

# Sell display ads from your web site



**THE** adwizard

*The only online print display ad service that:*

- Links to your newspaper's current web site
- Creates self-service to customers with a computer
- Sells and administers web-generated ad automatically
- Runs without software, special training or additional staff
- Operates from our server, not yours

# Sell display ads from your web site

Link The Ad Wizard service to your home page, invite your community to "Place an Ad", and start selling print display ads with the click of a mouse. The internet keeps it simple.

## The Ad Wizard is a print display ad sales service for newspapers

It works entirely online: it sells, creates, schedules and administers ads automatically. Because The Ad Wizard is a web service not a software program, it's easy for your newspaper to subscribe to, and easy for your advertisers to use.



### Easy for your newspaper

A nominal subscription fee gives you access to a virtual marketing team, sales force and production department; an automated ad delivery, tracking and reporting system; almost ten million professionally-designed ad templates; and a front door to voluntary sales that only the World Wide Web can provide.

### Easy for your advertisers

Link The Ad Wizard to your web site and anyone with a browser can try it out for free. Onscreen, they see **your** corporate banner, **your** best ad offers and an invitation to create a display ad **immediately**. Step-by-step, the "wizard" guides your prospect through the ad building process ~ browsing ad templates, entering content, shopping rates and schedules ~ and towards a purchase.

## Increase your revenue, reduce your costs, improve customer service

### Increase your revenue:

- **Reach new markets** who have traditionally been too costly to pursue by car or phone. The Ad Wizard services small, busy and far away prospects by internet.
- **Expand existing accounts** who have wanted to increase the size, frequency or color of their ads but haven't been able to budget it.
- **Up-sell self-serve visitors** from line to display advertising. The Ad Wizard includes classified display ad templates with custom fonts, borders and images.

### Improve customer service:

- **Small business and private party** advertisers enjoy The Ad Wizard's friendly interface, plain language and familiar "Next" button.
- **Large organizations and high-frequency** advertisers appreciate how The Ad Wizard gives them control over their content and instant access to new and previously-created ads.
- **Both advertisers and newspapers** want continued service and sales after the front doors are closed for the day. The Ad Wizard system gives customers the 24-hour self-service.

### Reduce your costs:

- **Save on design and production** by converting small-space and pick-up advertisers to self-serve ad templates. Design staff are freed up for larger, more creative projects.
- **Maximize your sales force** by saving them time, trips and gas. Sales staff continue to serve advertisers that generate higher commissions and revenue.
- **Eliminate make-goods** due to errors. With The Ad Wizard's ad acceptance process, an approved ad arrives in production as a production-ready PDF.



# Your online display ad sales system includes:

## ✓ A customer web site:

- 10 million professionally-designed templates in black-and-white and color
- customer tools so they can create, save, schedule, submit and re-use their own ads
- ad types such as Retail Display, Classified Display, and Modular
- ad categories such as Automotive, Real Estate, Employment, Merchandise, Services, Travel, Dining, Entertainment, and Community
- quick-access ad history, image library, and tutorials

## ✓ A staff web site:

- administrative tools to view and process submitted ads
- sales tools to promote ad offers, create spec ads and send email prospects
- web statistics to track, measure and report on ad traffic
- publication, edition, sizes, specification, schedule, and rate customization
- record-keeping for private party, business, government, agency and non-profit advertising accounts



## ✓ Plus

- Automated email notification system
- Configuration and support
- Compatibility with automated data feed, photo listings and pagination

## Customize your Ad Wizard:



### Real Estate Component

Integrate with local MLS feeds to automate ads



### Automotive Component

Automatically copy dealer inventory into photo listing ads



### Modules

- allow advertisers to submit PDF artwork
- integrate with third-party CRM and order entry systems
- secure credit card payment



## Look how The Ad Wizard compares:

Save more than 77% on sales and production costs with The Ad Wizard

Type of Ad:	Tabloid	Retail Display	Spec Ad/ Renewal	Classified Display	Private Party
Size of Ad:	Full Page	1/4 Page	1/4 Page	2x5	4 col. in.
Price of Ad:	\$1000	\$800	\$800	\$200	\$100
The traditional way:*	\$350	\$280	\$75	\$70	\$35
<b>The Ad Wizard way:</b>	<b>\$30</b>	<b>\$30</b>	<b>\$0</b>	<b>\$12</b>	<b>\$7</b>

\*based on cost of staff time, materials, expenses; actual results may vary

# “Integrating online ad-building tools with workflow systems is an obvious next step...”

~ Steve Edwards, The Seybold Report\*



In today's marketplace, The Ad Wizard is the newspaper industry's only complete online self-service print display advertising service. A standard Ad Wizard system provides all the components necessary to market, spec, sell, build, schedule, price, proofread, process, and report on press-ready ads.

Newspapers have been using The Ad Wizard since 2002. Today, over 150 daily and weekly U.S. Publications count on The Ad Wizard to sell display print ads online.

Your colleagues and competitors **pay as little as \$1.50** for a web-generated print display ad sale. Ask how The Ad Wizard's powerful Internet technology will revolutionize ~ not minimize ~ your print ad sales.

## Four ways to learn more:

- Visit our web site: [www.theadwizard.com](http://www.theadwizard.com)
- Try creating an ad: [www.db.theadwizard.com](http://www.db.theadwizard.com)
- Send an email: [info@theadwizard.com](mailto:info@theadwizard.com)
- Speak with an online ad sales expert, toll-free: **877-731-9566** (PST)



877-731-9566 (toll-free)  
604-731-9911  
[info@theadwizard.com](mailto:info@theadwizard.com)

The Ad Wizard is a division of InPrint Media Sales Ltd., whose principals combine fifty years of publishing and advertising sales experience, and twenty years of information technology knowledge, to revolutionize print display advertising sales in the newspaper industry.

\*The Seybold Report: Analyzing Publishing Technologies; 5/26/2004, Vol. 4 Issue 4.