

Storefront

Servicefront

Community Mkt.

Publisher Mkt.

Radio Mkt.

Publisher Marketplace

Your e-commerce-print classified solution

What is a Publisher Marketplace?

A Publisher Marketplace™ is a fully customizable website that provides an easy to use application for listing online and print classified and professional ads on your site and in your publications. In addition, it is equipped with a marketplace full of e-commerce and social networking tools to meet the needs of you and your readers.

Immediate action is required to protect the newspaper classified advertising franchise, remain successful competitors, and regain the prospect of growth. Share loss and price destruction are permanent in employment, and all other categories at risk. Required now are focus and investment in understanding changing advertiser demands, solutions that blunt competitive threat with appropriately advanced technology...

~ "c" change in classifieds- NAA Convention 2005 ~
McKinsey & Company

Why do you need a Publisher Marketplace?

It's simple, the print classified industry is in jeopardy. Each day, more and more print classified categories are being lost to Internet sites. To save the market and revenue, industry leaders are recommending that newspapers modify their business model and make immediate changes to remain competitive. Recommended changes are all found within the Publisher Marketplace.

How would you benefit from owning a Publisher Marketplace?

GENERATE REVENUE:

- "Readers placing their classified ads online spend an average of 30% more per listing" (Western Classified Advertising Association).
- The MyAdSource Banner Ad Network provides a user-friendly banner ad system that allows you to easily place banner ad space anywhere on your site. Your ad spaces are sold to national advertisers by the MyAdSource Banner Ad Network, and to local sponsors by you. Putting another significant source of revenue in your hands.
- Each time a member of your community purchases a listing upgrade or product,

your community will earn the difference between the wholesale and retail price.

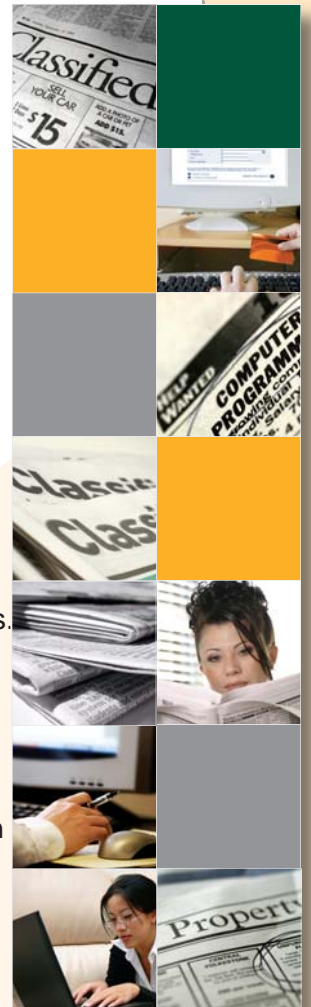
- Advertise local businesses with a Matchbin powered Servicefront. Businesses get extensive "yellow page" advertising and other promotional capabilities packaged in an elegant, easy-to-use website that is Google searchable and connected to your marketplace.

RETAIN AND CAPTURE MARKET SHARE:

Keep and recruit readers and advertisers by offering social networking, e-commerce, self service classifieds and advertising capabilities within your marketplace.

REDUCE LABOR COST:

Reduce manual labor costs by having customers submit their own ads online. There is no reason to pay an employee for something that most customers would rather do themselves.



INCREASE ACCURACY:

By having the customer enter their own text, accuracy becomes their responsibility. No more credits for misspelled ads or wrong phone numbers.

Features

COMPATIBLE:

Your Publisher Marketplace seamlessly integrates with Baseview, Quark, InDesign and AccountScout.

EASY AD PLACEMENT:

Customers can easily place their own ads by entering the classified text online. Once submitted, customers can manage their classified ads on your site. They can add new classifieds, check spelling, pay for ads, extend ads that are currently running and much more. Your staff can easily enter ads, which are dropped off or mailed in, on our system.

MyAdSource BANNER AD NETWORK:

The MyAdSource Banner Ad Network was established to provide our publisher clients the ability to have a worry free source of advertising revenue, and to give local business owners the ability to reach their specific target market; the community your publication serves.

ONLINE MANAGING:

Customers can manage their classified ads online. They can add new classifieds, check spelling, pay for ads, extend ads that are currently running and much more.

EMAIL NOTIFICATION:

Email notifications are sent for: ad approval, expiring ads, credit card expiration dates, rejected ads and purchase receipts.

EDITORIAL APPROVAL:

You maintain editorial control by accepting or rejecting each submitted classified ad.

OUT-OF-AREA AD PLACEMENT GENERATION:

Upon your approval, all users within the Matchbin network of Community Marketplaces can place print classified ads in your newspaper.

CUSTOMIZATION MANAGEMENT TOOLS:

Publishers can set classified ad rates, categories of listings, billing information, frequencies, minimum notice requirements and much more.

MEMBER MESSAGING:

Promote new features; stay current with what your community members want and need with an easy to use member communication application.

BUSINESS DIRECTORY:

Free "yellow page" listings for businesses of interest to your community members.

EVENT CALENDAR:

Keep your community informed; maintain a community calendar of events with RSVP capability.

