

WELCOME TO iPUBLISH MEDIA SOLUTION'S

Executive Forum

Chicago Marriott Downtown Magnificent Mile • 2016

Welcome, Introductions and Meeting Objectives

Brian Gorman

VICE PRESIDENT OF SALES, iPUBLISH MEDIA SOLUTIONS

Agenda

- Welcome
- Introductions
- Meeting Objectives
- iPublish Media Update and Background

Introductions – iPublish Media Attendees

- Andy Zimmon, Vice President of Operations, co-founder
- Jim Spurrell, Vice President of Engineering, co-founder
- Brian Gorman, Vice President of Sales, co-founder
- James Allen, Marketing Manager, Senior Sales Engineer

Meeting Objectives – develop new ideas

- Original product roadmap – self-service platform
- AdPortal Retail – print only display ads
- We listened to our customers and built the iPublish Suite
- We've built a better mousetrap for order entry
- Any ad, anywhere , anytime - unique in the industry
- But where do we go from here?
- That's why we're here

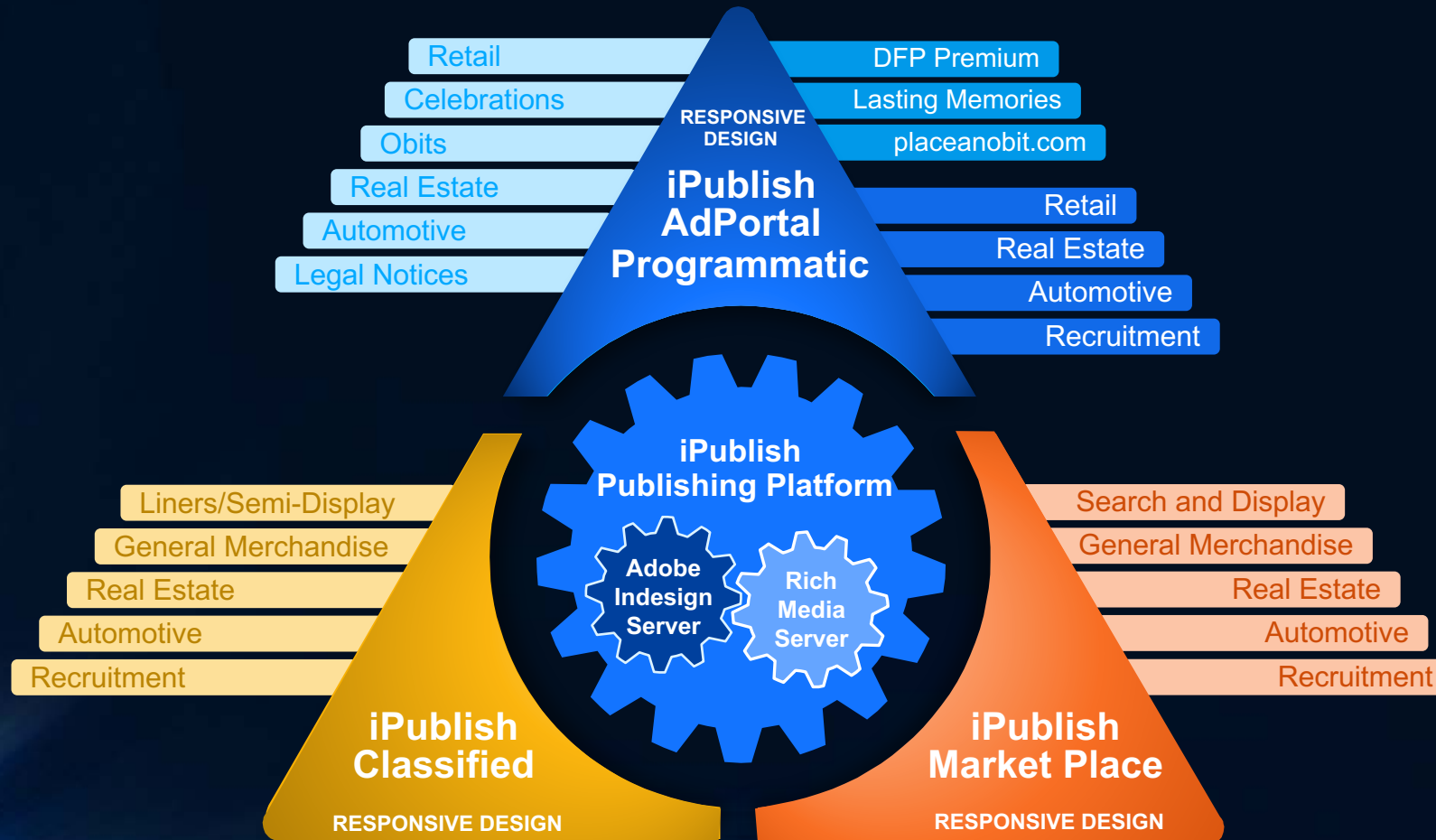
Meeting Objectives – develop new ideas

- We impact the selling and production of traditional ad products
- We lower costs and increase revenue
- Use cases at the meeting will attest to that
- We need to help the industry sell NEW PRODUCTS
- Develop NEW SOURCES OF REVENUE
- We've begun to do this - lets do it together

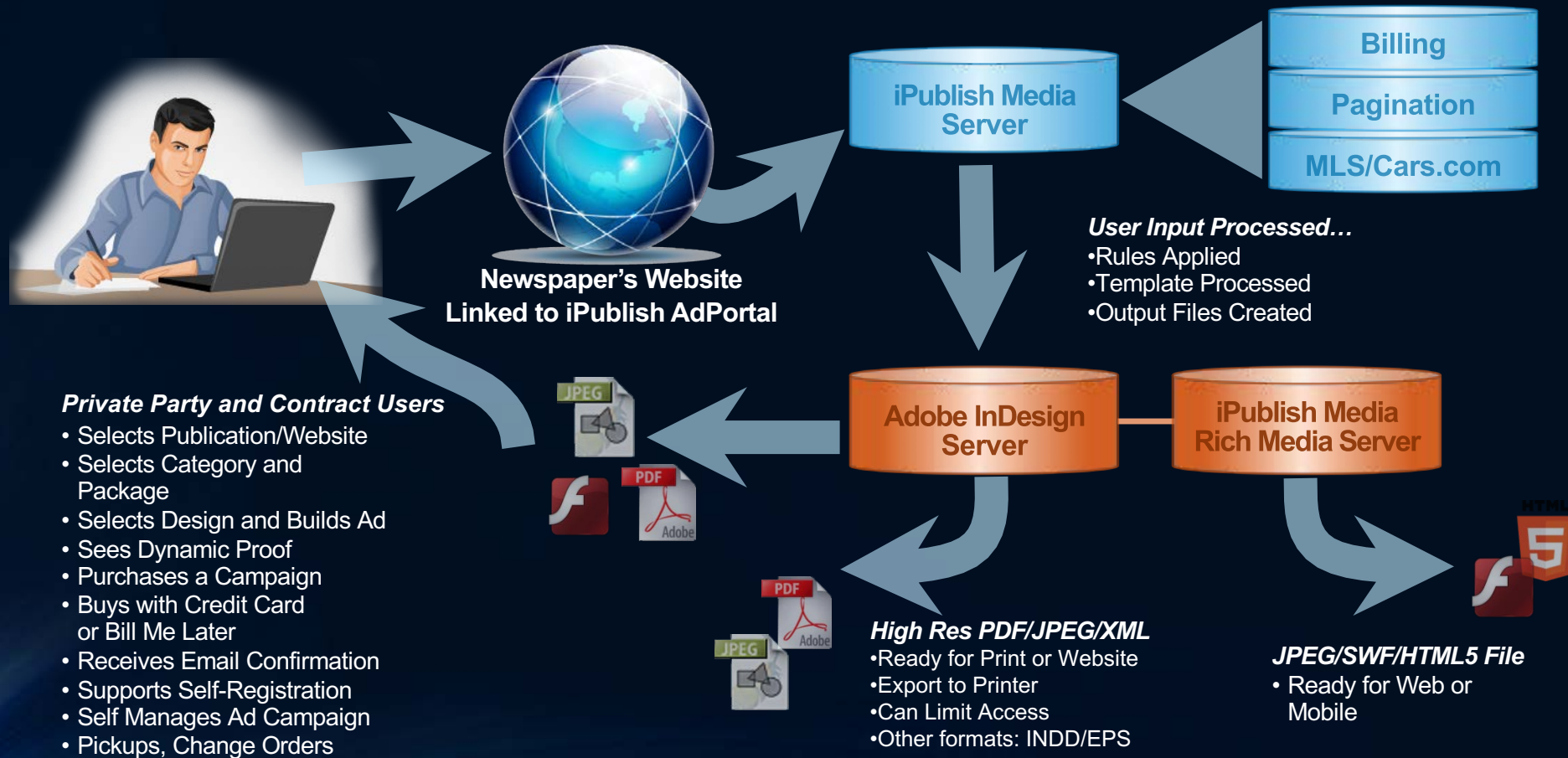
About Us

- This Sunday October 16th we'll complete our 10th year in business
- Matured from a self-funded startup to an established company
- Continue to grow both revenue and profits
- Nearly 400 websites and growing in the US
- Offering 3rd party products for increased revenue for publishers
- Monster recruitment solution - Gatehouse
- Introducing digital display solution into classified platform
- AdPortal Programmatic

