WELCOME TO iPUBLISH MEDIA SOLUTION'S

Executive Forum

Chicago Marriott Downtown Magnificent Mile • 2016
Welcome, Introductions and Meeting Objectives

Brian Gorman
VICE PRESIDENT OF SALES, iPUBLISH MEDIA SOLUTIONS
Agenda

• Welcome
• Introductions
• Meeting Objectives
• iPublish Media Update and Background
Introductions – iPublish Media Attendees

• Andy Zimmon, Vice President of Operations, co-founder
• Jim Spurrell, Vice President of Engineering, co-founder
• Brian Gorman, Vice President of Sales, co-founder
• James Allen, Marketing Manager, Senior Sales Engineer
Meeting Objectives – develop new ideas

• Original product roadmap – self-service platform
• AdPortal Retail – print only display ads
• We listened to our customers and built the iPublish Suite
• We’ve built a better mousetrap for order entry
• Any ad, anywhere, anytime - unique in the industry
• But where do we go from here?
• That’s why we’re here
Meeting Objectives – develop new ideas

• We impact the selling and production of traditional ad products
• We lower costs and increase revenue
• Use cases at the meeting will attest to that
• We need to help the industry sell NEW PRODUCTS
• Develop NEW SOURCES OF REVENUE
• We’ve begun to do this - lets do it together
About Us

• This Sunday October 16\textsuperscript{th} we’ll complete our 10\textsuperscript{th} year in business
• Matured from a self-funded startup to an established company
• Continue to grow both revenue and profits
• Nearly 400 websites and growing in the US
• Offering 3\textsuperscript{rd} party products for increased revenue for publishers
• Monster recruitment solution - Gatehouse
• Introducing digital display solution into classified platform
• AdPortal Programmatic
A Cloud-Based Front End

Private Party and Contract Users
- Selects Publication/Website
- Selects Category and Package
- Selects Design and Builds Ad
- Sees Dynamic Proof
- Purchases a Campaign
- Buys with Credit Card or Bill Me Later
- Receives Email Confirmation
- Supports Self-Registration
- Self Manages Ad Campaign
- Pickups, Change Orders

Newspaper’s Website Linked to iPublish AdPortal

User Input Processed...
- Rules Applied
- Template Processed
- Output Files Created

High Res PDF/JPEG/XML
- Ready for Print or Website
- Export to Printer
- Can Limit Access
- Other formats: INDD/EPS

JPEG/SWF/HTML5 File
- Ready for Web or Mobile

iPublish Media Server

Adobe InDesign Server

iPublish Media Rich Media Server

Billing
Pagination
MLS/Cars.com
AdPortal Programmatic

Programmatic
HTML5 Animated Ads,
Multiple IAB Sizes,
The Trade Desk

Third-Party Classified Verticals
Real Estate, Autos, Recruitment

Local Website
Digital Display, DFP Premium

iPublish Advertisement Portal

iPublish Classified

iPublish Marketplace
Real Estate, Autos, Recruitment,
General Merchandise,
Indexed and Searchable

Newspaper Print Ads
Quarter, Half, Full Page Display Ads
Classified Liners

© iPublish Media Solutions 2016
Creating a Culture of Innovation

Nancy Lane
PRESIDENT, LOCAL MEDIA ASSOCIATION
GateHouse Media – An Enterprise Approach

Bob Birkentall
DIRECTOR OF ONLINE VERTICAL, GATEHOUSE MEDIA
GateHouse Media

• We are a local market publisher
• We’re an acquirer of media properties
• Our enterprise systems are diverse, decentralized, and sometimes fragile
Connecting the dots
Wave 2 helps us connect the dots in

- Automotive
- Online Classifieds
- Real Estate
- Recruitment
- Obits
Real Estate
The Real Estate Category is Ideal for Self Serve

- Brokers are pushing advertising spend down to agents
- Too many agents to call on
  - For every Real Estate rep there are approx 1000 Real Estate agents
- Agents are comfortable going online to transact small advertising purchases
- Opportunity to change our internal sales culture
Our Self Serve Implementations Are Too Focused On Traditional Advertising

