

FOR IMMEDIATE RELEASE

NAHP and re:fuel agency Announce the Launch of the Diversity Ad Network (DAN)

*Strategic Partnership to Include Digital Advertising Placement Services
Representing Hispanic Publishers*

(NEW YORK, NY) September 25, 2014 –[re:fuel agency](#), re:fuel agency, a leader in Youth, College, Military and Multicultural marketing and media placement, today announced the launch of the re:fuel Diversity Ad Network (DAN). This coincides with the renewal of its strategic partnership with the National Association of Hispanic Publications, Inc. (NAHP, Inc.). re:fuel agency will continue to serve as NAHP’s exclusive representative in connection with print advertising for NAHP’s wide network of member newspaper and magazine publications. In addition, re:fuel agency will also serve as NAHP’s exclusive partner for digital advertising placement services.

The NAHP partnership will be an integral component of the new re:fuel agency Diversity Ad Network or DAN, which aggregates Hispanic, African-American, Chinese and other multicultural newspaper websites for a one-source digital solution reaching ethnic markets throughout the U.S. DAN enables national advertisers to reach a powerful multicultural audience via one buy. “DAN offers advertisers powerful efficiencies, national reach, advanced targeting and scalable rates. For website publishers, DAN provides an additional revenue stream and unique exposure to a national client base,” said Greg Anthony re:fuel agency EVP and NAHP Procurement Committee Member.

“We are thrilled to once again be partnering with re:fuel agency. Year after year re:fuel agency delivers impressive results, resulting in continued growth and opportunity for our members,” said Martha Montoya, Vice President of the NAHP Board of Directors. “DAN is just another example of re:fuel agency’s ability to offer innovative, targeted solutions that maximize advertiser ROI while providing exclusive benefits to NAHP member publications.”

DAN symbolizes re:fuel agency’s strategic and extensive digital push in the coveted college, military, and multicultural markets. Other niche re:fuel agency ad networks include the College Ad Network (CAN) and the Hero Ad Network (HAN) for the military market. “With our new ad networks, other pioneering digital capabilities and growing digital teams in New York City and Princeton, NJ – led by print and digital veteran Tim Gerstmyer – we are paving the way for advertisers to efficiently and effectively reach powerful niche audiences via the digital landscape,” said Derek White, President and CEO of re:fuel agency.

ABOUT RE:FUEL AGENCY

re:fuel agency is a leading marketing firm connecting a wide range of brands with niche consumer segments through scalable and impactful media and promotions solutions. With decades of expertise serving youth, multicultural, military and local audiences, re:fuel agency deploys brand campaigns that speak to these consumers in their world, throughout their day. The business was formerly a central part of Alloy Media + Marketing. re:fuel agency has locations nationwide, with headquarters in New York City, and offices in Chicago, Los Angeles, Santa Barbara, CA, and Cranbury, NJ.

To learn more visit <http://refuelagency.com/>

ABOUT NAHP:

The National Association of Hispanic Publications, Inc. (NAHP, Inc.) is a nonprofit, non-partisan trade advocacy organization representing the leading Spanish language publications serving 41 markets in 39 states, the District of Columbia and Puerto Rico, with a combined circulation of over 23 million.

###

Media Contact:

Alison Holmes
VP, Marketing & Communications
646-571-2656
aholmes@refuelagency.com