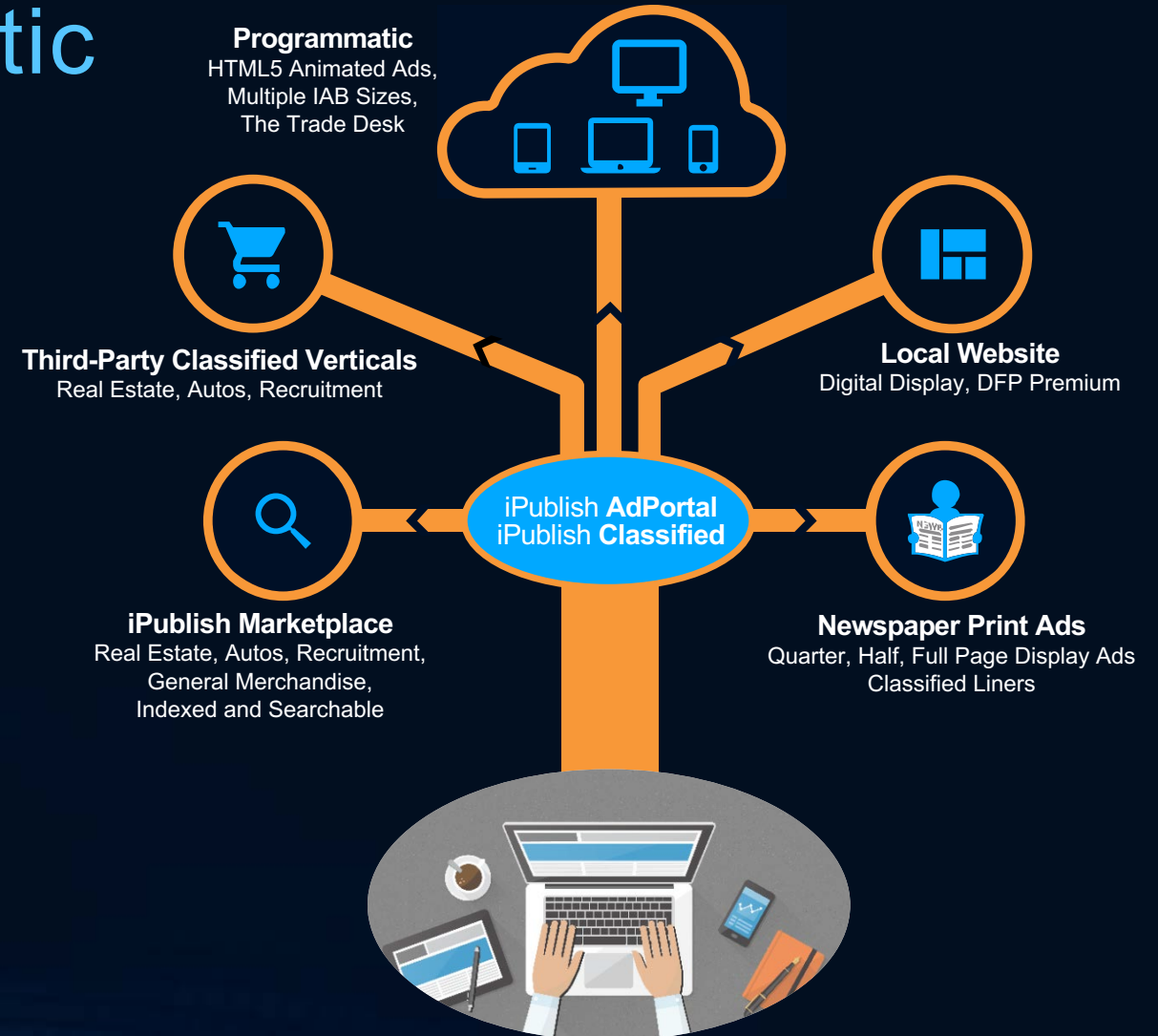
iPublish Product Suite



A Cloud-Based Front End



AdPortal Programmatic



Creating a Culture of Innovation

Nancy Lane

PRESIDENT, LOCAL MEDIA ASSOCIATION

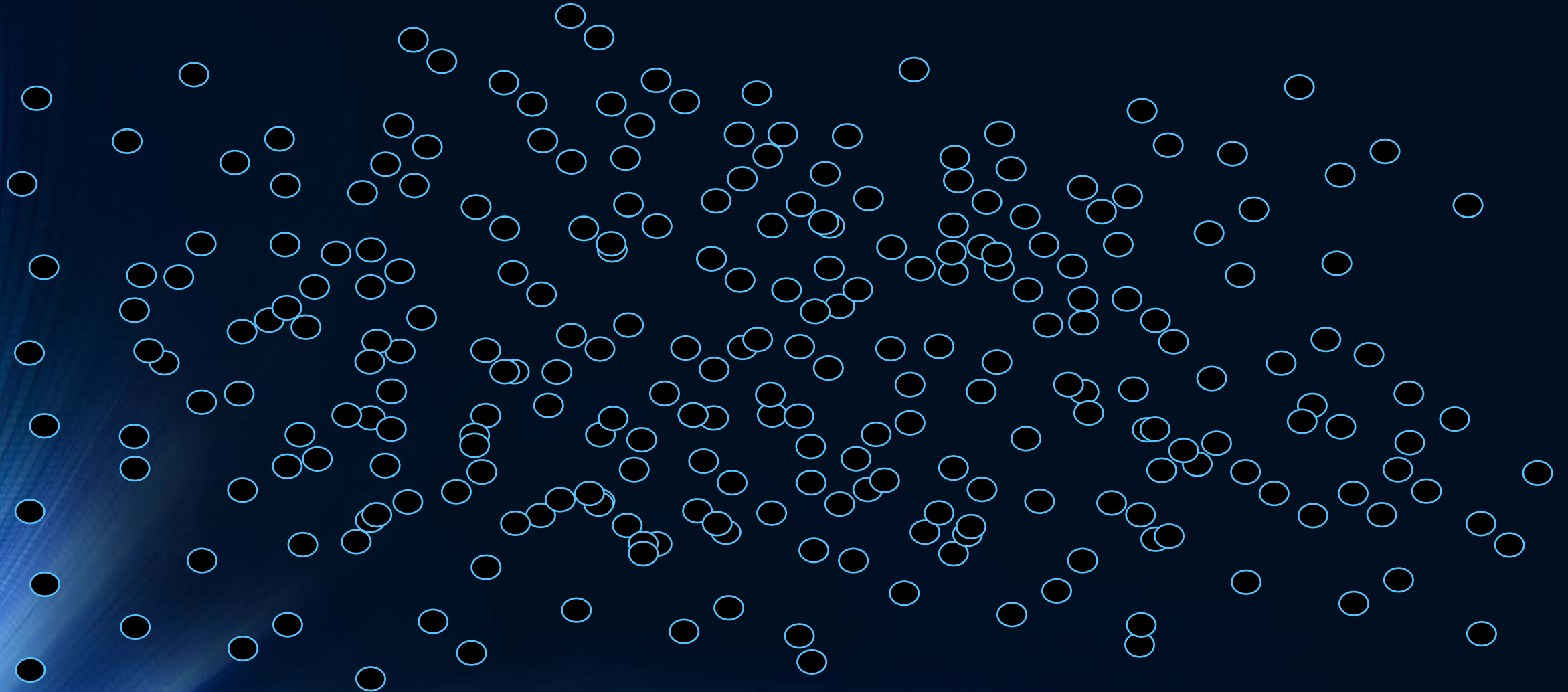
GateHouse Media – An Enterprise Approach

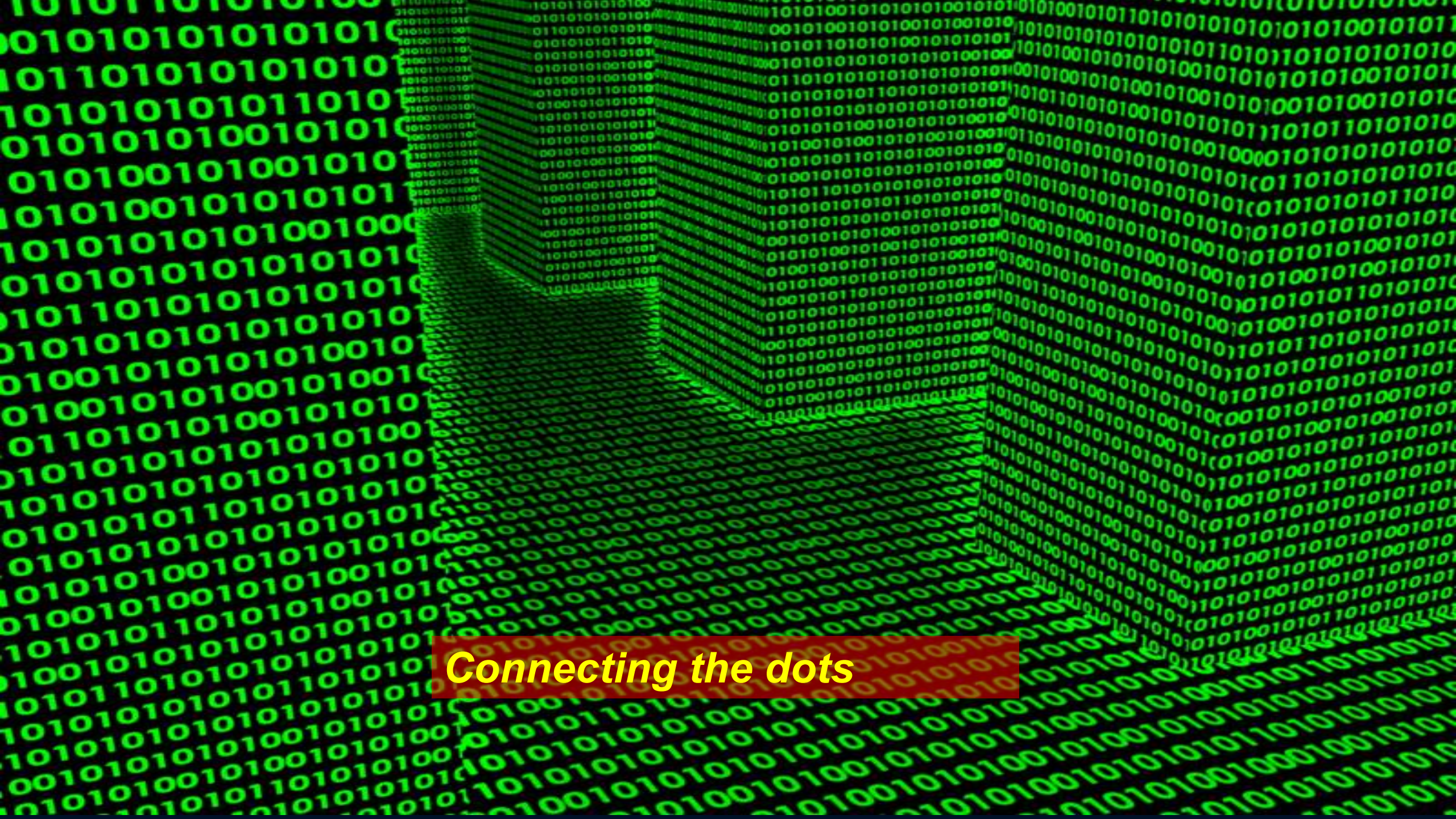
Bob Birkentall

DIRECTOR OF ONLINE VERTICAL, GATEHOUSE MEDIA

GateHouse Media

- We are a local market publisher
- We're an acquirer of media properties
- Our enterprise systems are diverse, decentralized, and sometimes fragile





Connecting the dots



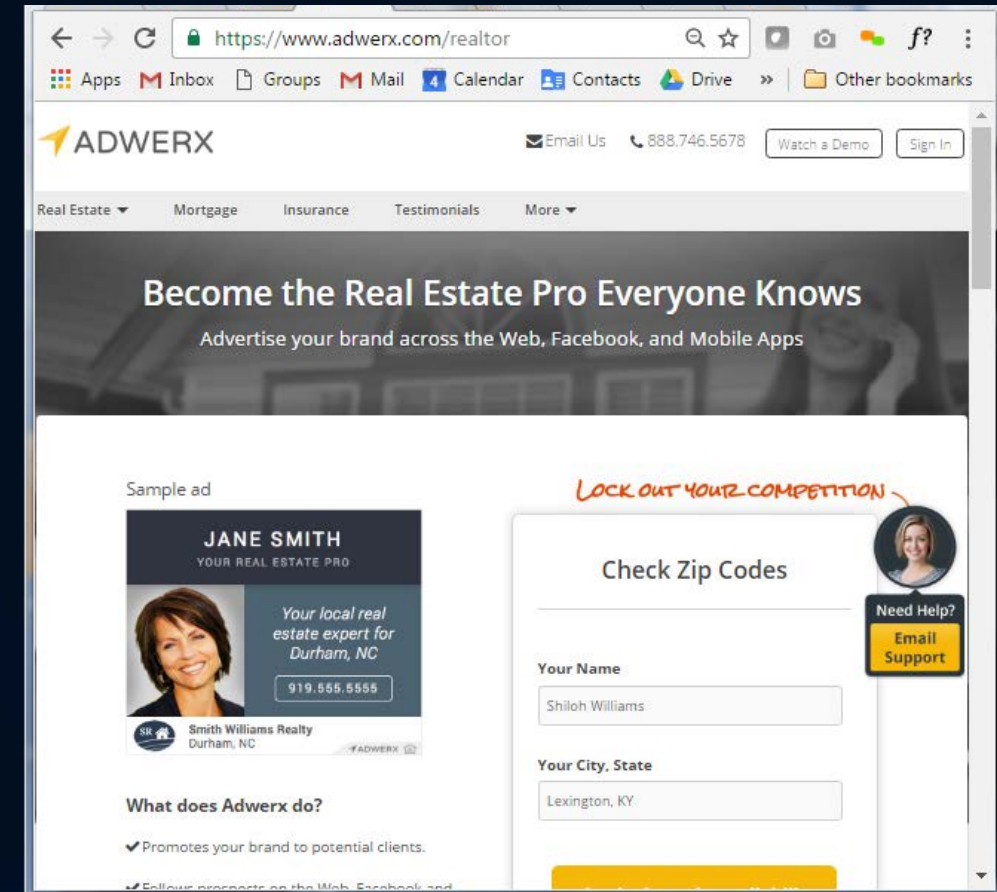
Wave 2 helps us connect the dots in

- Automotive
- Online Classifieds
- Real Estate
- Recruitment
- Obits

Real Estate

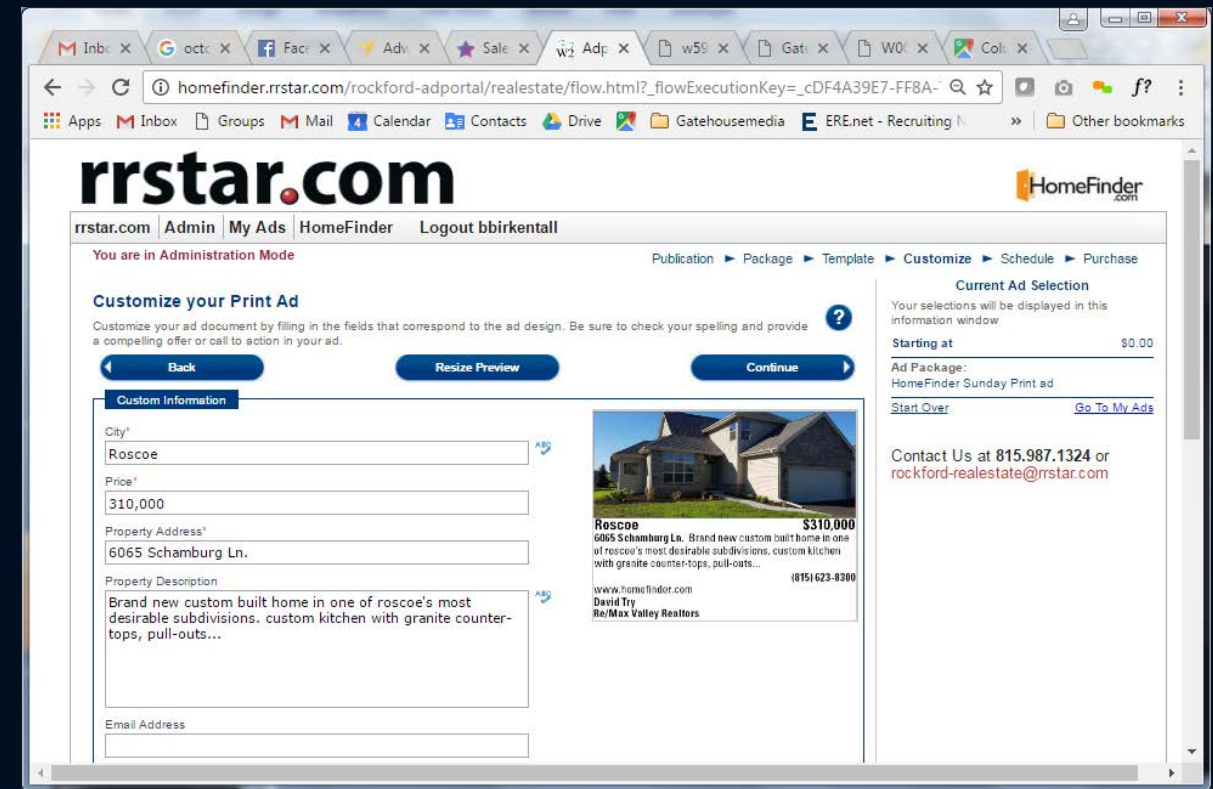
The Real Estate Category is Ideal for Self Serve