- Our systems have improved!
  - Better deadlines
  - Better retention
  - More efficient way to market to agents
- We’re still too print centric
- Our focus is to expand our customer base with new clients
Real Estate Ad Spending

- 75% of Agent/Broker Ad budgets go to online
- Newspapers are the 2nd highest budgeted spend, 11% of total ad spending
- Plenty of upside potential if most of your revenues come from Print

### Figure 2.5: Ad Spending for Real Estate Agents and Brokers, 2012-2015, in $ Billions

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Newspapers</td>
<td>$1.77</td>
<td>16.1%</td>
<td>$1.72</td>
<td>13.6%</td>
<td>(2.1)</td>
<td>$1.30</td>
<td>11.6%</td>
<td>(12.7)</td>
<td>$1.36</td>
<td>11.3%</td>
<td>(4.2)</td>
<td>(11.9) (4.8)</td>
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<td>Other Print</td>
<td>$0.33</td>
<td>3.0%</td>
<td>$0.48</td>
<td>3.8%</td>
<td>13.6%</td>
<td>$0.26</td>
<td>1.9%</td>
<td>(45.9)</td>
<td>$0.35</td>
<td>3.5%</td>
<td>35.3</td>
<td>5.6 (0.5)</td>
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<tr>
<td>Directories</td>
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<td>0.2%</td>
<td>$0.02</td>
<td>0.2%</td>
<td>(13.1)</td>
<td>$0.02</td>
<td>0.1%</td>
<td>(10.7)</td>
<td>$0.03</td>
<td>0.3%</td>
<td>42.5</td>
<td>16.6 (0.0)</td>
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<tr>
<td>Broadcast TV</td>
<td>$0.39</td>
<td>3.6%</td>
<td>$0.78</td>
<td>6.2%</td>
<td>77.1</td>
<td>$0.55</td>
<td>4.1%</td>
<td>(20.5)</td>
<td>$0.77</td>
<td>5.5%</td>
<td>18.4</td>
<td>95.0 (2.0)</td>
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<tr>
<td>Cable TV</td>
<td>$0.05</td>
<td>0.5%</td>
<td>$0.05</td>
<td>0.4%</td>
<td>(8.8)</td>
<td>$0.06</td>
<td>0.4%</td>
<td>(36.6)</td>
<td>$0.08</td>
<td>0.6%</td>
<td>47.5</td>
<td>55.9 (0.1)</td>
</tr>
<tr>
<td>Radio</td>
<td>$0.05</td>
<td>0.5%</td>
<td>$0.05</td>
<td>0.4%</td>
<td>0.3%</td>
<td>$0.05</td>
<td>0.3%</td>
<td>(8.8)</td>
<td>$0.05</td>
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<td>47.5</td>
<td>55.9 (0.1)</td>
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<td>Out of Home</td>
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<td>$0.08</td>
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<td>$0.09</td>
<td>0.6%</td>
<td>(36.6)</td>
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<td>0.7%</td>
<td>12.1</td>
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<td>0.3%</td>
<td>(36.6)</td>
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<td>Direct Mail</td>
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<td>1.6%</td>
<td>$0.36</td>
<td>2.9%</td>
<td>(9.1)</td>
<td>$0.33</td>
<td>2.4%</td>
<td>(8.0)</td>
<td>$0.31</td>
<td>2.2%</td>
<td>(6.2)</td>
<td>(21.6) (1.4)</td>
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<tr>
<td>Online</td>
<td>$7.86</td>
<td>71.3%</td>
<td>$8.98</td>
<td>71.3%</td>
<td>14.2</td>
<td>$10.69</td>
<td>78.5%</td>
<td>19.1</td>
<td>$10.44</td>
<td>75.6%</td>
<td>(2.0)</td>
<td>33.3 (4.3)</td>
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<td>Telemarketing</td>
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<td>$0.03</td>
<td>0.2%</td>
<td>0.3%</td>
<td>$0.03</td>
<td>0.2%</td>
<td>(6.1)</td>
<td>$0.03</td>
<td>0.8%</td>
<td>2.2</td>
<td>0.8 (0.1)</td>
</tr>
<tr>
<td>Totals</td>
<td>$11.02</td>
<td>100%</td>
<td>$12.58</td>
<td>100%</td>
<td>14.2</td>
<td>$13.61</td>
<td>100%</td>
<td>8.2</td>
<td>$13.86</td>
<td>100%</td>
<td>1.8</td>
<td>25.8 (0.1)</td>
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</table>

