



Sell display ads from your web site

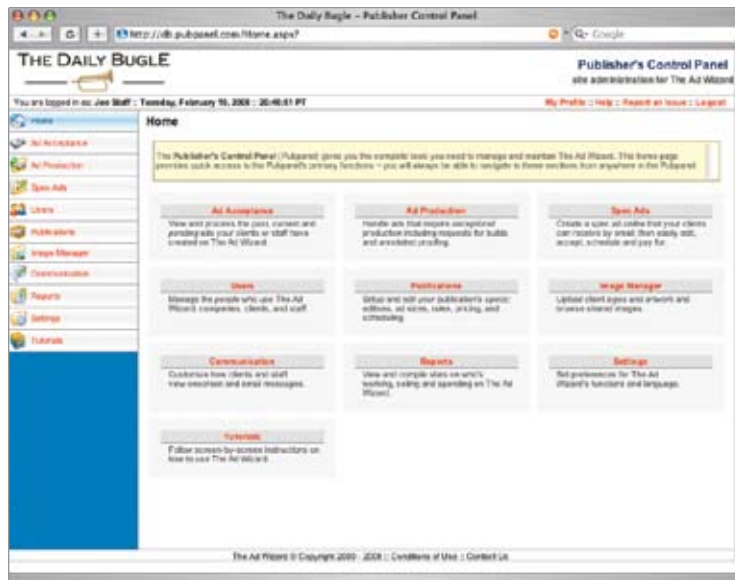
Standard Ad Wizard

Product Information

24-hour ad sales

Your Ad Wizard ad building system includes all the tools to do it:

- ✓ MARKET
 - ✓ SPEC
 - ✓ SELL
 - ✓ BUILD
 - ✓ SCHEDULE
 - ✓ PRICE
 - ✓ PROOFREAD
 - ✓ PROCESS
 - ✓ REPORT
- ...all online



Fully-hosted, worry-free

The standard system runs *without* software, special training or additional staff because it is a fully hosted (ASP) service run from our servers, not yours. When an advertiser submits an ad, it enters our secure tier one data center where multiple servers, internet connections and power supplies handle thousands of advertisers simultaneously, even during peak periods. The Ad Wizard manages it all: real-time and static data back-ups, load balance, capacity, equipment, and software to ensure 99% uptime and 100% peace-of-mind. A detailed infrastructure document is available upon request.

Pay as you go

Like a cell phone payment plan, you pay a one-time start-up fee and then a monthly amount after that. The more you promote the service and the more advertisers submit ads with it, the more you save. Depending on ad prices and costs, many newspapers recoup their monthly fees having sold as few as eight Ad Wizard ads a week. Sell more, and profits soar. Ads range from as little as \$1.50 (single cell photo listing) to \$30 (full page) each; draft, practice and spec ads are always free. Pay only for ads sold. A detailed price schedule is available upon request.

What is your Return On Investment?

Reduce the cost of sales, administration and production and the results are dramatic.

Number of ads created per week:	8	16	80
ROI after 1 year*:	100%	200%	1000%

*Based on reducing the costs from 35% of revenue to 8%, a 77% savings. Sample ad: 24 column inches at \$22.42 per column inch

Two user-friendly web sites, one powerful system

The **Ad Wizard** guides advertisers to create and submit their own ads. The **Publisher's Control Panel** lets staff monitor and manage them. Together, they handle online display ads with the click of a mouse.

The Ad Wizard customer site

Ad Templates

- ✓ **Display ads** – available in Retail, Class, Tab; all sizes; BW and color; popular categories, and more
- ✓ **Private Party ads** – includes Vehicles, Homes, Merchandise For Sale; Employment, Announcements, more
- ✓ **Photo Listing ads** – paginate a full-page ad with independently-created single cell ads
- ✓ **Auto Data Feed ads** – automatically fill templates with data from feeds such as MLS and cars.com
- ✓ **Custom templates** – offer custom-designed templates for specific clients' needs
- ✓ **Custom ads** – allow advertisers to request a traditionally-built ad while online

Ad Building Tools

- ✓ Edit ad text, images and borders
- ✓ Upload a press-ready PDF
- ✓ View, edit, re-use ads – Ad History
- ✓ Upload, store, edit, purchase images – Image Manager
- ✓ Schedule, price, proofread an ad
- ✓ Pay for ads online - on account or by credit card

Communication and Support

- ✓ Automated email notification
- ✓ Printer-friendly insertion orders
- ✓ Online tutorials, help, glossary
- ✓ Customer support (business hours)

Power Tools

- ✓ **Registration Module:** integrate with current registration systems
- ✓ **Order Entry Module:** integrate with current order entry systems
- ✓ **Credit Card Module:** create secure payment for credit cards
- ✓ **Design2Web Module:** design custom advertisers templates
- ✓ **Pagination Module:** assemble, fill and paginate photo listing ads
- ✓ **Auto Data Feed Module:** flow data automatically from feeds
- ✓ **Request an Ad Module:** design ads requested online
- ✓ **Upload a PDF Module:** upload press-ready files

The Publisher's Control Panel staff site

Sales and Marketing Tools

- ✓ Create bundled ad offers with a "Place an Ad" link
- ✓ Create inhouse ads to promote The Ad Wizard service
- ✓ Create a spec ad
- ✓ Create email contact lists
- ✓ View customer and staff usage; print sales stats and reports
- ✓ Upload, edit, purchase images for advertisers

Configuration Tools

- ✓ **Users:** manage staff, advertisers, permissions
- ✓ **Accounts:** set business, private party, government, agency
- ✓ **Publications:** manage editions, rates, specs, schedules and deadlines
- ✓ **Settings:** set appearance, branding, proofreading
- ✓ **Ads:** manage approval, downloads, history, annotated online proofing
- ✓ **Emails:** manage communications

Finance Tools

- ✓ View credit and manage payments, prices and discount levels
- ✓ View and print monthly executive and finance reports
- ✓ Set permission controls for Sarbones Oxley (SOX) industry compliance

Communication and Support Tools

- ✓ Automatically send and receive emails to customers and staff
- ✓ Online tutorials, help, glossary
- ✓ Guided system configuration and training for key staff
- ✓ Staff support (24 hour)

- ✓ **Standard Feature**
- ✓ **Power Tool (add-on module)**