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boys-targeted
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August 26, 2008 - KidScreen Daily
News Briefs

GNKids' online ad portfolio grows

by Lana Castleman



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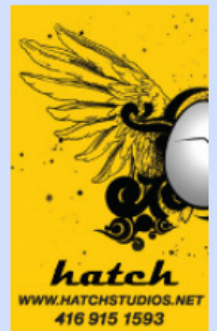
In the 10 months since its launch, L.A.-based Gorilla Nation Kids has easily tripled the volume of its online ad inventory, picking up third-party representation rights to Mattel and Marvel websites among others. And it's just been named the exclusive Australian and Canadian rep for key advertisers on HIT Entertainment's websites in the territory, including www.thomasandfriends.com and www.barney.com.

The HIT sites, combined, attract millions of unique visitors each month and GNKids is getting to work on placing third-party ads on them. The company has also hired JR Hoffman and Hayley Hapeman to handle sales for the HIT account.

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