- Brokers are pushing advertising spend down to agents
- Too many agents to call on
 - For every Real Estate rep there are approx 1000 Real Estate agents
- Agents are comfortable going online to transact small advertising purchases
- Opportunity to change our internal sales culture



Our Self Serve Implementations Are Too Focused On Traditional Advertising

- Our systems have improved!
 - Better deadlines
 - Better retention
 - More efficient way to market to agents
- We're still too print centric
- Our focus is to expand our customer base with new clients



Real Estate Ad Spending

- 75% of Agent/Broker Ad budgets go to online
- Newspapers are the 2nd highest budgeted spend, 11% of total ad spending
- Plenty of upside potential if most of your revenues come from Print

FIGURE 2.5: AD SPENDING FOR REAL ESTATE AGENTS AND BROKERS, 2012-2015, in \$ BILLIONS

| Media Choice | 2012 Estimate | Share | 2013 Estimate | Share | '12-'13 % Change | 2014 Projection | Share | '13-'14 % Change | 2015 Forecast | Share | '14-'15 % Change | '12-'15 % Change | '12-'15 Share Pt. Shift |
|---------------|----------------|-------------|----------------|-------------|------------------|-----------------|-------------|------------------|----------------|-------------|------------------|------------------|-------------------------|
| Newspapers | \$1.77 | 16.1% | \$1.72 | 13.6% | (3.2) | \$1.50 | 11.0% | (12.7) | \$1.56 | 11.3% | 4.2 | (11.9) | (4.8) |
| Other Print | \$0.33 | 3.0% | \$0.48 | 3.8% | 46.9 | \$0.26 | 1.9% | (46.9) | \$0.35 | 2.5% | 35.3 | 5.6 | (0.5) |
| Directories | \$0.03 | 0.2% | \$0.02 | 0.2% | (13.1) | \$0.02 | 0.1% | (10.7) | \$0.03 | 0.2% | 42.5 | 10.6 | (0.0) |
| Broadcast TV | \$0.39 | 3.6% | \$0.78 | 6.2% | 97.1 | \$0.55 | 4.1% | (28.5) | \$0.77 | 5.5% | 38.4 | 95.0 | 2.0 |
| Cable TV | \$0.05 | 0.5% | \$0.05 | 0.4% | (0.8) | \$0.05 | 0.4% | 6.6 | \$0.08 | 0.6% | 47.5 | 55.9 | 0.1 |
| Radio | \$0.05 | 0.5% | \$0.05 | 0.4% | 0.4 | \$0.05 | 0.3% | (8.8) | \$0.05 | 0.4% | 10.6 | 1.2 | (0.1) |
| Out of Home | \$0.08 | 0.8% | \$0.08 | 0.7% | 0.8 | \$0.09 | 0.6% | 3.2 | \$0.10 | 0.7% | 12.1 | 16.6 | (0.1) |
| Cinema | \$0.02 | 0.2% | \$0.03 | 0.3% | 36.5 | \$0.04 | 0.3% | 36.2 | \$0.11 | 0.8% | 147.5 | 359.9 | 0.6 |
| Direct Mail | \$0.40 | 3.6% | \$0.36 | 2.9% | (9.1) | \$0.33 | 2.4% | (8.0) | \$0.31 | 2.3% | (6.2) | (21.6) | (1.4) |
| Online | \$7.86 | 71.3% | \$8.98 | 71.3% | 14.2 | \$10.69 | 78.5% | 19.1 | \$10.48 | 75.6% | (2.0) | 33.3 | 4.3 |
| Telemarketing | \$0.03 | 0.3% | \$0.03 | 0.2% | 0.1 | \$0.03 | 0.2% | (6.1) | \$0.03 | 0.2% | 7.2 | 0.8 | (0.1) |
| Totals | \$11.02 | 100% | \$12.58 | 100% | 14.2 | \$13.61 | 100% | 8.2 | \$13.86 | 100% | 1.8 | 25.8 | |

Sources: Bureau of Labor Statistics, Dun & Bradstreet, Borrell, 2014.

Online Ad Spending

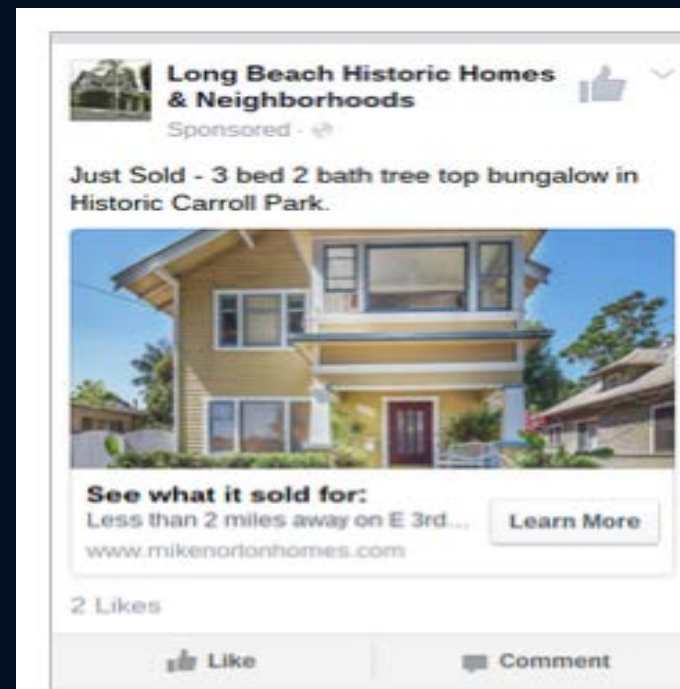
- 75% of Agent/Broker online advertising goes to targeted display and email
- Video is expected to surge over the next 5 years

FIGURE 3.3: ONLINE AD SPENDING BY AGENTS AND BROKERS, 2014-2015 WITH FORECASTS TO 2019, IN \$ MILLIONS

| Online Ad Format | Projected '14 Spending | Share | Forecast '15 Spending | Share | '14-'15 Percent Change | Forecast '19 Spending | Share | '14-'19 Percent Change | '14-'19 Share Pt. Shift |
|------------------|------------------------|-------|-----------------------|-------|------------------------|-----------------------|-------|------------------------|-------------------------|
| ROS Display | \$608.6 | 5.7% | \$511.9 | 4.9% | (15.9) | \$47.2 | 0.4% | (92.2) | (5.3) |
| Targeted Display | \$4,837.1 | 45.2% | \$4,937.7 | 47.1% | 2.1 | \$3,727.2 | 31.6% | (22.9) | (13.6) |
| Email | \$3,084.3 | 28.9% | \$2,925.6 | 27.9% | (5.1) | \$1,674.9 | 14.2% | (45.7) | (14.7) |
| Paid Search | \$1,475.9 | 13.8% | \$1,221.4 | 11.7% | (17.2) | \$695.9 | 5.9% | (52.8) | (7.9) |
| Streaming Video | \$652.0 | 6.1% | \$862.7 | 8.2% | 32.3 | \$4,871.4 | 41.3% | 647.2 | 35.2 |
| Streaming Audio | \$32.4 | 0.3% | \$19.4 | 0.2% | (40.2) | \$778.5 | 6.6% | 2300.2 | 6.3 |
| Market Totals | \$10,690.3 | 100% | \$10,478.8 | 100% | (2.0) | \$11,795.1 | 100% | 10.3 | |

Justlisted.Social

- Facebook Real Estate Mobile Ads
 - \$99 for a 3 day campaign
 - 60% Rev share cost
- Justlisted optimizes the campaign
 - Leverages Facebook's advanced ad creation and agency tool suite
 - More advanced than the standard ad creation methods given to page owners
- Avg 5-7 full capture leads per campaign
 - Less than \$20 per hard lead



3-day campaign
1594 views
102 clicks
5 leads

LeadHax™

Online Real Estate For Agents.
It's simple, it's powerful and it's affordable.

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Why Advertise

FAQs

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Promote A Listing

Showcase a property.
Target **buyers** online.

Brentwood
4 Bed/2.5 Bath
\$499,999





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(510) 333-8541
Any Town Realty

LeadHax

ANY TOWN REALTY

Promote A Listing

Promote Agent Services

Dominate a zip code.
Target **sellers** online.

Julie Johnson
Any Town Realty
(510) 333-8541



Your local real estate
expert for the Bay Area

LeadHax

ANY TOWN REALTY

Obtain A New Listing

Real Estate Reverse Publishing

- Service the Agent market better
- Launch new print display products
- Reduce operating costs vs “manual” pagination
- Increase “street” sales time by reducing customer service tasks by sales reps

ASHEVILLE CITIZEN-TIMES • CITIZEN-TIMES.COM Sunday, October 31, 2010 #11

Happily served the families and students of Zeeland Schools for 28 years

Raynetta Praest
Real Estate Agent
616.610.1905
E: raynetta@fivestarlakeshore.com
W: raynetta.fivestarlakeshore.com

Have a great season and above all...
HAVE FUN!!!
"Miss McGee"

Long Beach Historic Homes & Neighborhoods
Sponsored · 10
Just Sold - 3 bed 2 bath tree top bungalow in Historic Carroll Park.

See what it sold for:
Less than 2 miles away on E 3rd... [Learn More](#)
www.mikenorhomedes.com
2 Likes
[Like](#) [Comment](#)

3-day campaign
1594 views
102 clicks
5 leads

Recruitment Advertising XML Feed Upgrade

Our Previous Job Ad Feed System Limited our Growth

- Smaller markets used a frail system for exporting job ads to Monster:
- Pushed a basic classified print ad into Monster with limited data, no branding, no customer or local market reporting
- These limitations limited our ability to grow
- Late 2015, we began a process to use the Wave 2 platform (our classified platform) to send ads to Monster

New Portal Entry Insures Sales Consistency

- Markets build print ad in legacy print system, then “toggle over” to the iPublish page
- Two screen interface
- Able to launch new initiatives faster
- More consistent packages
- Better internal reporting, stronger KPI's
- Fewer mistakes on the front end, less service work on the back end

Monster Start Date and Duration

Start Date
05/11/2016

Duration
30 Days

Enhancements
These are optional extras that you can add to your order.

