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Wave2, DMC Announce Partnership DMC Video Integration with AdPortal an Industry First

Westborough, MA February 22, 2016 – Wave2 announces that AdPortal Classified is now integrated with and offers upsells of the Digital Media Communications, Inc. (DMC) video solution. This is an industry first where the DMC solution is fully integrated into a front end order entry workflow. It enables media companies to upsell video with ad packages as a self-service solution, and/or in the call-center. Traditional front end systems can't integrate the actual sale and production of the video where Wave2 can. Media companies will see substantial upsells in ad revenue by eliminating the multiple steps in their current sales process.

AdPortal Classified will offer the DMC video capabilities for the three main classified categories; real estate, autos and recruitment. The real estate solution is available immediately with recruitment and autos to follow shortly. Wave2's Real Estate AdPortal manages the MLS feeds, the sale and production of multiple digital display ads and the video that is produced by DMC. Wave2 passes both the original real estate content and XML meta data to DMC to use in the video creation. A unique click-through URL for viewing the video is generated and embedded into the display ad by Wave2's AdPortal.

The Wave 2 / DMC relationship is a great example of two leading companies in Online Advertising working together to make it easier and more effective for advertisers and their prospects, according to Steve Neubeisier, Co-Founder and Co-CEO of DMC. "Now when real estate advertisers build their ads on the Wave2 platform, they can order a DMC Home Tour Video that will automatically be integrated into their banner ad. DMC will provide Custom Studio Built Video Home Tours using photos and descriptions in the listing. Video proofs will be delivered to the agent and, upon completion, they will receive a Video Home Tour Landing Page that can be linked to their online listing, print advertising, outdoor signs, fliers and email campaigns."

"In 2015 we set out to integrate certain strategic 3rd party solutions within the AdPortal Classified platform", stated Brian Gorman, Vice President of Sales for Wave2. "We see DMC as a leader in the sale and production of advertising videos and are thrilled to be adding this functionality to our platform."

AdPortal Classified is already widely used throughout the community publishing market for all major categories. This new 3rd party integration strategy enables a media company to more easily offer cross media packages driving new ad revenue and attaining new advertising customers.

It will be on display at the Mega Conference February 22nd – 24th in Austin, TX and then the following week at the Borrell Conference February 29th – March 1st in New York City.

About Wave2:

Wave2 provides self-serve e-commerce solutions that enable community publishers to sell any ad anywhere on any device. Wave2's industry leading AdPortal platform offers a single, easy to use workflow for building multiple IAB sized SWF and HTML5 digital display ads for audience extension campaigns. With more than 2 million ads generated worldwide across 300+ web sites every year, Wave2 is the leading provider of self-service advertising solutions in the community publishing industry today. www.wave2media.com

About DMC:

Founded in 1996, DMC currently produces 70,000+ videos per year for Advertisers & SMBs in Retail, Real Estate, Automotive and Employment. DMC provides On-Site and Studio Built Video Creation, Production, Integration, Distribution and 24/7 Metrics Tracking. All DMC videos are viewable on mobile tablets, phones and desktops; and can be accessed in the leading Publisher, Search and Social platforms as well as on Advertiser websites. www.digitalmediacommunications.com

For More Information:

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