Online Ad Spending

- 75% of Agent/Broker online advertising goes to targeted display and email
- Video is expected to surge over the next 5 years
Justlisted.Social

- Facebook Real Estate Mobile Ads
- $99 for a 3 day campaign
  - 60% Rev share cost
- Justlisted optimizes the campaign
  - Leverages Facebook's advanced ad creation and agency tool suite
  - More advanced than the standard ad creation methods given to page owners
- Avg 5-7 full capture leads per campaign
  - Less than $20 per hard lead
Real Estate Reverse Publishing

- Service the Agent market better
- Launch new print display products
- Reduce operating costs vs “manual” pagination
- Increase “street” sales time by reducing customer service tasks by sales reps
Recruitment Advertising
XML Feed Upgrade
Our Previous Job Ad Feed System Limited our Growth

- Smaller markets used a frail system for exporting job ads to Monster:
- Pushed a basic classified print ad into Monster with limited data, no branding, no customer or local market reporting
- These limitations limited our ability to grow
- Late 2015, we began a process to use the Wave 2 platform (our classified platform) to send ads to Monster
New Portal Entry Insures Sales Consistency

- Markets build print ad in legacy print system, then “toggle over” to the iPublish page
- Two screen interface
- Able to launch new initiatives faster
- More consistent packages
- Better internal reporting, stronger KPI’s
- Fewer mistakes on the front end, less service work on the back end
New Feed Elevates Job Ads with Enhancements

- Stronger employer branding initiatives
- Jobs ads can be uploaded and edited in real time (vs next day), which is critical for certain job openings
- Better real time stats on the number of job “views” and job apply KPI’s
- Employers can have resumes routed directly to their ATS software for a better “candidate experience”
The iPublish XML Feed is “Vendor Agnostic”

- It can be sent to other vendors as we develop future recruitment initiatives.
- New add on products will include: SEM, BT, Facebook etc
Recruitment Results

• Using a single entry portal for all GHS market ensures higher quality job ads
  • Expanded content
  • 40% boost in additional services (enhancements)
  • Increased customer engagement with reporting dashboard
• Easier to add/modify/launch new packages across the enterprise
Obits Project

- Utilize the I-publish Obit portal to upgrade the look, feel and functionality of our print and online Obituary products
- Four major improvements
  - New Print Obit format
  - New Year End Tribute Section
  - Faster posting to online
  - New easier to use online portal for ordering Obits
- Apply “design” best practices to future classified category launches
Current vs New Print Formats

Current design

Executive Forum

New design

Clyde J. Smith

SPRINGFIELD, Ill. — Clyde J. Smith, 89, previously of Fort Myers, Fla., passed away Tuesday, Oct. 29, 2013, at Concordia Village Care Center in the care of Passages Hospice.

He was born in Greenview, Ill., on Dec. 27, 1923, the son of Geraldine and Clyde G. Smith and grandson of Edgar and Grace Page.

He married Marian E. Stevens on Oct. 19, 1944, in Springfield. She preceded him in death. His wife, Marian, is survived by sons, Michael J. Smith and James P. Smith, and his brother, Phil Rolls.

Clyde was a graduate of Springfield High School. He was a veteran of the Army Air Corps and worked for Illinois Bell Telephone Company for over 40 years. He had his Illinois Realtor’s License and a Ham Radio License.

He was a charter member of the Church of the Little Flower and

Tributes

CARLA LOUISE JEFFRIES 1970-2013
Samantha and Elizabeth’s mother

Carla Louise Jeffries, 43, of Shibby, Mo., passed away Sunday morning, Aug. 18, 2013, at her residence.

