

## **Four Online Firms Consolidate to Leverage Services**

**ADVERTISING & PR: New entity Evolve Media to target \$1 million accounts.**

**By JOEL RUSSELL**

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Four local online companies have moved in together under the same corporate roof.

Ad sales firm Gorilla Nation, online publisher Atomic Online, streaming video production house Springboard and marketing agency Double Helix will become subsidiaries of a new corporation called Evolve Media Group.

Brian Fitzgerald, president, and Aaron Broder, chief executive, already owned all four companies. Paul Santello, a former exec at Moxie Interactive and French ad agency Carat, will run Evolve.

Fitzgerald told the Business Journal the heft of the combined companies will allow him to go after advertising accounts in the \$1 million range, a big step up from the \$100,000 contracts the companies have been signing.

Atomic Online runs sites that appeal to niche markets, such as women's site SheKnows, while Gorilla Nation sells ads for hundreds of independent sites. Fitzgerald believes Gorilla Nation can sell ads for Atomic and its competitors, even while Atomic maintains its own sales force, without any conflicts.

"Gorilla salespeople are motivated to sell Gorilla Nation sites and SheKnows salespeople are motivated to sell their site," he said. "The marketer will determine where the money goes. It's not as big a conflict as you might think."

The combined companies have 250 employees in six countries. The sites they own or represent have a combined audience of 300 million people every month.