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# THE TRANSMITTER

## The Future of Newspaper Ad Receipt

AdSEND announced that the company is improving the way it transfers advertisements from advertisers to newspapers. For years, ads have been sent to newspapers using Associated Press (AP) satellites and servers, but in 2009 they will be transmitted over the Internet, making for a modern, flexible and robust environment. This move will also eliminate the need for proprietary hardware. Newspapers need to be aware of the forthcoming changes and adjustments that will be made.

AdSEND was acquired from the AP in 2006, and since then many improvements have been made to the product's infrastructure. The move off of the antiquated satellites and servers is the next logical step in the process, and it must be completed in 2009.

Company president Al Edwards said, "We're aware that at many newspapers, the AP satellites and servers are the crucial starting points of their advertising production workflows. That's why we're working to make the transition as smooth as possible, while offering a new product

with the functionality they need."

These changes will be discussed at a series of events AdSEND is hosting beginning in just two months, entitled the **Newspaper & Advertiser Summits**.

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The events will take place in three cities across the country, so individuals can attend the one that's most convenient and cost-effective for them.

**The dates and locations are:**

- **New York City: Sept. 15 - 16**
- **Chicago: Oct. 6 - 7**
- **L.A.: Nov. 12 - 13**

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# The Future of Newspaper Ad Receipt cont'd

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The Summit will feature one day of open forums and lively discussions to share ideas between these two important industry players. The Internet migration session will be led by AdSEND's Vice President of Client Service, Leslie Ball.

We will also feature a session between newspapers and advertisers regarding best practices and how each can make the other's job easier. Newspaper industry veteran, Christina Wardlow of CLW Consulting, will moderate the session.

Edwards said, "In today's tough economy where businesses are forced to do more with less, it makes sense that newspapers and advertisers have spoken to us about having this dialogue on conducting better business so that each continues to thrive and be prosperous. The Summit is about bringing together two of our largest customers and helping them achieve this important goal."

We will also include a session that explores the growing field of self-service advertising, moderated by industry veteran and AdSEND employee Laina Larabee.



The Summit will provide plenty of networking opportunities.

Self-service advertising allows newspapers to reach smaller advertisers in their markets that previously would not be cost-effective. Generally 80 percent of advertising revenue comes from 20 percent of available advertisers and self-service allows newspapers to tap into a new revenue stream with that other 80 percent of small, local businesses.

The Newspaper & Advertiser Summit will provide plenty of opportunities for casual networking. We're featuring a cocktail reception the evening prior to sessions so everyone can meet each other. During the day of the sessions,

attendees are free to mingle during breakfast, lunch and break time.

AdSEND is committed to attracting the most attendees possible in order to present high-quality events with plenty of compelling dialogue. Therefore, the company is **not charging any registration fees.**

In New York City the Summit will be held at the Hotel Pennsylvania, in Chicago at the Hilton Garden Inn - Chicago O'Hare, and in L.A. at the Hilton L.A. Airport. Attendees should book overnight accommodations directly with the hotels and mention the Summit to receive discounted rates.

We'd love to hear from you and we are collecting feedback and suggestions for the Summit. If you would like to participate and offer your opinion, visit this web site and fill out a very quick survey:  
[www.adsend.com/submitsurvey.html](http://www.adsend.com/submitsurvey.html)

Newspapers and advertisers can register by visiting this web site:  
<http://www.adsend.com/summit.php>,  
emailing [usmarketing@adsend.com](mailto:usmarketing@adsend.com)  
or calling us at 1-800-2-ADSEND (1-800-223-7363).

# Self-Serve Advertising Benefits

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Self-serve advertising is all the buzz at newspapers, but what is it and why would a newspaper want to go with such a solution? Three good reasons: for increased revenues, reduced costs and greater customer satisfaction.

## Increased Revenues

As with many scenarios in business, the 80/20 rule applies in newspaper advertising -- 80 percent of advertising dollars come from 20 percent of advertisers. Self-serve advertising provides a new way to get revenue from that other 80 percent. It does so because of the lower cost of entry, allowing mid- to small-size businesses to start purchasing. Plus, these advertisers don't have to be graphic designers or know a creative agency. All they need is Internet access and they will be on their way to creating an ad campaign.

## Reduced Costs

Going by today's advertising model, most new advertisers are brought on board to a newspaper through the efforts of an advertising sales representative. And even after they become a customer, they oftentimes still require hand-holding. With the newer self-serve model, however, this is cut down to a minimum and can even be eliminated.

Depending on the software a newspaper employs, once advertisers create their account, they may choose a type of ad, size of ad, zone, frequency, and even pay the bill -- all online without the assistance of a newspaper employee. That means advertising sales reps are freed up to call on lucrative prospective national advertisers and also have more time to devote to their most valuable clients. Therefore, a newspaper may even obtain more revenue in the future.

## Greater Customer Satisfaction

One of the great things about self-serve advertising is an advertiser may create and schedule a professional-looking ad any time, day or night. They need not wait for regular business hours or for a sales rep to be available.

Plus, once advertisers finish creating their ad, they will be able to see immediately how the ad will appear when it's published. This reduces complaints and make-goods.

## New Model

While the traditional model of newspaper advertising isn't going away any time soon, self-serve is a bright new spot in the advertising world that newspapers may want to examine more carefully.

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