Services will be at 10 a.m. Thursday, Aug. 22, at the Speaks Suburban Chapel, 860 N. Rte. H, Jamesport, Mo., with burial in the Wadsworth Cemetery. The family will greet friends from 6 to 9 p.m. Wednesday at the chapel.

Carla was born in Independence, Mo., on April 2, 1970. She graduated from Fort Osage High School in 1988 and received her associate degree from Longview Community College. Carla worked at the Stage Honey Farm during her high school years. She began working for Mutual Benefit Life in 1988, but took a brief break to work a birthday Law Firm, before returning to Mutual Benefit Life. The company grew and changed names to Sciotto Benefits and, now, Autumn Benefits Benefit, under which she was still employed. She cherished the many friendships she developed over the years with everyone she worked with.

Carla married her high school love, Troy Jeffries, on April 13, 1991. They made their home in Shibby, Mo., raising their two beautiful daughters, Samantha Louise and Shannon Elizabeth. Carla is survived by husband Troy Jeffries, two daughters, Samantha and Shannon, all of the home; her father by choice and mother by choice, Betty Einhorn of Lewis Summit, Mo.; mother-in-law and father-in-law, Pat and Pam Jeffries of Shibby, Mo.; three brothers-in-law, Michael (Sharon) of Kansas City, Mo., David (Christine) of Shibby, Mo., and Travis (Jammie) of Shibby, Mo.; five nephews; three nieces, and four great nieces and nephews, as well as her loyal dogs, Jack and Tauri, her aunt and extended family, and lifelong friends.

Carla was preceded in death by her mother by choice and father by choice. Services will be at 10 a.m. Thursday, Aug. 22, at the Speaks Suburban Chapel, 860 N. Rte. H, Jamesport, Mo., with burial in the Wadsworth Cemetery.

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A fund has been set up at Adams Dairy Bank in Blue Springs to assist with Samantha and Shannon’s education and activity expenses. Donations can be sent to Adams Dairy Bank, 601 S.C. Government Dr., Blue Springs, Mo. 64015. This pretty please with a bow to The Samantha and Shannon Jeffries Fund.

A special thank you to Mark Johnson, Joe Sevick and Ann Roberts for establishing this fund. Concordia Hospice has been an incredible source of support and comfort to Carla, her family and her friends. Tauri has been phenomenal. Her compassion, honesty and support have been comforting and valued.

New engaging print design

- Utilizes Editorial Best Practices
- Full Name displayed above the headline
- Descriptive headline personalizes the obituary and reads like a news story
- Easier to read 3 column horizontal format is ideal for clipping or framing
- New 3 point “Life Highlights” box summarizing affiliations, achievements, education, hometown etc
- Greater visibility and engagement for signing the online guestbook

Kathlynn E. (Kat) Foley 1960 - 2016
Loving Mother and Grandmother

UTICA - Kathlynn E. (Kat) Foley, 56, of Utica, passed away on Wednesday, February 17, 2016, at St. Luke’s Memorial Hospital, New Hartford, with the love and support of her family and her canine companion by her side.

She was born February 15, 1960, in Herkimer, the daughter of Marlene (Eide) Foley and the late Kenneth J. Foley Sr., and was a graduate of Herkimer High School. From 2004 to 2009, Kathy bred in Fajardo, Puerto Rico, and was employed at the El Conquistador Resort. She was last employed at Premier Ligner in New Hartford, NY.

Her life was centered around her family, especially the times she spent with her daughter and granddaughters, cooking and baking. In her leisure, she enjoyed sewing, shopping and tending to her beautiful plants.

Survivors include her daughter, Vanessa Stacks and husband, Nathan, of Utica; her canine “daughter” Kani; two granddaughters, Autumn and Alyssa Stacks; her mother, Marlene Foley, of Herkimer; her former husband and close friend, Gary Gestch, of Utica; three brothers, Francis J. Foley, Jr., Michael Foley and Andrew Foley and wife, Joanne; three sisters, Michelle Ward and husband Rich, Kelly Hills and husband Ted, and Amy Bailey and partner, Derrick Millard; several nieces, nephews, friends and cousins, including Cheryl Bryant and husband, Jim. She was predeceased by her father; and a brother, David Foley.

