

# Classified Advertising Solutions

Now available as a performance-based free model

Harness the power of AdPerfect's Self-Serve Platform and Online Marketplace, and only pay a portion of the self-serve revenue the system generates.

- › zero setup fees
- › no monthly minimums
- › free support\*

## Includes:

### Self-Serve Platform

Use our Self-Serve Platform for your private-party & contract advertisers. Advertisers can create print & online liner and display ads in one single placement process. Publishers can administer ad creation, payment, approval, distribution, and more.

### Online Marketplace

Use our Online Marketplace to present all your classified listings online. AdPerfect's Online Marketplace is hosted on, and branded to, your publication's site. Advertisers are provided a place to promote their ads and buyers a place to easily shop for items of interest.

### Print-To-Online

Use our Print-To-Online component to feed ads originating in the classified call center to your Online Marketplace. Advertisers are sent an email and prompted to follow a link to enhance the online version of their ad — allowing advertisers to upgrade their basic call center ads to enhanced online ads, all while spending more money with you.



**CONTACT US TODAY TO REQUEST A DEMO**  
sales@adperfect.com | 1.866.475.0555 | www.adperfect.com

\*Time & materials fee and support agreement may be applied where extensive integration into publisher business systems is required. Fee may be applied for data feeds to/from third party vendors not already in place with AdPerfect.

## Key Benefits

### › Monetization

Use limitless upsells and proactive prompts at every opportunity to increase monetization. AdPerfect's approach allows publishers to achieve outstanding upsell rates, as high as 92% in high-value categories.

### › Syndication

Increase your reach by being everywhere your audience is going.

### › Customization

Customize packages, creative, pricing, and more to reflect your business needs and brand.

### › Aggregation

Build critical mass in your marketplace by including listing content from all verticals, adding value to the marketplace and driving more traffic to your verticals.

### › Cost Savings

Take advantage of our easy-to-implement, feature rich solution with zero up-front costs.\*

