

Get Your Classifieds Online at:

# CoolerAds.com

## Maximize Your Visibility

In order to compete in today's classified market, newspapers must have a robust online classified ad solution. The CoolerAds platform is a turnkey solution that gives publishers the same technology as the big market players, without the same costs. With CoolerAds, your paper can now compete effectively on the Internet.

**Kaesu's CoolerAds platform is a complete online classified system for newspapers with the following features:**

**Moving Classified Ads Online** - Publishers with classified systems can upload their ads to their branded CoolerAds site, as often as they like, making them available online. This increases exposure for the ads providing added value to the ad purchaser and to readers.

**Accepting Print Ads Online** - Now you have a complete online ad taking solution. Participating papers can accept print ads online via their CoolerAds branded site and also via the main [www.CoolerAds.com](http://www.CoolerAds.com) site. Advertisers simply register on the site and can create and manage their classified ads. When an ad is placed to appear in print, the advertiser purchases the ad with a credit card, and the ad is emailed to you for inclusion in the paper.

**Ad Management** - For those papers that do not have a classified system, the CoolerAds platform provides a simple ad management feature where publishers can take ads and process them online. The credit card transactions are processed via CoolerAds, so there's no need for your own merchant account. The ads can then be exported for inclusion into the next print edition of the paper.

**Rate Management** - Our very flexible rate engine can accommodate just about any combination of rates for ads purchased on the Internet for inclusion in your print edition. After working with and consulting with many publishers, the system has been developed to handle rate structures by words, lines and characters.

**User Registration** - Users who elect to place ads must register and establish a profile. Registration allows users to manage their ads and participate in some of the other interactive features of the site. This process also allows each newspaper to build an online community of registered users that can be marketed to in the future.

**Credit Card Processing** - Publishers can accept credit cards for ad purchases without the need for a merchant account. The CoolerAds system handles all credit card and payment processing. Just promote your branded site to begin accepting print ad submissions online via credit card.

## Better Value For Your Advertisers

Your print classified ads just became more valuable to advertisers. You can now tout additional distribution and reach for your ads, enhancing the value provided to your customers. People placing ads will recognize the additional exposure they receive when placing an ad in your paper, increasing their propensity to buy ads in the future.

## Join The Online Ad Revolution and Be Part Of A Network

When you leverage the power of Kaesu's CoolerAds platform, you benefit from the latest Internet advertising technology and a network of participating newspapers promoting the site to readers nationwide. You benefit from an industry wide effort to leverage the growth of online classified ad placement and will generate more revenue.

**Contact us today to get started.**

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On the web: <http://www.coolerads.com/publishersignup/>



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