

#1 Self-Serve Newspaper Advertising Platform



iPublishSuite
Self-Serve Advertising Platform

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We help newspapers extend their reach, grow revenue and lower costs by providing a unified self serve newspaper advertising platform. It is easy to use and provides the performance and versatility to create and sell any print, digital or social advertising campaign, for any product or platform, 24/7/365.



Obituaries



Real Estate



Automotive



Automotive



Digital Display/Social



Legals



Celebrations



Classified



Market Place

AdPortal Obituaries

Publishers use AdPortal Obituaries as their front-end for 100% of their print and digital obits and benefit from higher revenue and lower costs. High quality designs processed using Adobe InDesign increases the quality of the print product and self-service drives increased lineage. Our average AdPortal Obituaries site sees a 15% increase in obits revenue.

AdPortal SMB

The industry's only cross media self-service application used as both a spec library system and for targeting SMB's for new account acquisition. Print and digital display designs and a clip art library help automate ad building. Cross media combination packages share content across print and digital campaigns. The Google DFP interface books ad campaigns automatically.

Lasting Memories

The industry's first social media memorial website application is owned and managed by the family to honor and celebrate their loved one's life. A unique URL is generated and provides immediate digital revenue protecting a publisher's print revenue in the process. Implementing Lasting Memories in your market is a strategic move that will position you to keep control of your obits market as digital alternatives to your print obit arise.

AdPortal Legals

Publishers adopt AdPortal Legals to increase production efficiencies. Strategically it protects the category and makes the process easier and faster. It is used internally by a newspaper's staff and as self-service by government advertisers.

AdPortal Real Estate

One of our most successful categories that publishers use to increase market penetration and revenue. MLS integration enables brokers and agents to reverse publish listings to print 1/4, 1/2 and full page ads and digital display ads in a few easy steps.

AdPortal Autos

This category application supports direct ad content entry and reverse publishing from Best Ride, Cars.com, MotoMiner and others dynamically. Auto dealers and newspaper staff reverse publish inventory into complex full-page auto ads easily and efficiently.

AdPortal Celebrations

A white label self-service portal for print ads & digital listings that is easy to use for birth, weddings and seasonal celebration ads that will bring in \$10's of thousands in new ad revenue. Available as part of the AdPortal Obits solution at a very low per ad rate with no setup fees.

AdPortal Digital

An industry first that enables newspapers to offer programmatic and Facebook campaigns at affordable prices. It combines three separate steps into one; first, it sells the campaign including retargeting; second, it builds the HTML5 creatives and third it books the campaign into a DSP and/or Facebook Business Manager Account. Not available from anyone else. It allows you to target your most popular verticals like SMB, real estate, autos and recruitment with print, digital display and social media advertising from a single platform.

iPublish Classified is a complete white label cross media classified front-end that integrates with most billing systems. It supports self-service order entry for private parties and call-center reps for each publisher's unique classified categories and sub-classifications.

General Merchandise

Supports both print and digital listings for any classification with iPublish Marketplace managing the digital listing.

Real Estate

Private parties and small agents book single listing print ad campaigns and digital listings in a single workflow that enables substantial upsell and cross sell capabilities.

Autos

Integrated with the Edmonds database this private party application is pull down intensive making it easy to build print and digital listings in a single workflow.

Recruitment

Enables publishers to take full advantage of Monster, Real Match and other platforms offering their upsells by packaging print ads with digital campaigns.

iPublish Marketplace displays ad content encouraging consumers to come back time after time—increasing web traffic, click through rates & ad revenue. Bundled with iPublish Classified it employs an advanced search engine making ads easy to find and act on.

Search

Ads are much easier to find than other systems due to a natural language search engine enabling a buyer to browse marketplace using any device and not be confined to the data structure of the system.

Responsive Design

Sellers and buyers can place or browse any type of ad, using any device from anywhere.

Social Networking

Taking advantage of the power of social media iPublish Marketplace fully integrates with all of the leading applications like Facebook, Twitter and Google+.

Third-Party Data Imports

Our solution takes feeds from multiple sources indexing all of the content into one search database.

RESPONSIVE DESIGN

iPublish AdPortal

iPublish Media Publishing Platform

Adobe InDesign Server

Rich Media Server

iPublish Classified

RESPONSIVE DESIGN

iPublish Market Place

RESPONSIVE DESIGN

Where do you need help?