

News & Tips 2GO

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Classifieds2GO.com™

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Not the Last Laugh

I've been laughed at before. I try not to take it personally; I realize that it's pretty common when someone says something that sounds "out there."

It's not somewhere "out there" anymore. It seems it's more "right around the corner."

Several years ago, I was laughed at when I spoke on my belief that online competition would be the biggest threat to face newspapers - bigger than radio, bigger than TV. I told a group of publishers that these competitors like Ebay, Monster, Autotrader and others would be turning their attention to smaller and smaller local markets.

The publishers politely dismissed my comments with the belief that their mid-sized marketplaces would be safely hidden from the online fad.

Only months ago, polite laughter erupted at several speaking engagements when I mentioned my belief that these same fast-growing online-only competitors would go beyond classifieds in their local marketplace focus. I contended that soon they would be contracting and hiring journalists to provide their sites with hyper-local content to drive up their traffic and add value to their advertising.

Sounds "out there" still, doesn't it?

Craig Newmark, the President and founder of Craigslist recently spoke with The Associated Press and revealed that his newest fascination is "community journalism." Citing a Carnegie Corporation study, he added that young

people particularly crave credible news, which has propelled the Internet into the top source of news for 18- to 34-year olds, besting second-ranked local television by a 41-to-15 percent margin.

If you recall, in past issues of News & Tips2GO we discussed Ebay's \$25 million investment stake into Craigslist. Formerly an entirely free Internet posting website, Craigslist is now charging \$25 to \$75 per ad in certain categories and locations. The larger online entities keep buying up the smaller, locally-focused portals.

These companies are not satisfied coming after your classifieds dollars anymore. I do not believe they wish to coexist peacefully with thousands of local newspapers and media outlets. They want your readers. They want your advertising clients. The secret is out.

In many of my workshops and consultations, it seems the prevailing attitude is "we will deal with it when the time comes." Other publishers and advertising directors are completely confident in their online system that worked when they bought into it 5 years ago. I challenge you to search by your zip code or metro area on the online-only competitors sites; I'm confident you will find that the time to act; the time to re-examine your online strategy and software is now.

How much longer can we wait? Some publications I have spoken with are planning not to begin their search for a solution to combat the online

juggernaut until 2006. Craigslist's Craig Newmark told the AP that he hopes his journalistic ideas take shape in time to supply voters with a "trustworthy" daily political report before the 2006 mid-term elections. 2006 may sound like it's a year away, but technology and consumer behavior are changing exponentially on a daily basis. Let's make sure we're on the right side of the change!

We've dedicated ourselves to building the solution for your readers today and the trends they'll see tomorrow. Imagine your publication with a complete classifieds solution, a place where one login empowers readers and advertisers to conduct all their business in one place. They could sell a car, find a job, search for their dream home, and find just the right dining room set, all from within your site. They could write their own ads, add photos, and place them online and in print, pay with their credit card, and dive right back into the local news of the day. Imagine the potential value to your readers, your advertisers and to your own bottom line.

We at Classifieds2GO are committed to providing you with the tools to compete and beat the national portals! If you haven't seen our system lately, I urge you to call today for a short demonstration of how successful your publication can be.



Jay Dee Shores
President/CEO

"Craigslist's Craig Newmark told the AP that he hopes his journalistic ideas take shape in time to supply voters with a "trustworthy" daily political report before the 2006 mid-term elections"

Coming Attractions:



Visit us at the WCAA conference in Rancho Mirage, CA September 25-28. Take a test drive of our software and see how Classifieds2GO can revolutionize your classifieds.

Classifieds2GO on the Road



Jay meets Lily for the first time in Guangzhou, China

Congratulations, Jay and Rosalea!

Classifieds2GO President and CEO Jay Shores and his wife Rosalea returned home from China in May with the newest addition to their family. Please join us in welcoming Lily Yu Yuan Shores to the United States and her new home.

Jay and Rosalea Shores experience rickshaw transportation.



Lily has made an easy adjustment to life with her new family.

The Emerging Market

In the publishing industry, we have developed a keen sense of our readers' and advertisers' demands over literally centuries of experience. Leave it to one little technological advancement like web publishing to throw a wrench into our entire works.

How well do we know this new audience? Do our new products truly fit their demands in both editorial and advertising content? Do our actions truly reflect our priorities toward this emerging marketplace?

A full 62% of all internet users report visiting their local newspaper's website regularly for relevant content. With roughly 75% of the US population actively online, that means around 46.5% of all Americans visit sites just like yours.

That's great news! We have the readers...but what happens when it comes time to spend money?

The disruptive technologies of the internet have created a new market and fueled demand in the same readers who come to you for news.

Then they place their ads somewhere else.

How can this be? We've put our ads online...We've got a form they can fill out to send a print ad...We've even got software vendors for the biggest categories of our classifieds.

I'm going to cut to the chase. Any software that bulk uploads your static text ads is not only going to ultimately lose in market share, but will also send a signal to your readers that you care more about your employees' expediency than your readers' and advertisers' demands.

