



## FOR IMMEDIATE RELEASE

**CONTACT:** Jon Oswald  
Vice President Strategic Marketing  
The eScapes Network LLC  
PTN Business: 734-682-3409 | eScapes Network TV: 734-241-4410  
Email: jon@eScapes.net

### **Texas Dental Association Perks Television Network Hires Mary S. Clarke as Sr. Account Executive**

**Monroe, Michigan May 1, 2017** – Jon Oswald announced today the hiring of Mary S. Clarke as Senior Account Executive. Mary comes to the Texas Dental Association Perks Television Network (TDAPTN) with a very diverse background in multimedia sales. She began her career in print with Freedom Communications and made the successful transition to digital media sales just 6 months later. Mary then moved back to Austin and joined the Cox Media Group as a Multimedia Account Executive. She then was recruited by Aces Media Solutions to help launch a new FM radio group. After working for national radio and cable rep firms, Mary became the Digital Sales Manager for a Texas-based community newspaper group overseeing 30 websites. Mary was looking for the chance to use her complete skillset in cable and digital ad sales and found the perfect opportunity with TDAPTN.

Clarke will be based in Austin, TX and will lead the advertising sales effort across the state. Her experience with local and regional businesses as well as agencies will drive ad sales growth. She will be responsible for building the advertising sales division; setting and exceeding goals as the team grows.

eScapes Network's Chief Executive Officer, Roy Radakovich said, “We’re very excited to have Mary on our team. She has a lot of experience in Texas and knows the market. Her ability and drive is what we were looking for to help TDAPTN advertising sales get off the ground. TDAPTN is an incredible network delivering a high quality captured audience that puts advertiser’s messages directly in front of a very desirable demographic and Mary will deliver that message to businesses and agencies alike.”

#### **About Texas Dental Association Perks Television Network (TDAPTN)**

The TDAPTN launched in April 2016, and is currently delivering over 6.5 million HQI (High Quality Impressions) to a captured audience in dental practices across Texas every quarter with 95% viewer engagement and a dwell time of 55 minutes. Here's a short demo <http://www.escapesdentaltv.com/advertisers.html>

#### **About Texas Dental Association**

The Texas Dental Association (TDA), chartered in 1871, is the third largest state dental association in the United States. Currently, the Association has more than 9,000 members and is comprised of 26 component dental societies grouped into 4 divisions across the state of Texas. The TDA is part of a tri-partite affiliation with the American Dental Association as its national representative and its component societies at the local level.

The Texas Dental Association's central office in Austin employs a staff of 26 professionals managed by Mike Geeslin, TDA Executive Director. To learn more, visit us at <http://www.tda.org/> and <http://www.tdaperts.com/>.

#### **About eScapes**

Established in 2010 and headquartered in Monroe, Michigan, the Network is available to the world through fiber distribution, providing everything you love about radio, with HD/UHD video from around the world – 24/7. Visit us at [www.eScapesTV.com](http://www.eScapesTV.com). A Private Television Network, with US-patented Hybrid Radio/Television content, is customer-branded television creating a relaxing atmosphere and reinforcing your brand with digital place-based marketing. For more PTN information contact Jon Oswald, Vice President Strategic Marketing, Jon@escapes.net, (734) 682-3409 or visit us at [www.eScapesDentalTV.com](http://www.eScapesDentalTV.com).