A celebration of Kathy’s life will be celebrated on Sunday, February 28, 2016.
2015-2016 In Memoriam
THE STATE JOURNAL-REGISTER
A TRIBUTE TO OUR LOVED ONES LOST BETWEEN DECEMBER 11, 2015 AND JUNE 5, 2016

In Memoriam
New Online Ad Portal

- Funeral homes have their own log in credentials
- Submit orders 24/7
- Obits are immediately pushed online
- Easier to read 3 column horizontal format is ideal for clipping or framing
- New 3 point “Life Highlights” box summarizing affiliations, achievements, education, hometown etc
- Greater visibility and engagement for signing the online guestbook
Obit Results

- Both print products were created through the I Publish Ad portal
- iPublish also completely paginated the Tribute Section
- Of all the upgrades, the Ad portal was most appreciated by the funeral homes
- Of all the upgrades, the Tribute section has generated the greatest reader response.
  - And the most Revenue, the typical market generated $50K incremental per section, 2x/yr, $100K per market annually
Summary

Real Estate (In process)
• Add higher demand online products to the portal
• Utilize SS to better manage customer service and ad building tasks
• Boost “street sales time” and transform the Sales Culture

Recruitment
• Utilize a single ad Portal to better manage job ads across the enterprise
• Elevate the content and effectiveness and ROI for your clients

Obits
• Create new print products and sections, generate incremental revenues
• Strengthen your relationships with your funeral home clients
WELCOME TO iPUBLISH MEDIA SOLUTION'S

Executive Forum

Chicago Marriott Downtown Magnificent Mile • 2016
Bay Area News Group

LeadHax / AdPortal Programmatic

Michael Turpin

EXECUTIVE VICE PRESIDENT AND CHIEF REVENUE OFFICER, BAY AREA NEWS GROUP
BANG / LeadHax AdPortal Programmatic

• BANG and iPublish Media Solutions
• What is LeadHax?
  • Demonstration
• Coming to RE market near you – AdWerx
  • Demonstration
• Early results
• iPublish Media LeadHax Affiliate Program
BANG and iPublish Media Solutions

• Been working with iPublish Media for 6 years

• Principal Reason for Choosing iPublish Media:
  • Obits - we wanted an electronic solution that would satisfy the needs of funeral homes, allow us to operate more efficiently, eliminate error factor and allow us to reduce/re-utilize staff.
  • Classified – we wanted a single portal for both print and digital ads in order to enable cross media upsells and streamline backend processing
Classified - Previous Solutions & Pain Points

• We used AdBase-e for print ads
• Kaango for digital ads and marketplace
• Cross media selling nearly impossible
• Had to support two different systems
• Were paying Kaango every month
More Recently

• Have packaged Lasting Memories. It was introduced one year ago and rolled out with a general announcement to all local Funeral Homes.
  • Digital only package LMs and Legacy priced at 60% of the our print average

• We have been working on a Legal Advertising application and are having good results with Fictitious Business Names and some local government notices.

• Have implemented AdPortal Programmatic / LeadHax for Real Estate to compete with AdWerx
LeadHax - Real Estate Universe

Agents know they need a digital presence and many Brokerages do try to support but...

- Digital solutions available for the Real Estate industry are very fragmented, complicated and expensive.
- Digital Spending - agents and brokers, up 2.2% this year, to $13.9 billion.
- Agents spend 75% of their ad budgets on digital. (Borrell 2015).
- Our goal was to create a completely self serve online advertising solution for Real Estate.
- It has to be simple, powerful and affordable.
LeadHax Model

- Digitally target Realtors
- Video and descriptive landing page
- Agents self-register
- Nationwide MLS database
- Brokers love that agent pays for the ad
- Brokerage gets the branding
- Programmatic Buying
- Across the entire exchange
- Target 30 RE data segments
- 80 related websites
- Using The Trade Desk
- High quality clicks off of big brands
- No unrelated websites
- Reporting back to agents
LeadHax Demonstration
AdWerx

