

Ad Notes ...

SPOT RUNNER RAISES MONEY from a raft of media and advertising heavyweights.

CBS Corp. and two advertising holding companies, **WPP Group PLC** and **Interpublic Group**, each took a minority stake in Spot Runner after participating with several others in a \$40 million round of financing for the closely held firm. Spot Runner, of Los Angeles, helps small businesses create commercials and buy air time for those ads in local television markets, using an Internet-based system.

WPP believes companies that depend on local franchisees would find Spot Runner services attractive, says Mark Read, WPP's director of strategy. CBS thinks the firm can convince local marketers who typically rely on print to use local television, says a spokesman.

Also making a small investment was Lachlan Murdoch, a director of News Corp.