Monster Package Options

| | |
|--|---|
| <input type="radio"/> Platinum Bundle | \$230 Gold Bundle + Twitter Card, for 30 day postings |
| <input type="radio"/> Gold Bundle | \$220 includes Bolding, Auto refresh, military, diversity, Career Ad network, for 30 day postings |
| <input type="radio"/> Silver Bundle | \$150 includes Diversity, Veteran, Bold and Auto-Refresh |
| <input type="radio"/> Monster Complete | \$90 Includes Military and Diversity, for 30 day postings |
| <input type="radio"/> Bronze Bundle | \$70 Bold and Auto-Refresh |

Monster a la carte Enhancements

| | |
|---|--|
| <input type="checkbox"/> Monster Auto Refresh | \$50 Your job ad is "refreshed" after 14 days, pushing it to the top of the search results |
| <input type="checkbox"/> Monster Bold | \$30 Your job ad is displayed in bold for more visibility |
| <input type="checkbox"/> Monster Diversity | \$60 Ideal for employers seeking a diverse work force |
| <input type="checkbox"/> Monster Match | \$25 up to 5 resume candidates within 48 hours |
| <input type="checkbox"/> Monster Career Ad network 7 day | \$50 Behaviorally Targeted audience Extension |
| <input type="checkbox"/> Monster Career Ad network 14 day | \$80 Behaviorally Targeted audience Extension |
| <input type="checkbox"/> Monster Career Ad network 30 day | \$150 Behaviorally Targeted audience Extension, for 30 day postings |
| <input type="checkbox"/> Twitter card | \$20 Instantly Post your job ad on Twitter |
| <input type="checkbox"/> Monster Veteran | \$50 Military.com is the #1 Military site |
| <input type="checkbox"/> Power Resume Search 2 week | \$400 100-mile radius access |
| <input type="checkbox"/> Power Resume Search 1 month | \$500 100-mile radius access |

Other Enhancements

| | |
|---|----------------------------------|
| <input type="checkbox"/> App Vault | \$30 Mobile Urgent Ads |
| <input type="checkbox"/> DMC video 7 day | \$70 for 7 day monster postings |
| <input type="checkbox"/> DMC video 14 day | \$85 for 14 day monster postings |
| <input type="checkbox"/> DMC video 30 day | \$99 for 30 day monster postings |

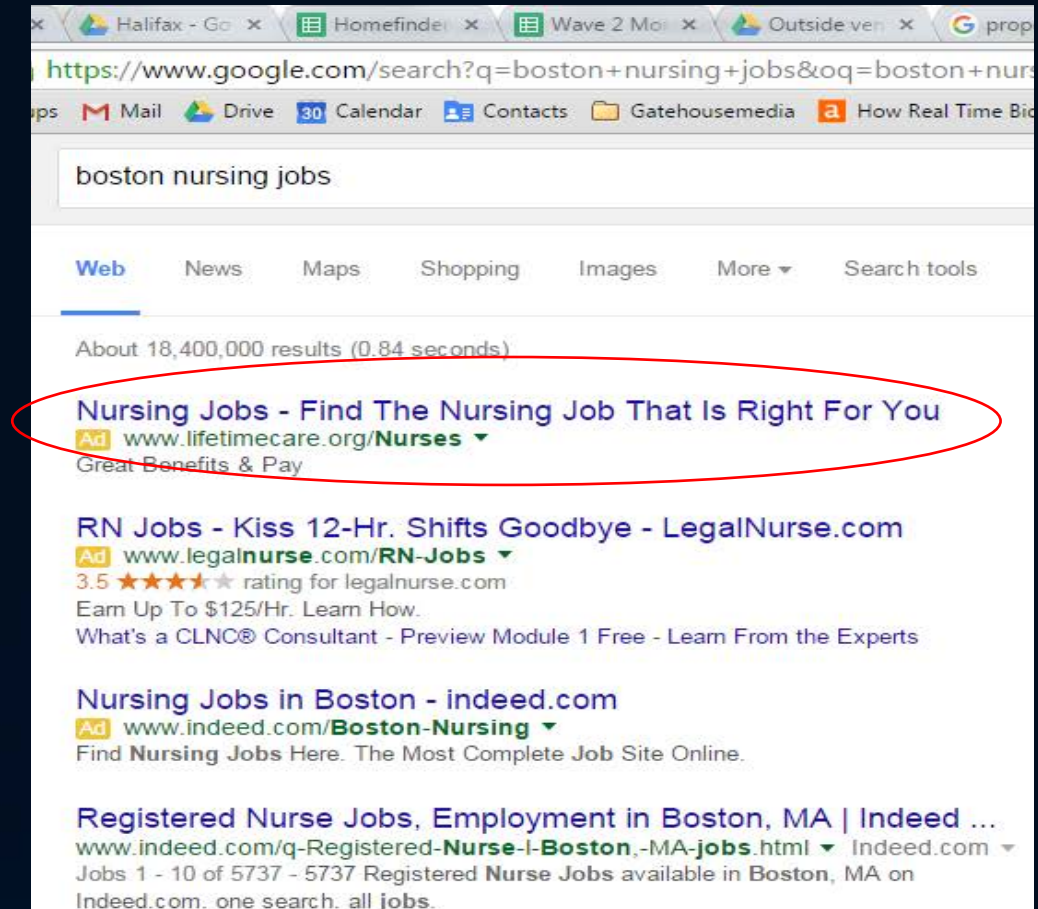
New Feed Elevates Job Ads with Enhancements

- Stronger employer branding initiatives
- Jobs ads can be uploaded and edited in real time (vs next day). which is critical for certain job openings
- Better real time stats on the number of job “views” and job apply KPI’s
- Employers can have resumes routed directly to their ATS software for a better “candidate experience”

The screenshot shows a job posting on the Monster website. At the top, the Monster logo is visible along with navigation links: Home, My Profile, Jobs, Career Tools, Advice, and Communities. Below this, there are links to Follow Company, Report this job, Save, Email, and All Company Jobs. The Carbone Auto Group logo is prominently displayed. A blue 'Apply Now' button is in the top right corner. The job title is 'Marketing or Sales Experience Manager'. Below the title is a large grid of small profile pictures of diverse people. The job description text reads: 'This marketing and sales manager sample job description can assist in your creating a job application that will attract job candidates who are qualified for the job. Feel free to revise this job description to meet your specific job duties and job requirements.' The 'Description:' section states: 'Accomplishes business development activities by researching and developing marketing opportunities and plans; implementing sales plans; managing staff.' The 'Job Responsibilities:' section lists several bullet points: 'Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.'; 'Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.'; 'Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.'; 'Determines annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand.'; 'Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.'; 'Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecast.' The 'Position Information' section on the right lists: Company (Carbone Auto Group), Location (Vendor, U.S.), Salary Wages (\$50.00-\$70.00), Job Status/Type (Full-Time/Regular), Date Posted (04/04/2014), Shift (Morning), Job Category (IT/Software Development), Occupation (Experience), Industry (Computer Software), Work Experience (3 to 5 Yrs), Education Level (Master Degree), Career Level (Experienced (non-manager)), and Reference Code (01234).

The iPublish XML Feed is “Vendor Agnostic”

- It can be sent to other vendors as we develop future recruitment initiatives.
- New add on products will include: SEM, BT, Facebook etc



Recruitment Results


- Using a single entry portal for all GHS market ensures higher quality job ads
 - Expanded content
 - 40% boost in additional services (enhancements)
 - Increased customer engagement with reporting dashboard
- Easier to add/modify/launch new packages across the enterprise

Obits Project

- Utilize the I-publish Obit portal to upgrade the look, feel and functionality of our print and online Obituary products
- Four major improvements
 - New Print Obit format
 - New Year End Tribute Section
 - Faster posting to online
 - New easier to use online portal for ordering Obits
- Apply “design” best practices to future classified category launches

Current vs New Print Formats

Clyde J. Smith



SPRINGFIELD, IL - Clyde J. Smith, 89, previously of Fort Myers, Fla., passed away Tuesday, Oct. 29, 2013, at Concordia Village Care Center in the care of Passages Hospice.

He was born in Greenview, Ill., on Dec. 27, 1923, the son of Geraldine and Clyde G. Smith and grandson of Edgar and Grace Page. He married Marian E. Stevens on Oct. 19, 1944, in Springfield. She preceded him in death.

Also preceding him in death were their sons, Michael J. Smith and James P. Smith, and his brother, Phil Rolfs.

Clyde was a graduate of Springfield High School. He was a veteran of the Army Air Corps and worked for Illinois Bell Telephone Company for over 40 years. He had his Illinois Realtor's License and a Ham Radio License.


He was a charter member of the Church of the Little Flower and a

Current design

TRIBUTES

CARLA LOUISE JEFFRIES 1970-2013

Samantha and Elizabeth's mother



Carla Louise Jeffries, 43, of Sibley, Mo., passed away Sunday morning, Aug. 18, 2013, at her residence.

Services will be 10 a.m. Thursday, Aug. 22, at the Speaks Suburban Chapel, 18020 E. 39th St., Independence. Burial will follow in Six Mile Cemetery. The family will greet friends from 6 to 8 p.m. Wednesday at the chapel.

Carla was born in Independence, Mo., on April 7, 1970. She graduated from Fort Osage High School in 1988 and received her associate's degree from Longview Community College. Carla worked at the Osage Honey Farm during her high school years. She began working for Mutual Benefit Life in 1988, but took a brief break to work at Redfearn Law Firm, before returning to Mutual Benefit Life. The company grew and changed names to Fortis Benefits, and now Assurant Employee Benefits, where she was still employed. She cherished the many friendships she developed over the years with everyone she worked with. Carla married her high school love, Troy Jeffries, on April 13, 1991. They made their home in Sibley, Mo., raising their two beautiful daughters, Samantha

Louise and Shannon Elizabeth. Carla enjoyed time with her family and friends. She was a supportive wife, fantastic mother and loyal friend. Carla enjoyed reading, cross-stitch, watching the Royals and, most of all, the countless hours dedicated to her girls' cheerleading. Carla was preceded in death by her maternal and paternal grandparents.

Carla is survived by husband Troy Jeffries, and daughters, Samantha and Shannon, all of the home; her friend by chance and mother by choice, Betty Endcott of Lee's Summit, Mo.; mother-in-law and father-in-law, Pat and Pete Jeffries of Sibley, Mo.; three brother-in-laws, Steven of Kansas City, Mo., David (Christine) of Sibley, Mo., and Travis (Jonna) of Sibley, Mo.; five nephews, three

About Jeffries

- Supportive wife to Troy Jeffries
- Dedicated to her girls' cheerleading
- Assurant Employee Benefits employee

nieces, and four great nieces and nephews; as well as her loyal dogs, Jack and Taz; and a wealth of extended family and lifelong friends. She will be missed by all.

A fund has been set up at Adams Dairy Bank in Blue Springs to assist with Samantha's and Shannon's education and activity expenses. Donations can be sent to Adams Dairy Bank, 651 N.E. Coronado Drive, Blue Springs, MO 64014, payable to: "The Samantha and Shannon Jeffries Fund." A special thank you to Mark Bohlen, Joe Sevcik and John Roberts for establishing this fund. Crossroads Hospice has been an incredible source of support and comfort to Carla, her family and her friends. Toni has been phenomenal. Her compassion, honesty and support have been comforting and valued.

Online condolences may be expressed at www.speakschapel.com.

Arrangements: Speaks Suburban Chapel, 816-376-3600.

New design

New engaging print design

- Utilizes Editorial Best Practices
 - Full Name displayed above the headline
 - Descriptive headline personalizes the obituary and reads like a news story
 - Easier to read 3 column horizontal format is ideal for clipping or framing
 - New 3 point “Life Highlights” box summarizing affiliations, achievements, education, hometown etc
- Greater visibility and engagement for signing the online guestbook

Kathlynn E. (Kat) Foley 1960 - 2016
Loving Mother and Grandmother

UTICA - Kathlynn E. (Kat) Foley, 56, of Utica, passed away on Wednesday, February 17, 2016, at St. Luke's Memorial Hospital, New Hartford, with the love and support of her family and her canine companion by her side.

She was born February 15, 1960, in Herkimer, the daughter of Marlene (Eaker) Foley and the late Francis J. Foley, Sr., and was a graduate of Herkimer High School.

From 2004 to 2009, Kathy lived in Fajardo, Puerto Rico, and was employed at the El Conquistador Resort. She was last employed at Bremer's Liquor in New Hartford, NY.

Her life was centered around her family, especially the time she spent with her daughter and grandchildren, cooking and baking. In her leisure, she enjoyed sewing, shopping and tending to her beautiful plants.

Survivors include, her daughter, Vanessa Stacks and husband, Nathan, of Utica; her canine

“daughter” Kani; two granddaughters, Autumn and Alyssa Stacks; her mother, Marlene Foley, of Herkimer; her former husband and close friend, Gary Gratch, of Utica; three brothers, Francis J. Foley, Jr., Michael Foley and Andrew Foley and wife, Joanne; three sisters, Michelle Ward and husband Rich, Kelly Hiltz and husband Ted, and Amy Basler and partner, Derrick Millard; several nieces, nephews, friends and cousins, including Cheryl Bryant and husband, Jim. She was predeceased by her father; and a brother, David Foley.

A celebration of Kathy's life will be celebrated on Sunday February 28, 2016,



About Kat

- Educated in Herkimer
- Enjoyed cooking and baking
- Resided in Puerto Rico for five years

at the American Legion Post 229, North Utica, 2:00-6:00 p.m.