Where static text classifieds continue to serve your print readers very well, your online audience seeks interactivity, simplicity, and a media-rich experience.

We wouldn't expect a typical print reader to react favorably to the most advanced online ads...so why do so many publications expect that their online readers will react favorably to print-style classifieds repackaged online?

If we are to succeed, we need to fully capitalize on the strengths of the medium. Not every software product can deliver on that challenge.

I am simply amazed at the sheer number of expensive classifieds software systems available that do little more than what most website providers do for free. Does the allure of easy, plentiful content really make up for a huge expense and lack of interactive features?



Clay Johnston
Director of Marketing

In all of our strategies, the key to success is to step away from our typical roles and really think like our online readers...now and several years down the road. What seems like an easy fix is all too often a band-aid that may bring about short term gains but will fail to fully capitalize on the emerging markets.

Do your homework. Put yourself in the shoes of the end user. Ultimately, your understanding of the technology and humanity of this emerging market will determine your success.

Classifieds2GO Software Update

If you haven't seen us lately, it's time to take another look! Classifieds2GO's state-of-the-art online classifieds system has undergone some significant changes that are sure to benefit your readers and advertisers alike.

- **New user interface designs.**

Check out our new, easier-to-use interface designed to help your readers and advertisers find exactly what they're looking for on your site.



- **Deeper design flexibility.**

Now you can make your classified center even MORE locally unique. Now you can choose from several pre-designed pages for your user interface, design one of your own, or contract with us to create one that is locally yours! It's your site...Classifieds2GO puts YOU in control.



- **Make an offer.** Bring readers and advertisers closer together in more ways with this great feature. Now every ad has interactive fields available for readers to contact advertisers with questions, or to make an offer on the item for sale. Car and home sales are already being conducted in

markets across the country.

- **Enhanced ad searches.**

We've given your readers more ways to find what they're looking for on your site. Now they can specify ranges for price, year, and more with ease.



- **Image-enhanced search returns.**



Now every ad that includes a photo will have a thumbnail photo included in the search results.

We at Classifieds2GO are dedicated to the continuous improvement of our suite of software products. Driven by the latest trends in the industry as well as by feedback from our partner publications, we're confident you'll find Classifieds2GO to be the most complete and easiest to implement online classifieds system available.

To see these new features in action or for a demonstration of how Classifieds2GO can help build revenue online and in print, call toll-free 866-671-1801.

Welcome these new partners to the Classifieds2GO network!

The Herald News
San Antonio, TX

The Recorder
San Antonio, TX

The Dallas Weekly
Dallas, TX

Prime Time Military News-
papers

The Dunn Daily Record,
Dunn, NC

Network IP's
ClassAdd Service

The Atlanta Voice
Atlanta, GA

Southside Reporter
San Antonio, TX

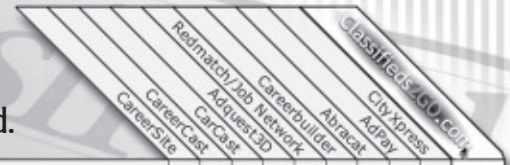
The choice is clear.

The most complete software for online classifieds. Period.

Classifieds2GO empowers your publication with tools designed with the online reader in mind. No other software gives your online readership the complete online classifieds experience.

Find out for yourself. Call Classifieds2GO today toll free at 866-671-1801 for a quick and easy demonstration.

Your choice will be even clearer.



	CareerSite	CareerCast	Adquest3D	Careerbuilder	Abracat	CityXpress	Classifieds2GO.com
Searchable ads?	x	x	x	x	x	x	x
Free ad and content hosting	x	x	x	x	x	x	x
Single Login for all categories of classifieds?							x
Interactive instant response ads?	x	x	x		x	x	x
Online recruitment ads?	x	x		x	x	x	x
Online automotive ads?				x	x	x	x
Online real estate ads?				x			x
Online private party/merchandise ads?				x		x	x
Online watercraft ads?							x
Make-an-offer capability?						x	x
Reverse publishing? (Web to print)							x
Free resume posts?	x	x		x	x		x
Seamless site integration?	x	x		x			x
Candidate management tools for advertisers?							x
Photo uploads?			x			x	x
Single point of entry for all classified categories?							x
Extranet administrative site and stat retrieval?	x	x	x			x	x
Client feedback network that drives product development?							x
No monthly fees?							x

Classifieds2GO.com

Classifieds Revolutionized.

About Classifieds2GO

Classifieds2GO is dedicated to driving revenue to local print and electronic media. Online competition has drastically eroded the classified revenue and market ownership that newspapers have long enjoyed. By equipping our partner publications

with powerful online tools superior to those used by national job boards and auction sites, Classifieds2GO bridges the gap between online and print classifieds and restores newspapers' revenue and market share. Our partners do more than just create

new streams of revenue -- they also bring clients and consumers closer together. Employers and job seekers; advertisers and consumers; buyers and sellers. All of them meet locally on our partners' websites and publications.



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