decided to give some tough competition to the established players of 'Online Advertising' in India with its new Ad Programme called 'Sampurn Ads'.

"Yes, its true that Sampurn Media is foraying into the field of 'Online Advertising'," confirmed company's CEO Mr Sampurn Anand. Putting light on the new initiative, Mr Anand further added, "In online publication business, two integral ingredients are - Content and Advertisement. Without content, a publisher can not expect traffic, and without advertisement, he/she can not afford the day to day expenses of publication. Hence, after supplying the publishers with 'Content', it was very natural for us to look at their other need - Advertisement. So, here we are, supplying online publications with all its needs. They don't need to run around gathering stories and then wooing advertisers."

It is notable here that Sampurn Media is already catering well-established print and web publications like The Telegraph, The Statesman, The Asian Age, Deccan Chronicle, Deccan Herald, The Hindu, Rajasthan Patrika, Punjab Kesari, www.glamsham.com, www.santabanta.com and www.oneindia.com etc.

But adding 'Online Advertising Solution Provider' tag to it, the company has further strengthened its position in the field of online business.

Services of Sampurn Ads can be sampled at <http://www.SampurnAds.com>

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Sampurn Media, the parent company of '**Sampurn Ads**' was launched in January 2006 with the whole intension of providing online publishers with two of its much needed elements - '**Content**' and '**Advertisements**'.

Without content, a publisher can not expect traffic to its website and without ad-revenue, he/she can not meet its day-to-day expenses.

So, keeping that in mind, Sampurn Media started its content syndication in its first phase of operation. And within months of its launch, it was already serving content in terms of text, images and videos to reputed web publications like:

SantaBanta.com, **OneIndia.in**, **GlamSham.com**, **India-Forums.com**, **ApniCommunity.com** and so on. With so many competitors in the market, it wasn't an easy task to make a mark; but then as its said - "**When Going gets tough, tough gets going!**", we continued moving forward in spite of problems facing us at each and every step. And here we are,

India's leading Entertainment News Agency, supplying content to publications across globe.

It was only after seeing our phase one of operation meeting success that we thought of moving forward with our phase two - **Online Advertising Solution Programme.**

With **Sampurn Ads**, we have tried to give an Indigenous solution to web publishers to take care of their ad inventories. By calling it an 'Indigenous Solution', what we really mean is an ad-server developed by an Indian, for Indian publications, towards tapping the largest economic growth in Asia - Indian Sub-Continent.

We also intend to extend the best offer to our **Publishers** as well as our **Advertisers.** Wherein our affiliate publisher gets the best possible payout in the market, our advertiser also cuts down on its huge online advertising budget.

That's why we prefer calling ourselves:

"Sampurn : The End-to-End Solution Providers"

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You can also visit www.sampurn.com for more information.