



Classified Advertising Solution

What is it?



A comprehensive and configurable print & online classified solution designed to generate maximum revenue for media publishers.

Use the solution for transient private-party & contract advertiser ad placement and promotion of print & online liner or display ads, for any classified vertical.

Publishers can administer ad placement, creation, payment, fraud control, approval, distribution, and more with this one web-based solution.

Key Benefits



Monetization

Increase revenue with upsells & proactive prompts



Automation

Reduce operation costs with automated processes



Aggregation

Build critical mass and a destination classified site



Integration

Match the output of any front-end print classified system



Syndication

Expand your publication's advertising reach



Cost Savings

Implement the solution on the performance-based free model to avoid expensive setup costs



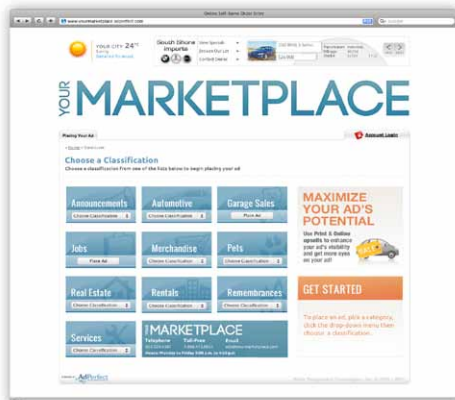
Customization

Configure the system to meet your specific business needs, brand & strategy



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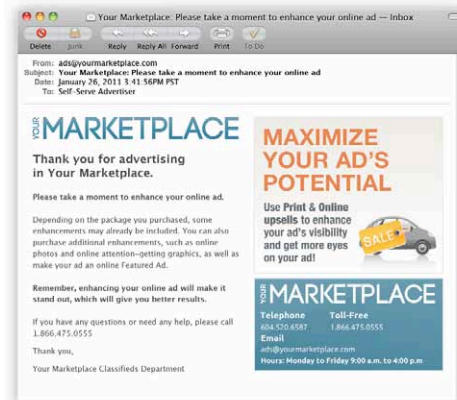
Self-Serve Order Entry

Let your advertisers place and create their own ads — 24/7.

Use Self-Serve Order Entry for online ad taking and creation. Your private-party and contract advertisers can create print liner, various-size print display, and online ads in one placement process.

Helping publishers monetize, decrease production & operation costs, and streamline workflows, Self-Serve Order Entry is the most comprehensive, feature-rich, and flexible system. The platform is highly configurable, letting you customize the order entry experience to meet your business needs and self-serve strategy, without compromising functionality that typically arises with rigid, template-based applications.

Self-Serve Order Entry focuses on publisher monetization by employing various revenue generating strategies, including numerous print & online upsells and unique proactive prompts.



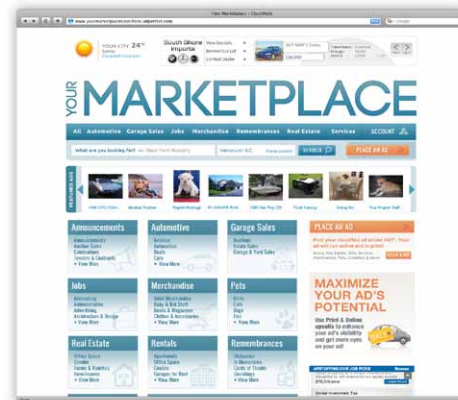
Print-To-Online

Transform print call center ads to enhanced online ads.

Use Print-To-Online to maximize call center ad monetization.

Upon call center ad placement, AdPerfect automatically sends advertisers an email prompting them to follow a link to enhance the online version of the ad they just placed.

Advertisers get to upgrade their basic call center ads with enhancements like additional copy, photos, and other unique online-only ad enhancements, while spending more money with you.



Online Marketplace

Become the destination classified site for your community.

Use Online Marketplace to present all classified listings in one place on your newspaper's website. Advertisers are provided a place to promote their ads and buyers a place to easily shop for items of interest.

Online Marketplace employs various monetization tactics and site optimization strategies for maximum publisher value. A key benefit of Online Marketplace is aggregation. By combining classified content from various sources you build a content-heavy classified site and the critical mass needed to be your community's central, destination classified site.

AdPerfect powers hundreds of self-serve ad placement and online marketplace sites for publishers including >

McClatchy Company, New York Times Regional Media Group, Postmedia Network, Metro News Canada, Metroland Media Group, Star Tribune Media Company, and News Limited.

Remain competitive in today's classified landscape.

For more information to see if Classified Advertising Solution is right for you, please visit www.adperfect.com or contact us to arrange a demo.