

Internet Advertising Institute Selects Feintuch Communications as Agency of Record

NEW YORK, May 17 /PRNewswire/ -- The Internet Advertising Institute (IAI), a new web-based education and training portal soon to provide comprehensive Internet and new media courses for business professionals and college graduates, has selected Feintuch Communications as its agency of record.

The IAI is co-founded by David Moore, chairman and founder of 24/7 Real Media, and Michael Flannery, managing partner of Redwood Partners; and is led by co-founder and CEO Steve Bookbinder and President Tom Mahar.

"The goal of the Internet Advertising Institute is to help professionals, business executives and career changers better understand the world of Internet advertising through an affordable suite of online programs with content from active industry leaders. Our courses teach a broad range of skills - from the basics to advanced selling/buying techniques - so that companies can hire the best talent and offer quick and efficient training to their current employees," said Mr. Bookbinder. "The Feintuch Communications team, with its extensive media industry experience, has the insight and tools to help us succeed in our mission."

"Traditional schooling and on the job training has struggled to keep up with the rapidly changing digital marketplace. The Internet Advertising Institute is well positioned to fill that gap," said Henry Feintuch, president, Feintuch Communications. "We will implement a strategic public relations plan leveraging both traditional and social media channels."

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for emerging companies and non-profits to associations and the Fortune 500. Part of international PR alliance ECP Global (www.ecpglobal.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

The company's JumpStart Global Advisors (www.jumpstartglobal.com) subsidiary provides a set of turnkey services that allows start-ups and multi-nationals to enter the U.S. market quickly and efficiently - everything from entity formation, legal, accounting, administrative, HR and recruitment to business development, public relations and broad marketing initiatives to generate inquiries.

SOURCE Feintuch Communications
