



Kaesu Online Display Ad Archiving System

Kaesu's display ad system is tightly integrated into our CoolerAds platform and allows publishers to migrate print ads to the Internet. As more and more people use the Internet to find what they are looking for, it is absolutely critical that every newspaper gets its display ads online for each issue.

Display Ads Online – Via Kaesu's admin console, newspapers can upload their display ads for each issue and make them available to readers online. This provides additional distribution for print ads and a value added service to advertisers. Publishers can add a small additional charge per ad and increase revenues and profits immediately with this system.

Display Ad Archiving – Putting display ads online is just the beginning. This Kaesu exclusive feature provides each advertiser with secure access to the ads they've purchased to run in the paper for up to the previous two years. These ads can be viewed by the advertiser at anytime via the CoolerAds site. Our archiving system saves time, money and effort by alleviating the need to hand deliver a printed copy of a previously run ad to an advertiser.

Here are just some of the benefits of our Online Display Ad Archiving System:

New Distribution Channel – Print ads now appear online providing value added exposure for your advertisers.

Increased Revenue – A small fee added to all ads helps you generate additional revenue for this value added service provided to local advertisers. Your advertisers will love the added exposure and appreciate your entry into the realm of online advertising.

Notify Advertisers, Sell More Print Ads – Now you can schedule messages saying "Here's the ad you ran last year, contact us to run your ad again." This is one of the most powerful and effective features of our display ad archiving platform.

Saves Time – Never again will sales people and graphic artists need to dig up an old ad, print it and fax or deliver it to an advertiser. Up to two years of ads are stored and accessible by each advertiser online.

Sales Reps Can Sell More – One hour saved per week, can result in thousands per year in additional sales. Less time searching for previous ads means more time selling.

Disaster Recovery – Don't risk losing months or years of display ads because of a faulty hard drive or an accidental purging of a directory. Your ads are securely stored and backed up on remote servers.

Improved Customer Satisfaction – Advertisers are impressed with this new technology that gives them access to the ads they run in your paper.

Engage Your Advertisers Online – Once your advertisers use this online solution, they'll be able to sign up for our online suite of Business Advertising Tools, generating more revenue for your publication.

Leverage Our Complete Platform – Kaesu is the only company with a completely integrated classified, display ad archiving and online advertising business tools platform. You can now provide value added online services to your advertisers and generate multiple additional revenue streams, all within the same affordable solution.

Contact us today for a quote.

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