

# Interview with Pesach Lattin

## Interactive Advertising Industry Guru

In perhaps the fastest growing industry ever, one person has made a name for himself as a leader and innovator. Pesach Lattin, the publisher of the top publications in new media and online advertising, is one of the inventors of many of the technologies and methods that have become standards in the industry. He has been called many things, including a rabble-rouser, a guru, an innovator and a watchdog but one thing stays the same: he is one of the most interesting leaders, businessmen and commentators in the online advertising industry. Marketing Sherpa, a leading marketing research publication called him the most influential people in interactive advertising for a reason.

But he's more than just the publisher of ADOTAS, an interactive agency and industry based publication. He is often, to his dismay, referred to the creator of the pop-up advertisement, which had for many years been the backbone of many advertising networks. "In 1999 I was contracted by several major companies to drive enormous amounts of traffic to their website and to increase their web rankings," says Mr. Lattin. "It occurred to me that people would be interested in learning information about sites that were similar to the site they were currently browsing. By popping up a site under their current site, they easily found information from another source. This eventually became a standard in the industry, called the pop-up." When asked why he didn't patent the idea, he says that one of his closest advisors, Sam Beller, recommend he do it in 1999 but he didn't follow the advice. "Perhaps one of the things I've learned in the last few years is to follow the advice of those who know more than me and even with my ego, I know there are a lot of them!"

In reminiscing about his past partnerships, he brings up consulting with About.com, now owned by the New York Times. "I made a huge mistake with that deal as they were paying me so much money, I never thought about long term." As one of the creators of the Luna Network (which became Sprinks, which then sold to Google, and is now the backbone of their multi-billion dollar network), Lattin says, "They had offered me a revenue share on building the network and I turned it down and instead took a different payment system. In retrospect, I could have been a major stock holder in Google and been retired by now!"

What else is Lattin doing? He is also the CEO of Vizi|Media a New York and California-based online advertising representation firm that has worked with clients such as Marvel.com, Ruckus.com, Nasdaq.com and The Washington Times. "I'm really excited about this new venture. I have a great managerial team, with Andrew Moskowitz at the head, who is the real genius and work horse behind Vizi." On the board of Vizi|Media includes publishing industry icon John Mack Carter, former President of Heart Magazines. "Vizi is a real opportunity to bring direct representation of branded websites into the market. Large banner networks have their place, but they are not always able to focus on specific site buys like an inside sales force. Vizi acts as an expert inside sales force for some of the top sites on the internet."

He realizes that the future is in multiple platform advertising and comments that, "very few agencies are looking anymore just for banner buys. They are interested in finding creative ways to reach consumers, using multiple platforms." Vizi just closed a multi-million dollar deal with the Puerto Rican Tourism Council that incorporates everything from video advertising to mobile search and 411 pages. "This type of deal, where an agency comes to Vizi to create and solidify a plan that uses every possible interactive platform, is what Vizi is all about – and it's the future of interactive advertising."

The Interactive Advertising Industry is projected to do over \$25.5 Billion in 2007 growing almost 20% from the previous year.



**Pesach Lattin**  
CEO, Vizi|Media  
Publisher of ADOTAS.com  
Age: 31

Besides working in the online advertising industry, Mr. Lattin has been involved in Law Enforcement, having served on a Secret Service Task Force investigating electronic crime and child pornography and part-time investigator with a NYS Child Abuse Unit. He has three children and currently lives in New Jersey with his beautiful wife Ania, who is a model with a well known agency in NYC.

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