• Website Testimonials https://www.adwerx.com/testimonials
• 50,000 agents already registered
• Live for two years
• Selling through Broker Networks
• Demonstration
• AdWerx is out there stealing your ad dollars
Early LeadHax Results

• Launched Labor Day Weekend
• Bay Area Only – 2 MLS servers
• Email campaigns and house ads October 1st
• 100+ Campaigns sold to date
• Multiple and repeat buys
DFM Rollout Plan

- Adding 41 California MLS servers from ListHub plus local MLS
- Bay Area, SOCAL and NORCAL
- Launching Colorado in October
- Launching Minnesota November
- Other DFM sites before the end of the year
- All under the LeadHax brand
- BANG processing transactions, support and providing MLS data
iPublish Media Program

• Establish a network of AdPortal Programmatic sites
• Common brand or white label
• Products offered and pricing consistent
• Localized MLS and promotions
• Two Programs for Media Partners
  • 30% to 50% rev share
iPublish Media Program

• Promote LeadHax
  • Contract with iPublish Media Solutions
  • Brand, support and audience handled by LeadHax
  • Includes MLS for a fee

• Promote iPublishRE or a White Label with your brand
  • Contract with iPublish Media Solutions
  • Brand and support handled by you
  • Audience handled by AdTaxi or your audience provider (DSP)
  • iPublish MLS data, use your local MLS and/or license directly with ListHub
iPublish Media Program – Collaboration

• Collaboration of our media partners against AdWerx and others
• Very fast startup - programmatic only to start
• Adding Facebook ads, open house videos, landing pages, print and other products?
• Collaborative will drive this
• Standardized packages and pricing across the network
www.iPublishRE.com

- www.iPublishRE.com will be launched by Q1, 2017
- Search and display of MLS listings
- Attract agents to be routed to our network of partners
  - ipublishRE partners
  - LeadHax, ipublishRE and other white label partners; unique url sub-domains
- Aggregate listings from brokers, ipublish partners’ MLS contracts and ListHub
- Pursue brokers for their endorsements
  - Promote the network to their agents
  - Brand control and promotion very attractive to brokers
- Collaboration of our media partners against AdWerx and others
AdCellerant Programmatic Digital Services

John Chamberlin
CO-FOUNDER, ADCELLERANT
“With AdCellerant’s help we have added over $250K/mo in programmatic and over $675K/mo in Agency Services”

- Scott Tobias, CEO Voice Media Group
“By incorporating AdCellerant’s Programmatic along with our Agency Model, we have consistently doubled digital revenue period over period”

– Matthew Chamberlin, National Director of Digital Brand Strategies
Case Study: Major Print Media Company - Blend

Summary - 1st 6 months
- 1,080 Proposals Presented
- 23.4% Closing Rate
- Avg. Deal Size = $1,200/mo (5 Mo Avg. Sale)
- $800,000 in Contracted Revenue
- $6,570,063 Revenue in Pipeline

Total $’s in Pipeline
Obituaries – A Changing Market

Andy Zimmon
VICE PRESIDENT OF OPERATIONS, iPUBLISH MEDIA SOLUTIONS
Obituaries – A Changing Market

• 2016 iPublish Media will process 500,000+ obits
• Many markets are seeing declines
  • Number of obits and revenue
• Have print Obits Peaked?
• Moving towards digital alternatives
• How are people finding out about a death?
  • Social Media is having an impact
  • People use search rather than scanning your obits page
• Funeral Home Website
Obituaries – A Changing Market

- AdPortal Obits creates your point of entry
- Easier and provides benefits to the funeral home
- Lasting Memories is a social media application
- You control its distribution in your local market
- Just a start leading to digital only packages
- Additional services for the funeral home
- Control the point of entry for all things obit
Funeral Homes

CURRENT WORKFLOW

- Family sits down with Funeral Home to write the obit
- Funeral Home types obit on their local website
- Funeral Home emails obit to Newspaper. Newspaper proofs and publishes obit in print.

