

## iPublish Media Solutions Announces Facebook Ads on AdPortal

*Westborough, MA February 22, 2017* – iPublish Media Solutions announces the release of an exciting new enhancement—AdPortal Facebook. Based on the standard AdPortal platform, which is already in use by hundreds of community publishers, it is used internally for news feed mobile and browser targeted Facebook ads. It offers a very simple user experience for small business advertisers such as real estate agents. A real estate specific implementation will be launched this month as part of the already successful LeadHax programmatic portal being marketed by Digital First Media.

By using the AdPortal platform for this new Facebook initiative iPublish is making it available to its hundreds of AdPortal customers. This is the first white label self-service portal available anywhere that allows a media company to offer programmatic, Facebook and O&O digital display ads from a single portal. iPublish has integrated AdPortal utilizing the Facebook API which will dynamically connect the advertiser into the Facebook database selecting their Facebook page, select saved targeted audiences which can be setup and managed by a media company. Geo targeting of the campaigns is enabled as well giving the advertiser a choice of zip codes they want targeted.

“With the success of our programmatic enhancement our users were all requesting that we add Facebook.” Said Brian Gorman, Vice President of Sales at iPublish, “Working with a few of our key customers who have been selling Facebook campaigns we enabled AdPortal based on their valuable input. In doing this AdPortal is now a dynamic Facebook management platform as well as the industry’s leading self-service solution.”

Adportal Facebook is available immediately with a per CPM licensing model. This offers a low point of entry and turnkey configuration enabling a media company to be up and running within a week. It will be on display at the Mega Conference February 23rd – 25th in Orlando, FL and then at the Borrell LOAC Conference March 5th – 7th in New York City.

### **About iPublish:**

iPublish Media provides self-serve e-commerce solutions that enable community publishers to sell any ad anywhere on any device. iPublish’s industry leading AdPortal platform offers an easy to use workflow for building HTML5 targeted digital display ads as well as Facebook ads for targeted ad campaigns. With more than 2 million ads generated worldwide across 400+ web sites every year, iPublish Media is the leading provider of self-service advertising solutions in the community publishing industry today.

### **For More Information:**

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