
CBS CORP. TO LAUNCH ECOAD PROGRAMS



CBS Corp. is launching a new initiative it is calling *EcoAd*. The *EcoAd* program is an innovative form of advertising in which marketers purchasing ad packages will commit 10% of revenue to pro-environmental causes. Marketers will display a green-leaf logo on their televised, interactive and outdoor ads, as well as an audio identifier for radio ads. President and founder of EcoMedia, Paul Polizzotto, had this to say: "Anyone can sell media and sprinkle a few dollars on environmental improvements and call it 'green media.' Chevrolet in Texas has purchased a sponsorship in the Dallas region that will utilize the normal array of advertising along with the green-leaf identifier.,

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