PROPOSED WORKFLOW

- Funeral Home uses AdPortal Obits to create and proof obit to family
- Funeral Home submits obit for distribution through an obit network
- AdPortal Obits sends digital obit to Funeral Home’s website
- AdPortal Obits sends print-ready obit to Newspaper
- AdPortal Obits distributes obit across an obit network
BH Media Use Case: Obituaries with Lasting Memories

Terry Hall
DIRECTOR OF CLASSIFIED SALES, RICHMOND TIMES-DISPATCH
Lasting Memories

• Launched mid-September, 2016

• Lasting Memories is packaged with all obits except for small “funeral notice later” announcements

• Implemented rate increase

• Changed internal process to filter all obits through self-serve.

• This allowed for color obit photos online and in daily obituary newsletter
Lasting Memories

• Added link from online obituaries to Lasting Memories
• Turned off existing guest books
• Lasting Memories is now the only guest book solution at the RTD

Santa Rosa, California; three children
Dr. Donald L. Cleary Jr. of Augusta, Georgia, Jennifer DeRusha of Manakin-Sabot and Vicki Pope of Odessa, Florida; and numerous grandchildren and great-grandchildren. He is also survived by his loving wife, Ann Burton Cleary. Don was a dedicated member and deacon at Broadus Memorial Baptist Church and loved God with all his heart. He served in the Navy for eight years and spent most of his life as a sales associate, where he worked for major beauty businesses, winning numerous awards and trips abroad for his excellence in sales. Don was a people person and loved making friends. A memorial service will be held on October 2, 2016, at 1:30 p.m. at Broadus Memorial Baptist Church, with a reception following. In lieu of flowers, donations may be made to Broadus Building Fund or the charity of your choice.

View online memorial

Posted in Obituaries & In Memoriam, Deaths on Thursday, September 29, 2016 12:00 am.
Leave a Tribute

Memorial Tributes

Carole left by Dr. B. Elmore Ward on October 3rd, 2016

Loved and appreciated by a great number of his students and colleagues. I will always remember Harvey for his devotion to education and for helping students to reach beyond their potential. I am praying that the family finds comfort in knowing how many lives he touched in a positive way and that God will continue to be with you during this time of sorrow.

Carole left by Peg Ragusa on October 3rd, 2016

Although I did not know Dr. Hicks, I do know his wife, Renee. Given that she is a woman of integrity, compassion and intelligence, I am certain Dr. Hicks was as well. I am thankful that he dedicated his life to the students of RPS. I am so sorry, Renee, for your loss and pray for you and yours during this time. May your many memories bring you comfort, and later, joy. Peg Ragusa

Carole left by Cheryl James on October 3rd, 2016

I worked with Harvey, for years through REA. When Harvey was REA president, I was his vice president. Although I remained with the Association, I kept up with Harvey as an administrator. I will remember him for his passionate dedication and continuous commitment to Richmond Public Schools, the educators and the students. He truly left a legacy for many to follow. God be with his family.

Carole left by Ross Williams on October 3rd, 2016

Thoughts and memories are forever in blessed family love and till.

53 views
His Life

• Allowed family to tell a nice story about David’s life

• Focused on his sweet nature and how he tested the limits of society, sometimes to the detriment of his own welfare.

• Careers, sports, love of animals

• Cause of death

• Included information that you may not normally see in a print obituary
Stories and Gallery

Sign In to add a story

Shared by: Mike Koren on 09/30/2016

Jumbo minnows at a friend's farm pond...the fish got off the first time...Ginny was so upset...she threw it back in the same spot and the picture says the rest.
Obituary

- See obituary as it appeared in print
- View larger version option
Lasting Memories

• Running promotion ads in print to alert readers to new feature

• Promoting on website and in daily obituary newsletter
Funeral Home Follow Up

• Present at upcoming local funeral directors’ meeting
• Follow up in-person funeral home visits
Self Serve Obituary Update

• 17 BH Media markets using self serve portal for obituaries with one more market about to launch

• Almost 55% of our obituaries are placed by funeral homes or family members using the self serve tool

