

# AdMob makes mobile inventory available through Accelerator

ADMOB has agreed an ad sales deal with eType sister company Accelerator as the mobile ad network looks to attract more advertisers.

Accelerator, the performance-based online ad network from Media Initiatives Group (MIG), will benefit from access to AdMob's 228m monthly UK mobile ad impressions.

Accelerator will represent some of AdMob's top mobile sites, which include CBS, ESPN and Maxim. If successful, AdMob may do more partnership deals with ad networks.

Russell Buckley, European MD of AdMob, said, "We can either build our own sales team one step at a time or look to a network with a team already on the street."



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He added that it's easier for a sales team with a relationship with a media buyer to direct budget to mobile.

Orange is understood to be planning an early campaign to run across the network. The operator wants to promote its SIM giveaway which offers free access to social networks on mobile (NMA 24.04.08).