

## iPublish Media Solutions Partners with Nexta.io to Provide Expanded Digital Capabilities

### **FOR IMMEDIATE RELEASE**

Westborough, MA and Tampa, FL (Aug 2, 2022) – [Nexta.io](#) and [iPublish Media Solutions](#) announce a partnership to provide newspapers and media companies with the ease-of-use and proven print capabilities of iPublish’s AdPortal with Nexta.io’s omnichannel digital marketing platform with a proprietary and AI-driven performance optimization engine and fully automated order-entry workflow.

The white-label platform streamlines order entry, design, fulfillment, audience targeting and optimization with full access to print, as well as a full suite of digital products including O&O, Programmatic, Facebook/Instagram and Google Ads—solutions catered to local advertisers of all sizes. Both customers and media company sales representatives utilize AdPortal’s self-service workflow, along with automated reporting and email notifications triggering upsell opportunities and early renewals. The first customer for the combined product is leading Danish media group, Jysk Fynske Medier.

“Publishers need to accelerate their digital revenue models and find more ways to continue to be preferred media and marketing partners to SMBs while remaining focused on profitability. By offering digital services that will only continue to increase in demand among their clients, Nexta empowers this much needed transition” said Martin Jensen, CCO & co-founder of Nexta.io. “Partnering with iPublish Media Solutions was an easy decision. As Nexta continues to innovate in both print and digital workflows and order-entry automation, increased focus on better campaign performance and transparency is a core capability both companies share. So, with the combined iPublish and Nexta.io technology we have found the ideal solution to help publishers make this transition”.

“As a former digital sales manager for major publishers, I’m keenly aware of how slim the margins can be, making the profitable price point for publishers too high for local advertisers,” said Kim Safran, VP of Sales for iPublish Media. “This problem leaves millions of dollars on the table that local advertisers would love to spend with a trusted local media partner. The combined iPublish/Nexta.io product eliminates this problem delivering stellar results for local advertisers and more profitable campaigns for local publishers.”



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Product demonstrations will be available at upcoming events including Local Media Association's LMA Fest, Florida Media Conference, Indigo Trigger's Lead to Cash Bash 2, 360 Media Alliance's Fall show in Pennsylvania and America's Newspapers Senior Leadership Conference. You can also schedule a needs discussion and demonstration by emailing [kim@ipublishmedia.com](mailto:kim@ipublishmedia.com) or [morten@nexta.io](mailto:morten@nexta.io)

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#### **About Netxa.io**

[Nexta.io](http://nexta.io) helps local publishers remain relevant for their advertising clients. The Nexta platform enables media sales teams to sell relevant digital advertising products such as Display, Facebook and Google via an integrated and automated campaign optimization platform. The Nexta platform has been proven to reduce our partners' cost of operations on banner production, campaign optimization and reporting, while providing better governance leading to better campaign performance and improved cost-per-sales. For more about Nexta, head over to [nexta.io](http://nexta.io) to sign up for a demo.

#### **About iPublish Media Solutions**

iPublish Media Solutions is the industry leader in self-serve advertising, working with hundreds of publishers every day to process thousands of multichannel advertising campaigns. Our self-serve media advertising platform 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. With over 15 years of delivering outstanding return on investment for our partners, iPublish was acquired by Legacy.com in 2019, but operates independently. For more information regarding iPublish Media Solutions, please visit <http://ipublishmedia.com>