

## The Value of an Intuitive Buying Experience



## Greetings from Wave2

It's been a while since our last newsletter but we've been very busy at Wave2 and just completed a banner year.

In this newsletter two of our newer customers announce their decision to partner with Wave2. In 2013 we completed and launched iPublish Classified and Marketplace, a complete private-party classified solution and are experiencing very good results in the marketplace. NorthWest Arkansas has been live for the majority of the year and they agreed to share their results with us in the announcement shown below.

GateHouse Media, a Wave2 customer for nearly two years, made a key decision to further the partnership by implementing iPublish Classified across all 90 markets. We're excited about these two developments so wanted to share the good news with you.

We want to thank all of our customers for your continued support and welcome those of you who

haven't begun using Wave2 to have another look or have your first look. Feel free to contact me, Brian Gorman, by phone 508-366-6383 or email [bgorman@wave2media.com](mailto:bgorman@wave2media.com) with any questions or to request a demonstration.

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Crystal Costa  
Advertising Director

## NWA launches iPublish Classified

An operation jointly owned by Wehco Media and Stephens Media, NWA Media went live with Wave2's iPublish Classified and iPublish Marketplace earlier this year. Classified and Marketplace replaced their existing DTI advertising system's web order entry component.

Targeting private-party and commercial advertisers, [nwaonline.com/classified](http://nwaonline.com/classified) and [nwaonline.com/marketplace](http://nwaonline.com/marketplace) offer liner and semi-display ads for print and on-line listings in a single workflow. To date they've seen a doubling of ad revenue over what they booked with their older web order entry system during the same period the previous year.

NWA's Ad Director, Crystal Costa, worked closely with Wave2 during the implementation and cited iPublish Classifieds' ease of use and intuitive work flow. "Wave2 offers the best self-service advertising solution in the market today. It has greatly improved our customer's experience, making it much easier for them to complete a transaction. We now offer a larger choice of print and digital packages with greater up-sells within an intuitive buying experience."

Wave2's iPublish Classified supports all of NWA's classifications and sub-classifications currently set up in their DTI 7.6 system. iPublish Classified builds each ad while rating them and displays a real-time proof showing exactly how it will appear in the newspaper's classified section. All ad transactions are automatically booked into DTI for pagination and billing.

NWA Media took full advantage of Wave2's iPublish Marketplace which further added to the project's

success. Ads sold using iPublish Classified are auto booked into DTI and are then imported into iPublish Marketplace from DTI along with any ads sold in the call center where they still use the DTI front end. All ads and their content are indexed into a search engine that makes 100% of an ad and its content searchable by classification or content displaying them for buyers to browse. Marketplace offers both featured and spotlight ads with unlimited pictures and email correspondence between the buyer and seller.

iPublish Marketplace was a great improvement over what NWA Media used previously. They are now actively building audience on their websites and reclaiming private-party advertising from the likes of Craigslist and other digital-only websites.

On the heels of this success, NWA Media implemented iPublish Real Estate targeting Brokers and their agents with a reverse-publishing, self-serve work flow utilizing their local MLS data. NWA's Real Estate portal went live in November 2013.



**Bob Birkentall**  
Director of Classifieds  
and On-Line Advertising

## Gatehouse signs corporate agreement

GateHouse Media has signed a corporate agreement to implement Wave2's iPublish Classified and iPublish Marketplace products across all 90+ GateHouse markets. As part of this agreement, each market will also be implementing Wave2's Obituaries self-service application.

Targeted at private party advertisers and commercial accounts iPublish Classified will offer print liner ads as well as on-line listings for the major digital verticals; obituaries, real estate, recruitment and automotive. GateHouse will use Marketplace for general merchandise listings positioned to compete with Craigslist and other third-party digital-only websites.

GateHouse is currently using iPublish Real Estate in two of their markets; this agreement will provide additional Wave2 category applications in every market during subsequent phases of the roll out. Bob Birkentall, Director of Classifieds and On-Line Advertising, cited iPublish Classifieds' ease of use and enterprise scalability as deciding factors for choosing Wave2.

He went on to say, "Wave2 was chosen after considering several other potential partners. Our experience to date with Wave2 has been excellent and their new product offerings are the best in the industry. We fully expect to see an increase in our private party ad revenue over our current system as a result of implementing Wave2."

GateHouse has agreed to offer Lasting Memories as part of the iPublish Obituaries implementation. Lasting Memories is a third-party offering, integrated into Wave2's AdPortal, which provides the family with a personalized memorial website for their deceased loved one. It will also garner additional revenue in GateHouse's obituary category.

The project is under way and both companies expect a go live in Q1, 2014.



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