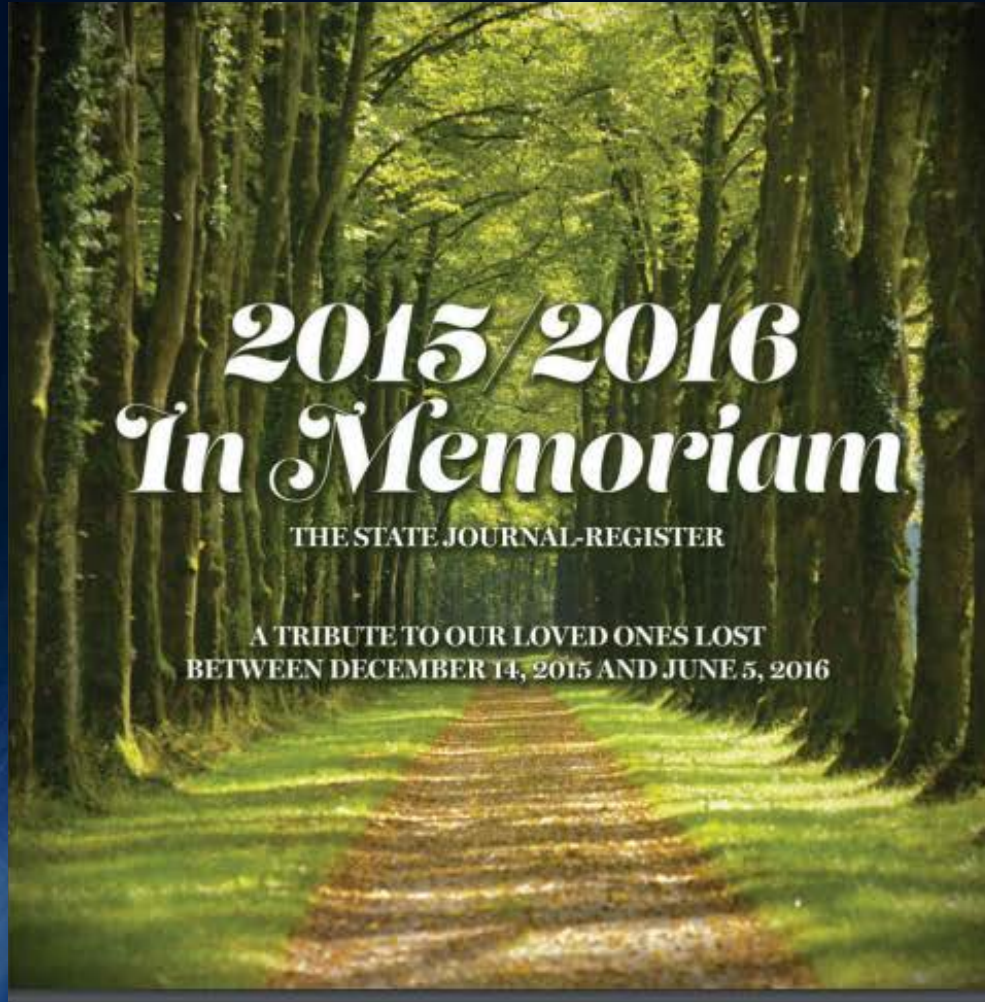
Arrangements have been entrusted to the Vincent A. Enea Funeral Service, New Location, 527 East Albany St., Herkimer, NY, 866-1500.







































All memorial contributions may be made, on behalf of Kathy's granddaughters, Autumn and Alyssa, for their future education; 473 Ashwood Ave., Utica, NY 13502.

To add to Kat's online memorial, please go to www.vincenteneafuneralservice.com.



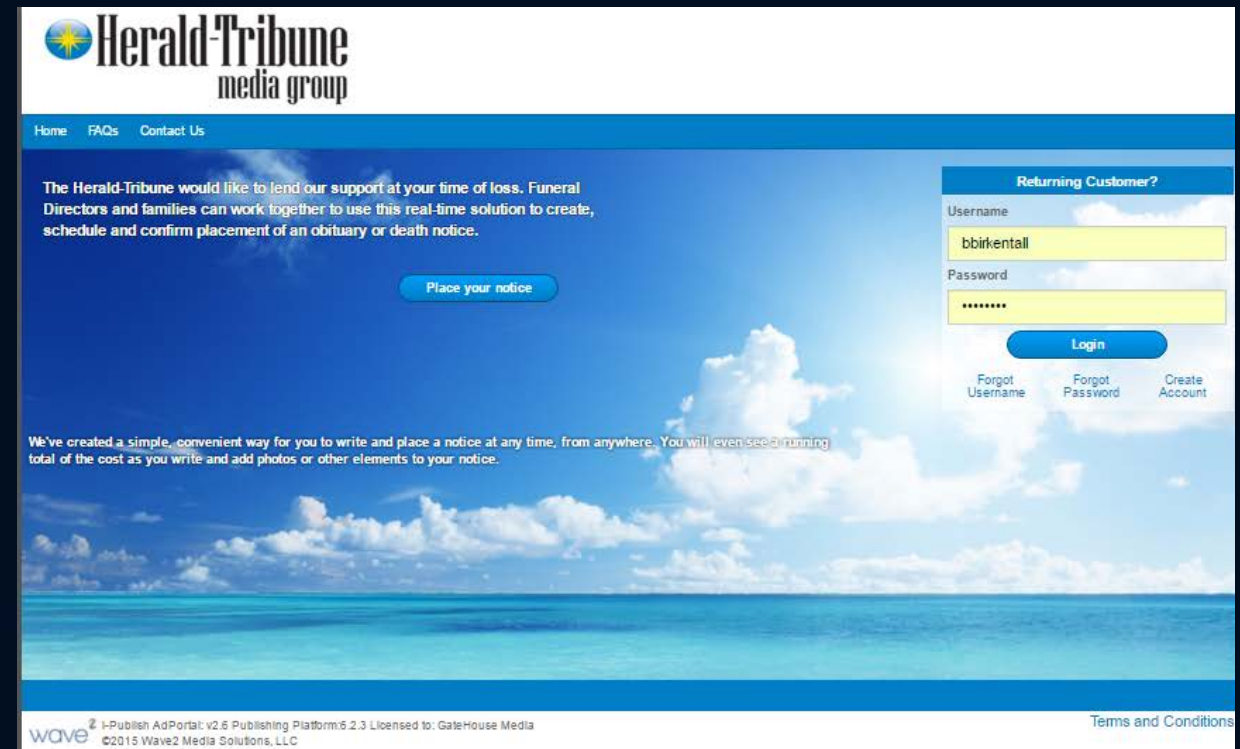
*Vincent A. Enea
Funeral Service*



| In Memoriam | | | |
|--|---|--|---|
| A | | | |
| GRADY SCOTT ABBOTT, 6 MOS. PALMYRA, IL SEP 29, 2015 - APR 10, 2016 |  | CINDY L. AGANS, 77 FRANKEE, IL AUG 18, 1938 - DEC 13, 2015 |  |
| DEAN ACKMANN, 81 TUCSON, AZ MAY 8, 2016 |  | LAURA E. AHERN, 64 SPRINGFIELD, IL APR 2, 1951 - JAN 11, 2016 |  |
| DEBRA ANN ADAMS, 62 SPRINGFIELD, IL DEC 26, 1953 - APR 24, 2016 |  | VYETTA JUNE ALBERT, 92 QUINCY, IL JUN 28, 1923 - MAR 7, 2016 |  |
| ELNICE OPPER ADCOCK, 82 MILWOOD, IL JUL 12, 1933 - FEB 27, 2016 |  | ELLIS LAMBERT ALBRIGHT, 89 GREENFIELD, IN MAY 11, 1926 - APR 29, 2016 |  |
| DAVID COY ADKINS, 96 CHATHAM, IL MAY 9, 1919 - FEB 24, 2016 |  | GEORGE "BUDD" H. ALEWELT, SR., 92 SPRINGFIELD, IL MAR 29, 1924 - MAY 23, 2016 |  |
| JOEL WAYNE ADKINS, 83 SPRINGFIELD, IL MAY 4, 2016 |  | TIM ALEXANDER, 49 HUNTSVILLE, IL MAR 19, 2016 |  |
| ANDREW 'FRED' AFFRONTI, 90 SPRINGFIELD, IL MAY 8, 1925 - APR 24, 2016 |  | CECIL JUNIOR ALLEN, 86 SPRINGFIELD, IL JUL 23, 1929 - MAR 9, 2016 |  |
| | | MARIE T. (JACOBS) ALLEN, 92 LINCOLN, IL JUL 28, 1923 - DEC 29, 2015 |  |
| | | N. JEAN ALLISON, 80 MORRISONVILLE, IL APR 18, 1935 - MAR 31, 2016 |  |
| | | DONALD L. ALLSPACH, 80 MT. PULASKI, IL SEP 26, 1935 - FEB 24, 2016 |  |
| | | BRIAN GEORGE ALTMAN, 71 SPRINGFIELD, IL FEB 22, 1945 - MAR 13, 2016 |  |
| | | KURT V. AMOS, 62 LINCOLN, IL JUL 11, 1953 - DEC 29, 2015 |  |
| | | WILLIAM R. ANDERS, SR., 71 SPRINGFIELD, IL OCT 18, 1944 - JAN 28, 2016 |  |
| | | CHARLENE FAYE ANDERSON, 88 SPRINGFIELD, IL JUN 10, 1927 - APR 20, 2016 |  |
| | | NANCY LEE FRYE ANDERSON, 78 SPRINGFIELD, IL MAY 29, 1937 - APR 28, 2016 |  |
| | | ROBERT C. ANDERSON, 72 LINCOLN, IL JUN 15, 1943 - DEC 31, 2015 |  |
| | | THOMAS LEE ANGELES, 70 SPRINGFIELD, IL DEC 23, 1945 - JAN 21, 2016 |  |
| | | LOUISE C. ANTONACCI, 90 SPRINGFIELD, IL DEC 31, 1925 - MAY 5, 2016 |  |
| | | HERMAN 'THERM' ANTONINI, 87 SPRINGFIELD, IL MAR 31, 1929 - MAY 4, 2016 |  |
| | | BRADLEY ALAN APER, 33 HARTSBURG, IL OCT 2, 1982 - APR 8, 2016 |  |
| | | MYRON L. APER, 74 LINCOLN, IL JAN 22, 1942 - MAR 2, 2016 |  |
| | | CLODBELLE I. APPEL, 95 SPRINGFIELD, IL AUG 16, 1920 - FEB 24, 2016 |  |
| | | HARRY L. ARGUS, 84 SPRINGFIELD, IL SEP 30, 1931 - APR 24, 2016 |  |
| | | DANA E. ASHBY, 51 MORTON, IL SEP 18, 1964 - DEC 30, 2015 |  |
| | | MARY RUTH ATER, 70 DECATUR, IL DEC 20, 1945 - MAR 15, 2016 |  |
| | | THOMAS H. ATWOOD, 74 ASHLAND, IL MAR 29, 1941 - MAR 15, 2016 |  |
| | | DOROTHY WELSH AUGSPURGER GRIARD, 81 GRIARD, IL FEB 9, 2016 |  |
| | | JONATHAN EDWARD "JON" BAER, 25 ST. LOUIS, MO JUN 7, 1990 - APR 6, 2016 |  |
| | | MICHAEL R. BAGGERLY, 59 SPRINGFIELD, IL APR 26, 1956 - FEB 18, 2016 |  |
| | | HELEN MARIE BAIETTO, 96 KINCAGO, IL OCT 31, 1919 - FEB 21, 2016 |  |
| | | JEFFREY DALE BAILEY, 44 LINCOLN, IL FEB 22, 1971 - FEB 1, 2016 |  |

New Online Ad Portal

- Funeral homes have their own log in credentials
- Submit orders 24/7
- Obits are immediately pushed online
- Easier to read 3 column horizontal format is ideal for clipping or framing
- New 3 point “Life Highlights” box summarizing affiliations, achievements, education, hometown etc
- Greater visibility and engagement for signing the online guestbook



Obit Results

- Both print products were created through the I Publish Ad portal
- iPublish also completely paginated the Tribute Section
- Of all the upgrades, the Ad portal was most appreciated by the funeral homes
- Of all the upgrades, the Tribute section has generated the greatest reader response.
- And the most Revenue, the typical market generated \$50K incremental per section, 2x/yr, \$100K per market annually

Summary

Real Estate (In process)

- Add higher demand online products to the portal
- Utilize SS to better manage customer service and ad building tasks
- Boost “street sales time” and transform the Sales Culture

