

## **iPublish Media Solutions Launches Integration With Vision Data Shaw Media Brought Two Vendors Together For Strategic Edge**

### **FOR IMMEDIATE RELEASE**

**Westborough, MA, March 15, 2021** — iPublish Media has officially launched their first partnership with Vision Data installing AdPortal at the Shaw Media Group Newspapers with obituaries live and local retail coming soon.

“Over the last 13 years, iPublish has successfully integrated with many newspaper front ends, empowering over 700 newspaper self-service websites and call centers,” said Brian Gorman, Chief Revenue Officer at iPublish Media Solutions. He continued “We have always wanted to work with Vision Data, so when Jason Hegna of Shaw Media asked us to reach out to Vision Data we did. We have now successfully developed an interface with Vision Data which is available to any other newspaper that uses Vision Data.”

“Shaw Media is constantly innovating to streamline and modernize our systems to better serve our communities,” said Jason Hegna, Vice President of Sales for Shaw Media. “We’ve had a long-standing partnership with Vision Data, but found we needed additional technology solutions to bring our strategy to life. We found iPublish Media Solutions to be a proven platform that scales, delivering an excellent return on investment. They have been great to work with.”

Amy Weaver, Senior Account Manager with Vision Data responded, “We were excited to work with Shaw Media and iPublish on this project. Shaw Media has been an integral part of our media client portfolio for many years. We strive to provide a customer-centric approach and the end result of this integration provides an ongoing revenue stream for Shaw Media and other future partners. Vision Data’s strong emphasis on quality development and support personnel enable us to create new integrations and partnerships within the industry.”

This new interface between iPublish’s AdPortal and Vision Data’s front end system is a totally automated solution. It will enable funeral homes and families to build, buy and automatically book both print and digital obituaries using AdPortal into Vision Data’s billing and print pagination solutions. As stated above this solution is now available to all Vision Data customers.

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#### **About Shaw Media:**

Shaw Media are the proud owners of the third oldest, continuously owned and operated family newspaper in the nation. Shaw’s legacy of success dates back more than 168 years to 1851. They are also the nation’s 8th-largest newspaper publisher.

#### **About Vision Data:**

Vision Data has been an industry leader in media software development for over 40 years. They provide hosted media solutions for advertising, mobile/CRM, audience management, distribution and production to a broad base of media groups and independent publications.

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

iPublish Media is the industry leader in self-serve advertising. Hundreds of publishers every day to process thousands of ads on the iPublish Platform for their self-service and call center needs. iPublish AdPortals are easy to use and provide the performance, versatility and scale to create and sell any print, digital or social advertising campaign, for any product or platform, 24/7/365 for publishers of all sizes.