

ADVERTISING SUITE

Target, track and manage classified and display ads to drive higher publisher and advertiser ROI

When your online audience is searching for products and services in their community, they want the full range of options. With MediaSpan's *Advertising Suite* for newspapers, you can create a local marketplace where users find all of your advertisers' products and services in one place.

▶ Feature advertiser display and classified ads

- ▶ Create incremental revenue opportunities
- ▶ Build your online audience
- ▶ Extend your advertiser reach online

System Features

For Publishers

- ▶ Classified and display ads supported by a powerful search engine
- ▶ Easy integration with selected third-party vendors for additional revenue generating options
- ▶ Easy, yet powerful administrative tools that allow you to edit online ads
- ▶ Integration with any front-end system
- ▶ Track impressions, page views, unique users, and other key metrics
- ▶ Customizable search fields and user interface features
- ▶ Dynamic email ad search agent drives readers back to your website
- ▶ Full training and support from MediaSpan Online Services
- ▶ *Top Ads* feature generates more exposure and better results for your advertisers . . . and incremental revenue for you!

For Consumers

- ▶ Advanced search features provide targeted results for all display ads
- ▶ Ability to save, print and e-mail ads
- ▶ Easy to use e-mail agent searches ads and alerts readers when relevant matches show up
- ▶ Consumers receive advertising that is of interest to them as based on their profile