Recruitment

- Utilize a single ad Portal to better manage job ads across the enterprise
- Elevate the content and effectiveness and ROI for your clients

Obits

- Create new print products and sections, generate incremental revenues
- Strengthen your relationships with your funeral home clients

Digital Initiatives

Group Discussion

WELCOME TO iPUBLISH MEDIA SOLUTION'S

Executive Forum

Chicago Marriott Downtown Magnificent Mile • 2016

Bay Area News Group

LeadHax / AdPortal Programmatic

Michael Turpin

EXECUTIVE VICE PRESIDENT AND CHIEF REVENUE
OFFICER, BAY AREA NEWS GROUP

BANG / LeadHax AdPortal Programmatic

- BANG and iPublish Media Solutions
- What is LeadHax?
 - Demonstration
- Coming to RE market near you – AdWerx
 - Demonstration
- Early results
- iPublish Media LeadHax Affiliate Program

BANG and iPublish Media Solutions

- Been working with iPublish Media for 6 years
- Principal Reason for Choosing iPublish Media:
 - Obits - we wanted an electronic solution that would satisfy the needs of funeral homes, allow us to operate more efficiently, eliminate error factor and allow us to reduce/re-utilize staff.
 - Classified – we wanted a single portal for both print and digital ads in order to enable cross media upsells and streamline backend processing

Classified - Previous Solutions & Pain Points

- We used AdBase-e for print ads
- Kaango for digital ads and marketplace
- Cross media selling nearly impossible
- Had to support two different systems
- Were paying Kaango every month

More Recently

- Have packaged Lasting Memories. It was introduced one year ago and rolled out with a general announcement to all local Funeral Homes.
 - Digital only package LMs and Legacy priced at 60% of the our print average
- We have been working on a Legal Advertising application and are having good results with Fictitious Business Names and some local government notices.
- Have implemented AdPortal Programmatic / LeadHax for Real Estate to compete with AdWerx


LeadHax - Real Estate Universe

Agents know they need a digital presence and many Brokerages do try to support but...



- Digital solutions available for the Real Estate industry are very fragmented, complicated and expensive.
- Digital Spending - agents and brokers, up 2.2% this year, to \$13.9 billion.
- **Agents spend 75% of their ad budgets on digital. (Borrell 2015).**
- Our goal was to create a completely self serve online advertising solution for Real Estate.
- **It has to be simple, powerful and affordable**

LeadHax Model



Online real estate advertising made simple

[Learn More](#)

Begin targeting eager buyers and sellers living right in your backyard!

LeadHax

Bay Area Real Estate Agents

Start capturing sizzling-hot, local leads today.

Local buyers and sellers want to hear from you.

So why aren't they?
It's time to start advertising to customers primed for buying and selling a property today.

Whether it's a one-of-a-kind home you're eager to sell or personalized services you want to promote, advertise effortlessly with LeadHax to command the market before your competitors do.

| | |
|--|--|
| 92% of buyers use the Internet for house hunting. | Sellers interview only one agent 66% of the time. |
|--|--|

Advertise. Capture. Close.
Packages start at just **\$99**

Use LeadHax today to make sure that **agent is you.**

LeadHax
leadhax.com

- Digitally target Realtors
- Video and descriptive landing page
- Agents self-register
- Nationwide MLS database
- Brokers love that agent pays for the ad
- Brokerage gets the branding
- Programmatic Buying
- Across the entire exchange
- Target 30 RE data segments
- 80 related websites
- Using The Trade Desk
- High quality clicks off of big brands
- No unrelated websites
- Reporting back to agents

LeadHax Demonstration

LeadHax

AdWerx

- Website Testimonials <https://www.adwerx.com/testimonials>
- 50,000 agents already registered
- Live for two years
- Selling through Broker Networks
- Demonstration
- AdWerx is out there stealing your ad dollars

Early LeadHax Results

- Launched Labor Day Weekend
- Bay Area Only – 2 MLS servers
- Email campaigns and house ads October 1st
- 100+ Campaigns sold to date
- Multiple and repeat buys

DFM Rollout Plan

- Adding 41 California MLS servers from ListHub plus local MLS
- Bay Area, SOCAL and NORCAL
- Launching Colorado in October
- Launching Minnesota November
- Other DFM sites before the end of the year
- All under the LeadHax brand
- BANG processing transactions, support and providing MLS data

iPublish Media Program

- Establish a network of AdPortal Programmatic sites
- Common brand or white label
- Products offered and pricing consistent
- Localized MLS and promotions
- Two Programs for Media Partners
 - 30% to 50% rev share

iPublish Media Program

- Promote LeadHax
 - Contract with iPublish Media Solutions
 - Brand, support and audience handled by LeadHax
 - Includes MLS for a fee
- Promote iPublishRE or a White Label with your brand
 - Contract with iPublish Media Solutions
 - Brand and support handled by you
 - Audience handled by AdTaxi or your audience provider (DSP)
 - iPublish MLS data, use your local MLS and/or license directly with ListHub

iPublish Media Program – Collaboration

- Collaboration of our media partners against AdWerx and others
- Very fast startup - programmatic only to start
- Adding Facebook ads, open house videos, landing pages, print and other products?
- Collaborative will drive this
- Standardized packages and pricing across the network

www.iPublishRE.com

- www.ipublishRE.com will be launched by Q1, 2017
- Search and display of MLS listings
- Attract agents to be routed to our network of partners
 - ipublishRE partners
 - LeadHax, ipublishRE and other white label partners; unique url sub-domains
- Aggregate listings from brokers, ipublish partners' MLS contracts and ListHub
- Pursue brokers for their endorsements
 - Promote the network to their agents
 - Brand control and promotion very attractive to brokers
- Collaboration of our media partners against AdWerx and others

AdCellerant Programmatic Digital Services

John Chamberlin

CO-FOUNDER, ADCELLERANT



ui
DOT marketing

proposals
DOT marketing

reports
DOT marketing

scheduling
DOT marketing

**“With AdCellerant’s help we have
added over \$250K/mo in
programmatic and over
\$675K/mo in Agency Services”**

- Scott Tobias, CEO Voice Media Group



**“By incorporating AdCellerant’s
Programmatic along with our
Agency Model, we have
consistently doubled digital
revenue period over period”**

– Matthew Chamberlin, National Director of Digital Brand Strategies



Case Study: Major Print Media Company - Blend

Summary - 1st 6 months

- 1,080 Proposals Presented
- 23.4% Closing Rate
- Avg. Deal Size = \$1,200/mo (5 Mo Avg. Sale)
- \$800,000 in Contracted Revenue
- \$6,570,063 Revenue in Pipeline

Total \$'s in Pipeline



Demonstration

ADCELLERANT, REPORTS.MARKETING/ADPORTAL
PROGRAMMATIC

Obituaries – A Changing Market

Andy Zimmon

VICE PRESIDENT OF OPERATIONS, iPUBLISH MEDIA
SOLUTIONS

Obituaries – A Changing Market

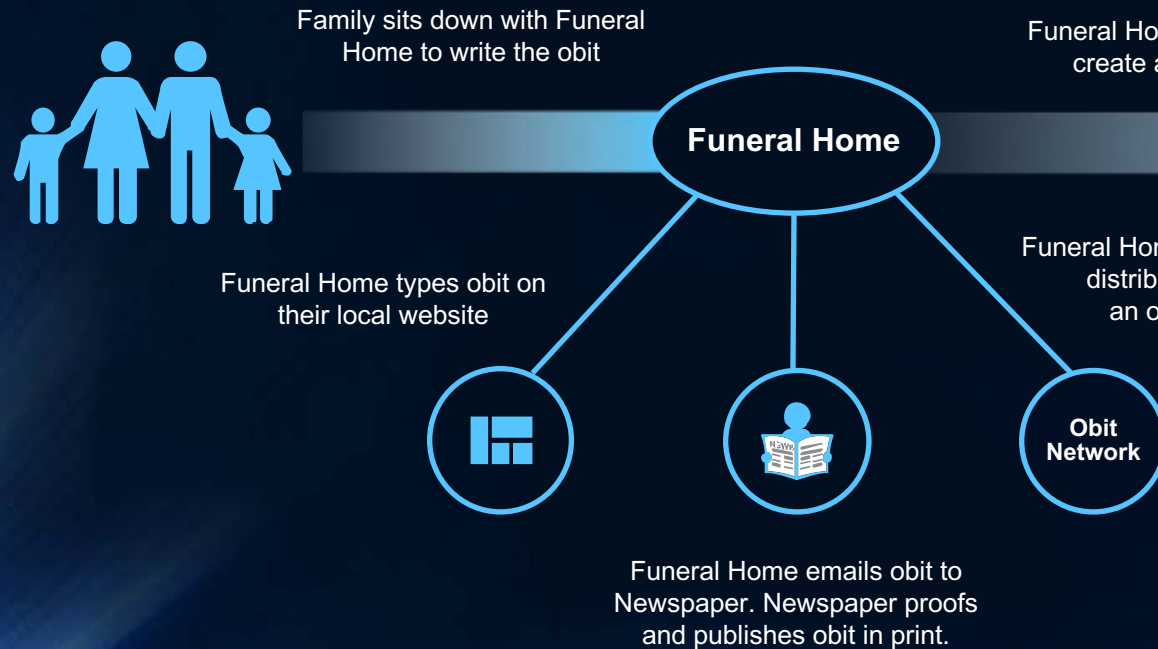
- 2016 iPublish Media will process 500,000+ obits
- Many markets are seeing declines
 - Number of obits and revenue
- Have print Obits Peaked?
- Moving towards digital alternatives
- How are people finding out about a death?
 - Social Media is having an impact
 - People use search rather than scanning your obits page
 - Funeral Home Website

Obituaries – A Changing Market

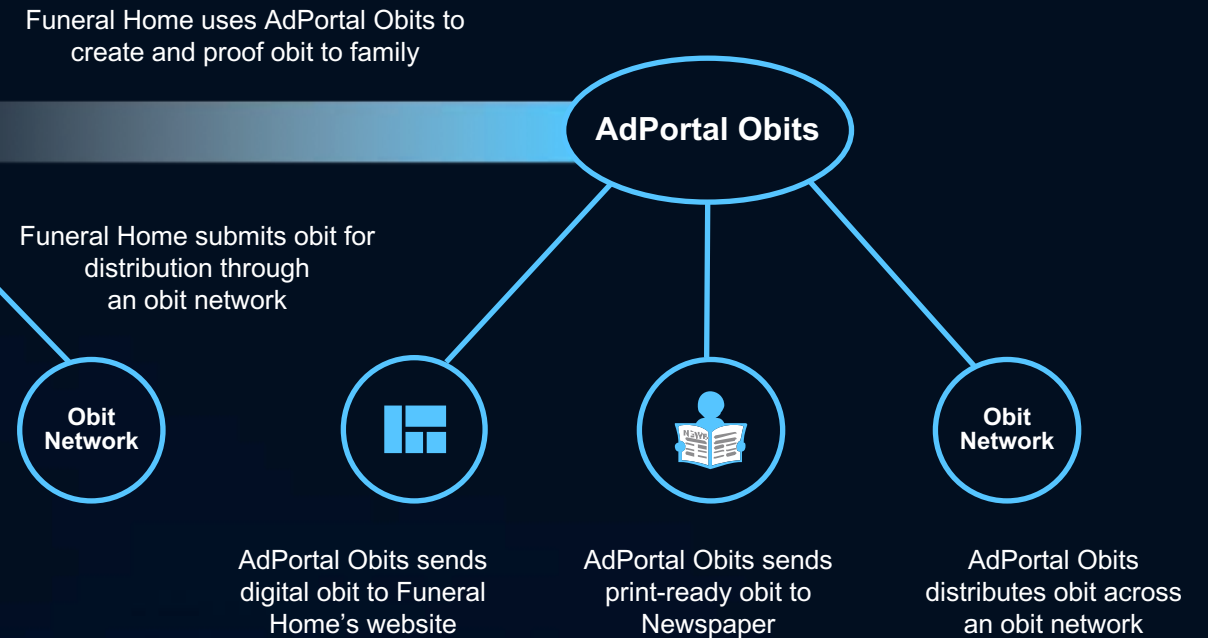
- AdPortal Obits creates your point of entry
- Easier and provides benefits to the funeral home
- Lasting Memories is a social media application
- You control its distribution in your local market
- Just a start leading to digital only packages
- Additional services for the funeral home
- Control the point of entry for all things obit

Funeral Homes

CURRENT WORKFLOW



PROPOSED WORKFLOW



BH Media Use Case: Obituaries with Lasting Memories

Terry Hall

DIRECTOR OF CLASSIFIED SALES, RICHMOND TIMES-DISPATCH

Lasting Memories

- Launched mid-September, 2016
- Lasting Memories is packaged with all obits except for small “funeral notice later” announcements
- Implemented rate increase
- Changed internal process to filter all obits through self-serve.
- This allowed for color obit photos online and in daily obituary newsletter

RTD Obituaries

Richmond Times-Dispatch

September 30, 2016

ADVERTISEMENT

TODAY'S OBITUARIES



BAKER, MARY "MAYBE"

BAKER, Mrs. Mary J. "Maybe," age 81, of Richmond, departed this life September 24, 2016. She was preceded in death by her husband, James A. Baker Sr. She is survived by two daughters, Chandra B. Leake and Sheila B. Hopkins; one son, James A. Baker Jr.; three grandchildren, Sheena R....