• The funeral homes like the service because it allows them to provide instant price quotes and proofs of the obituary to family members

• They find the tool to be easy to use and an efficient use of their time because they can place notices 24/7

• Adoption rates improved through presenting at funeral director meetings, in person visits and training, written instructions and funeral director testimonials
Funeral Director Testimonials

Funeral home testimonials

"We have been using the RTD self-serve obituary system since its inception. It has given us the freedom to interact directly with the newspaper while meeting with families for arrangements. This provides additional comfort and trust with the customer, as we can give them a firm cost of their obituary and let them view a sample before it is actually in the paper. It is easy to use and all our professional staff feels no trouble learning how to use it."
— Larry Craig, Manager Funeral Direct, Morrisett Funeral & Cremation Service

"As the location manager of a busy funeral provider, using Wave 2 allows me to regain some of my valuable time that can easily be lost during the course of a weekday. I can schedule death Notices at my convenience and it takes me a maximum of five minutes from logging into the system to receiving an immediate confirmation. I can then share the confirmation with my valued client families so they will see the appearance of the death notice as well as the exact cost. Thank you for making Wave 2 so easy to use!"
— Ben Lombardi, Manager, Wood's Funeral Home

"The new self-serve obituary system is very quick and easy to use. It allows us to give families print-outs on the spot of how the obituary will be presented in the Times-Dispatch. Also, it gives instant confirmation that your entry will run when it is supposed to."
— Jason Jenkins, Funeral Director, Joseph Jenkins Funeral Home

ads.timesdispatch.com/richmond-adportal/obits
Call 643-4414, option 3, for more information

Richmond Times-Dispatch RICHMOND™
Marketplace – Corporate Rollout

Jeff Bergin
VICE PRESIDENT, VERTICAL STRATEGY, HEARST NEWSPAPERS
One Platform Classified

• KAANGO Replacement
• Consolidate on one platform
• Experiment with stand alone classified brands
KAAN GO Replacements

- Albany Times Union
- Connecticut Post
- San Antonio Express News
- San Francisco Chronicle
Albany and Connecticut
San Antonio Membership Program
Stand Alone Classified Brand - Learnings
Examples of Experiments
iPublish Media Support / Development

Brian Gorman / Jim Spurrell
VP OF SALES / VP OF ENGINEERING, iPUBLISH MEDIA SOLUTIONS
iPublish Media Support / Development

- Standardized our platform AdPortal
- Common Software architecture enables us to scale support
  - Integration tools and data handler
- Hosting strategy
  - Started with dedicated servers for each customer
  - Moved to virtual configurations
  - Beginning to use Amazon
- Development Process
  - Driven by customer requirements
- Support policy
- Thank you for your business
Leadhax takes strides on programmatic buying with

Leadhax
Online Real Estate For Agents. It's simple, it's powerful and it's affordable.

Houston Chronicle increases self-serve real estate ads

CATEGORIES - MAIN
Houston Chronicle increases self-serve real estate ads

BEST OF LOCAL MEDIA AWARDS
CONTEST RULES
BEST OF DIGITAL AGENCIES
BEST OF SALES
BEST NATIVE ADVERTISING
BEST OF PAID CONTENT
BEST INNOVATION IN KEY VERTICALS
BEST OF E-COMMERCE
BEST OF OBITUARIES
BEST EVENTS
BEST OF RADIO
BEST OF TELEVISION
BEST OF NEWSPAPERS
BEST DATABASE MARKETING
NON TRADITIONAL REVENUE INITIATIVES
Additional Business Models

• No additional investment
• Immediate revenue generation
Daily Newsletter with social boost $99
Full Promotional Schedule

- Advertiser contests
- Sweepstakes
- Traditional and non-traditional categories
- Deal store
• Home improvement /sweepstakes
• Maine Vacations: Pooled resource campaigns
• Medical/assisted living
• Adding native without large website
• Newer National brands based locally
• Partner for video food channel/programmatic support part of package
Native Advertising
Wrap Up

Brian Gorman
VICE PRESIDENT OF SALES, iPUBLISH MEDIA SOLUTIONS