BOLLINGER, PAUL

BOLLINGER, Paul Thomas, 69, passed away on September 26, 2016, after a three-year battle with dementia. He was born on February 18, 1947, in Saratoga Springs, New York to Fred and Helen Bollinger. He is survived by a twin brother, Ronald from Palmyra, N.Y., a brother, John from Hyattsville Maryland;...



CLEVELAND, COLONEL MARTHA

CLEVELAND, Colonel Martha Stokes, 97, passed away on Saturday, September 24, 2016. The funeral service will be held Saturday, October 1, at First Baptist Church at 11 a.m. Viewing will be held prior to the service from 10 to 11 a.m. Visitation will be held Friday, September 30, from 6...



DAVIS, JOYCE

DAVIS, Joyce Morrison, of Mechanicsville, passed away Saturday, September 24, 2016. She was preceded in death by her husband of 49 years, Robert "Bob" Davis; father, Linwood Morrison; mother, Myrtle Smith Morrison; and brother, L. Eugene Morrison. She is survived by a nephew, Steven Eugene Morrison (Dana); four great-nieces, Taylor...

Lasting Memories

- Added link from online obituaries to Lasting Memories
- Turned off existing guest books
- Lasting Memories is now the only guest book solution at the RTD



Santa Rosa, California; three children
Dr. Donald L. Cleary Jr. of Augusta, Georgia, Jennifer DeRusha of Manakin-Sabot and Vicki Pope of Odessa, Florida; and numerous grandchildren and great-grandchildren. He is also survived by his loving wife, Ann Burton Cleary. Don was a dedicated member and deacon at Broadus Memorial Baptist Church and loved God with all his heart. He served in the Navy for eight years and spent most of his life as a sales associate, where he worked for major beauty businesses, winning numerous awards and trips abroad for his excellence in sales. Don was a people person and loved making friends. A memorial service will be held on October 2, 2016, at 1:30 p.m. at Broadus Memorial Baptist Church, with a reception following. In lieu of flowers, donations may be made to Broadus Building Fund or the charity of your choice.

[View online memorial](#)


Posted in Obituaries & In Memoriam, Deaths on Thursday, September 29, 2016 12:00 am.

Leave a Tribute

Memorial Tributes


LEAVE A TRIBUTE

SHOW NEWEST FIRST




Candle lit by [Dr. R. Dionne Ward](#) on October 3rd, 2016

Loved and appreciated by a great number of his students and colleagues, I will always remember Harvey for his devotion to education and for helping students to reach beyond their potential. I am praying that the family finds comfort in knowing how many lives he touched in a positive way and that God will continue to be with you during this time of sorrow.




Candle lit by [Peg Ruggiero](#) on October 3rd, 2016

Although I did not know Dr. Hicks, I do know his wife, Rene. Given that she is a woman of integrity, compassion and intelligence, I am certain Dr. Hicks was as well. I am thankful that he dedicated his life to the students of RPS. I am so sorry, Rene, for your loss and pray for you and yours during this time. May your many memories bring you comfort, and later, joy. Peg Ruggiero



Candle lit by [Cheri James](#) on October 3rd, 2016

I worked with Harvey, for years through REA. When Harvey was REA president I was his vice president. Although I remained with the Association, I kept up with Harvey as an administrator. I will remember him for his passionate dedication and continuous commitment to Richmond Public Schools, the educators and the students; he truly left a legacy for many to follow. God be with his family.




Candle lit by [ROSE WILLIAMS](#) on October 4th, 2016

silence is golden>>>>>
thoughts and memories are forever
be blessed family one and all.

Leave a Tribute:

Subscribe to receive e-mail notifications when others contribute to this memorial.



ADD PHOTOS

This memorial is administered by:

[Rene S. Hicks](#)

Created in partnership with

Richmond Times-Dispatch

TimesDispatch.com

Richmond Times-Dispatch

300 E Franklin St

Richmond, VA 23219

804-643-4414

53 views

His Life

- Allowed family to tell a nice story about David's life
- Focused on his sweet nature and how he tested the limits of society, sometimes to the detriment of his own welfare.
- Careers, sports, love of animals
- Cause of death
- Included information that you may not normally see in a print obituary

1967 - 2016

[About](#) | [His Life](#) | [Gallery](#) | [Stories](#) | [Obituary](#)

DAVID

David was a caring, loving and sweet son. He was capable of testing the limits and norm's of society, that in many cases was detrimental to his own welfare. David was fun loving and a prankster but only had goodwill toward others. He was a very compassionate individual who loved his family and friends. David had an engaging smile that would invite strangers into a conversation.

David was born in San Mateo, California (San Francisco), lived in and loved Richmond, VA (Varina), Maui, Hawaii, Hardyville, VA. David was torn between living in Maui, Hawaii (mother Carmen's home) and Richmond, VA area. He also loved the South West VA area of Grayson County and Wytheville (Dad's home turf).


Among some of his jobs were Budget Rent-A-Car (rental agent), United Airlines (customer service), Route sales, automotive sales, masonry construction

David loved and admired his older brother Joe, who introduced him to Virginia Tech football. Joe's involvement with the VT football program allowed David to meet the staff and players of the team. He became a die hard Hokie fan who could recite names and stats of the team. David was a huge sports fan in general but particularly a dedicated fan of VT.


David had a passion for the animal kingdom and was devoted most recently to two dogs Kula and Lola, plus two stray cats.

In most recent times, David and dad, Joe Sr, worked side by side to build David a modest home of his dreams in Hardyville, VA. There, he shared his home with loving friend Delores Barry and a stray cat that gave him comfort to the very end.

David died early Wednesday morning September 21, 2016 of a massive heart attack, caused by hardening of the arteries.




Invite your family and friends to visit this memorial:

[INVITE NOW](#)

Your E-mail Notifications:

[Subscribe](#) to receive e-mail notifications when others contribute to this memorial.

[ADD PHOTOS](#)

Stories and Gallery

[About](#) [Her Life](#) [Gallery](#) [Stories](#) [Obituary](#)

[Sign In](#) to add a story

Shared by: [Mike Koren](#) on 09/30/2016




Jumbo minnows at a friend's farm pond..the fish got off the first time..Ginny was so upset..she threw it back in the same spot and the picture says the rest


[About](#) [Her Life](#) [Gallery](#) [Stories](#) [Obituary](#)

[Photo](#) [Audio](#) [Video](#)

[Slideshow](#)



by [Mary Huffman](#)
RTD0085301



by [Mike Koren](#)
20160930_102545

Obituary

- See obituary as it appeared in print
- View larger version option

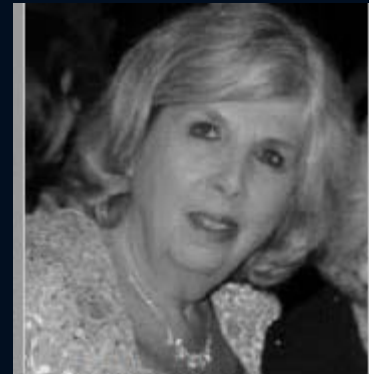
[View larger version](#)



KEENER, Vickie Noland. On October 7, 2016, a memorial service will be held at Crowell Brothers Funeral Home and Crematory, Norcross, Georgia, for Vickie Noland Keener. Vickie was born in East Liverpool, Ohio on December 29, 1946, to Lenora Jean Friess Noland and the late Henry W. Noland. Her family moved to Hopewell, Virginia, where she later attended school and graduated from Hopewell High School. Vickie passed away after a short battle with cancer on September 23, 2016, at Halcyon Hospice, surrounded by her mother, children, grandchildren and dear friend, Carol O'Connell. Vickie's greatest love was spending time with her granddaughters, Kara, Samantha and Charlie. She was their greatest fan on the sideline- cheering with them at their football games and cheering for them at their swimming events. Vickie is survived by her son, Scott Keener; her daughter and son-in-law, Leslie (Kristy) and Brian O'Connell; granddaughters, Kara, Samantha and Charlie, all of Atlanta, Ga.; mother, Lenora Jean Friess Noland; brothers, Buddy L. Noland (Anna Buffo) and Danny N. Noland (Robin Willis); nieces, Giuliana Noland Brink, Natalia Noland and Janie Willis; and a nephew, Ryan Noland (Tina Pickering). In lieu of flowers, donations may be made to the Cancer Research Institute, www.cancerresearch.org or The Hospice Promise Foundation, c/o Halcyon Hospice, 5411 Northland Drive, Atlanta, Ga. 30342. Attention: Lisa Nock.

[View larger version](#)

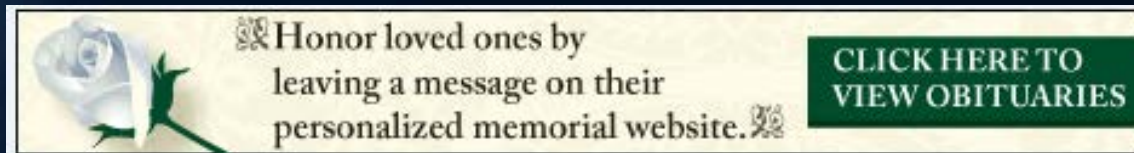
Executive Forum

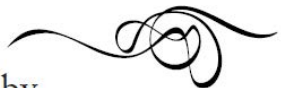


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Lasting Memories

- Running promotion ads in print to alert readers to new feature
- Promoting on website and in daily obituary newsletter






Honor loved ones by leaving a message on their personalized memorial website.

You can find Lasting Memories by viewing obituary notices on **Richmond.com**. Click on the “**View Online Memorial**” link at the end of the obituary notice.

You may:

- Leave a message for the family
- Post photos and videos
- Share a story
- View their obituary
- Share on Facebook
- More



390909-02_2x4

Funeral Home Follow Up

- Present at upcoming local funeral directors' meeting
- Follow up in-person funeral home visits

Self Serve Obituary Update

- 17 BH Media markets using self serve portal for obituaries with one more market about to launch
- Almost 55% of our obituaries are placed by funeral homes or family members using the self serve tool
- The funeral homes like the service because it allows them to provide instant price quotes and proofs of the obituary to family members
- They find the tool to be easy to use and an efficient use of their time because they can place notices 24/7
- Adoption rates improved through presenting at funeral director meetings, in person visits and training, written instructions and funeral director testimonials

Funeral Director Testimonials

Funeral home testimonials



"We have been using the RTD self-serve obituary system since its inception. It has given us the freedom to interact directly with the newspaper while meeting with families for arrangements. This provides additional comfort and trust with the customer, as we can give them a firm cost of their obituary and let them view a sample before it is actually in the paper. It is easy to use and all our professional staff had no trouble learning how to use it."

— Larry Corey, Manager/Funeral Director,
Morrisett Funeral & Cremation Service



"As the location manager of a busy funeral provider, using Wave 2 allows me to regain some of my valuable time that can easily be lost during the course of a workday. I can schedule death notices at my convenience and it takes me a maximum of five minutes from logging into the system to receiving an immediate confirmation. I can then share the confirmation with my valued client families so they will see the appearance of the death notice as well as the exact cost. Thank you for making Wave 2 so easy to use!"

— Ben Lombardi, Manager,
Woody's Funeral Home



"The new self-serve obituary system is very quick and easy to use. It allows us to give families print-outs on the spot of how the obituary will be presented in the Times-Dispatch. Also, it gives instant confirmation that your entry will run when it is supposed to."

— Jason Jenkins, Funeral Director,
Joseph Jenkins Funeral Home

ads.timesdispatch.com/richmond-adportal/obits
Call 643-4414, option 3, for more information

Richmond Times-Dispatch | **RICHMOND™**

Marketplace – Corporate Rollout

Jeff Bergin

VICE PRESIDENT, VERTICAL STRATEGY, HEARST NEWSPAPERS

One Platform Classified

- KAANGO Replacement
- Consolidate on one platform
- Experiment with stand alone classified brands

KAANGO Replacements

- Albany Times Union
- Connecticut Post
- San Antonio Express News
- San Francisco Chronicle

Albany and Connecticut

TIMES UNION Classified Marketplace

Friday, October 7, 2016
2:57 PM PDT

Home Place an Ad Sign In Register

Create and schedule your classified advertisements for print and online. It's quick and cost-effective with **TIMES UNION AdPortal!**

PLACE AN AD

- ANNOUNCEMENTS (965)**
- AUCTIONS (33)**
- CARS & VEHICLES (50)**
- GARAGE, MOVING SALES & FLEA MARKETS (46)**
- MERCHANDISE (62)**
- PETS & ANIMALS (44)**
- RENTALS (6)**
- REAL ESTATE (4)**

Spotlight Listings

CARS & VEHICLES | Mazda

2009 Mazda 6 Touring, Auto, 4dr, 2.5L, fwd, am/tm/vd, fully loaded, ONE OWNER, just serviced & NYS inspected, no rust, spotless, 30MPG, only \$5990, 158000 Miles, 518-596-5435

Merchandise | Merchandise

2 piece Cushman China Cabinet good condition, call after 4pm, 518-477-1333

CARS & VEHICLES | Saturn

2007 Saturn Aura 4dr, V6, auto, A/C, Htd. Leather, CD, Alloys, New Tires, Sunroof, pwr seats, Remote Start, New Brakes, 82000 Miles, 518-381-6006

Pets & Animals | Dogs

Dog LABRADOR RETRIEVER AKC, Pups, Ready in 2-3

CLASSIFIED MARKETPLACE

Connecticut Post | The News-Times | The Advocate | The Hour | Greenwich Time
Darien News | Fairfield Citizen | New Canaan News | The Spectrum | Westport News | Wilton Villager

Home Place an Ad Sign In Register

Search Classified Marketplace
Examples: Sofa, Lawn mower, Plumbing

- Jobs**
- Public & Legal Notices**
- Real Estate - Rentals (114)**
- Transportation (48)**
- Real Estate - For Sale (16)**
- Announcements (2)**
- Obituaries / Memoriams**
- Stuff (274)**
- Tag & Estate Sales (70)**
- Services (40)**
- Animals (6)**

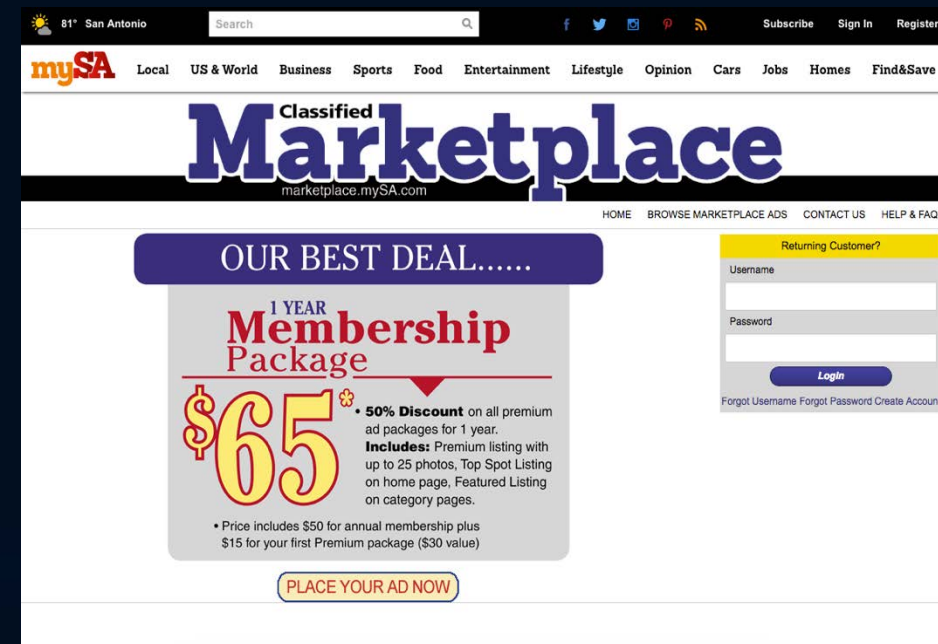
"off the hook"

They need you.

AdoptUsKids.org

iPublishmedia
iPublish Marketplace powered by iPublish Media Solutions © Copyright 2016

San Antonio Membership Program



Stand Alone Classified Brand - Learnings

The screenshot displays the SoutheastTexas.com website. The header includes the site logo, a language selector, and a 'Need Assistance? GET HELP' button. A navigation bar lists categories: Login, Home, Classifieds, Boats, Firearms, Furniture, Pets - Dogs, Used Autos, and New Autos. Below this, a secondary bar lists sub-categories: Motorcycles, Real Estate, JobSeek, Singles Club, Events, The STAN, and Advertising Options. The left sidebar contains a 'Login & Account Info' section with fields for E-Mail Address and Password, a 'Forgot your password?' link, and a 'Sign In' button. Below this are links for 'New User?' (Create your account now!, Why sign up?), 'Browsers and Buyers Do Not Need a Personalized Account', 'Problems?' (Didn't receive activation email?, Forgot your password?, Read our FAQ, Contact Support), and 'View Our Privacy Statement' (Please click here). The main content area features a 'Featured Advertiser' section with a Yoplait GOBIG advertisement. Below the advertisement, a text block describes SoutheastTexas.com as a large online marketplace for Southeast Texas and Southwest Louisiana, highlighting its diverse community and wide range of items for sale or trade.

SOUTHEAST TEXAS.com

Select Language ▼

Need Assistance?
GET HELP

Login Home Classifieds Boats Firearms Furniture Pets - Dogs Used Autos New Autos

Motorcycles Real Estate JobSeek Singles Club Events The STAN Advertising Options

Login & Account Info

E-Mail Address
Password
[Forgot your password?](#)
Sign In

Problems logging in?
Call 409-832-9869

New User?

- [Create your account now!](#)
- [Why sign up?](#)

Browsers and Buyers Do Not Need a Personalized Account

Problems?

- [Didn't receive activation email?](#)
- [Forgot your password?](#)
- [Read our FAQ](#)
- [Contact Support](#)

View Our Privacy Statement

- [Please click here](#)

Featured Advertiser

Yoplait GOBIG
the new way to fuel amazing

SoutheastTexas.com is the ginormous online marketplace for Southeast Texas and Southwest Louisiana enabling local and national trade.
With a diverse and passionate community of individuals and businesses, SoutheastTexas.com is where millions and millions of items are advertised, purchased or traded each year. Get inspired! Explore more than 400 categories of great deals, find a new career, a car, a dream home, your next date or life-time mate; turn household items into cash or market your small business! For more information, contact Craig Hatcher at chatcher@hearstip.com

Examples of Experiments

Midland Daily News | Huron Daily Tribune

great lakesbay
classifieds.com

Search

Home Place an Ad Sign In Register

Create and schedule your classified advertisements for print and online.
It's quick and cost-effective with **AdPortal!**

PLACE AN AD

| | |
|---|---|
| Merchandise (35) Garage Rummage Sales (12) Out of Area (6) Miscellaneous Articles (3) Craft Shows Bazaars (2) Estate Sales (2) Farm Produce (2) Auctions (1) Computers Video Games (1) See More | Services (23) Business Services (8) Home Improvements (4) Cleaning Residential Commercial (3) In-Home Caregivers (2) Adult Foster Care (1) Carpenters Contractors (1) Instruction Courses (1) Lawn Garden Care (1) See More |
| For Rent (22) Houses (8) Apartment (5) Duplexes (4) Commercial Rentals (2) Lease With Option to Buy (1) Storage Space Rentals (1) Townhouse Condo (1) | Announcements (16) Legals (9) General (5) Business Opportunities (2) Automotive (12) Automobiles (9) 4 Wheel Drive Vehicles (1) Vans (1) Vehicles Wanted (1) |

iPublish Media Support / Development

Brian Gorman / Jim Spurrell

VP OF SALES / VP OF ENGINEERING, iPUBLISH MEDIA SOLUTIONS

iPublish Media Support / Development

- Standardized our platform AdPortal
- Common Software architecture enables us to scale support
 - Integration tools and data handler
- Hosting strategy
 - Started with dedicated servers for each customer
 - Moved to virtual configurations
 - Beginning to use Amazon
- Development Process
 - Driven by customer requirements
- Support policy
- Thank you for your business

Local Media Insider

Alisa Cromer

PUBLISHER

LocalMediaInsider

Business intelligence
for publishers & marketers

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By target customer +

☐ Auto

☐ B2B

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Promote A Listing
Showcase a property
Target buyers online.

Investment
3 Beds 2 Bath
\$499,000

Julie Johnson
Julie Johnson
Real Estate Broker

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Houston Chronicle inc self-serve real estate ads

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By target customer +

- ☐ Auto
- ☐ B2B
- ☐ Beauty
- ☐ Cause
- ☐ Dining
- ☐ Education
- ☐ Employment
- ☐ Events
- ☐ Financial
- ☐ Grocery
- ☐ Health
- ☐ Home furnishings
- ☐ Home services
- ☐ Non-profit
- ☐ Political
- ☐ Real estate
- ☐ Retail
- ☐ Travel
- ☐ Weddings

GO!

Topics +

- ☐ Advertising
- ☒ Agency
- ☐ Classifieds
- ☐ Conferences
- ☐ Content
- ☐ Contests
- ☐ Coupons
- ☐ Deals
- ☐ Digital services
- ☐ Disruption101
- ☐ E-Commerce
- ☐ E-mail
- ☐ Event
- ☐ Eventlistings
- ☐ Marketing
- ☐ Marketplaces
- ☐ Mobile
- ☐ Native
- ☐ Obituaries
- ☐ Paid Content
- ☐ Sales
- ☐ Search
- ☐ Social
- ☐ Video



CATEGORIES - MAIN

Best Digital Agency

Here are the 2014 best digital agencies.


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CHECKLIST

12 great B2B social content ideas for ...


What should go on the B2B content schedule for your digital agency? Amazingly, even marketing companies often fail to showcase their own talents by marketing themselves. Use this cheat sheet of 12 ...

CASE STUDY



SpeakEasy's high end agency tops \$3 ...

SpeakEasy, a local digital agency that focuses on social and content marketing build \$3 million in business from prestige clients in the area. President Mike Orren shares how it was done, including: ...



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| Advertising Ad Networks Ad building platforms Ad serving software Ad tracking Design Email Landing pages Native Pay-per-lead | Content Bridal Contesting platforms Drones High school sports National and international news Niche Paid Radio | Parenting Media Association Contests Partnership opportunities Email Hyper-local Marketplace | Sales CRM Employee testing Leads Political Telemarketing Tools Training | Video Conferencing Editing Email Hardware High school sports Live streaming Platforms Services Sports Videography services |
|--|--|---|---|---|

Services & Platforms


Additional Business Models


- No additional investment
- Immediate revenue generation



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Matt Flinner Trio

One Longfellow Square •
8:00PM • \$20.00
181 State St. Portland, ME
Bluegrass. Jazz. Celtic tunes.
Americana. Roots music. New
acoustic. Chamber grass. Call their
style whatever you want, but there's
no denying that the Matt Flinner
Trio draws from a melting pot of
musical heritage. Hear them
tonight, along with guest Steve
Roy.


**MATT FLINNER
TRIO**




Arc Iris at Empire

Empire • 10:00PM • \$10.00
575 Congress St, Portland, ME
Here's something rare: a dance
night that explores the complexities
of the human condition. Dance to
something with lyrical meat on its
bones, when the genre-shaking
indie rock band Arc Iris takes the
stage for an onslaught of hypnotic,
wild and shape-shifting grooves.
With Superhuman Happiness.

ARC IRIS



Evening for the



A.R. Gurney's Later

Full Promotional Schedule

- Advertiser contests
- Sweepstakes
- Traditional and non-traditional categories
- Deal store






- Home improvement /sweepstakes
- Maine Vacations: Pooled resource campaigns
- Medical/assisted living
- Adding native without large website
- Newer National brands based locally
- Partner for video food channel/programmatic support part of package

Native Advertising

Spicysouthernkitchen.com



jalapeno pepper slices. I don't think brats ever tasted so good. The best thing about these brats is they already have the ...[keep reading!](#)


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Spicy Shrimp and Tomato Cream Pasta

May 8, 2016 | [Dinner](#)




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Spicy Shrimp and Tomato Cream Pasta makes an easy weeknight meal that can be prepared in under 20 minutes. It's perfect for busy weeknights and the amount of spice is easily varied. This recipe is based on one of the most

 are my greatest passions.

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Wrap Up

Brian Gorman

VICE PRESIDENT OF SALES, iPUBLISH MEDIA SOLUTIONS