Outlook News Group Sees 0 to 60% Adoption of AdPortal Public Notices in First Month

-- FOR IMMEDIATE RELEASE --

Chicago, IL (February 25, 2025) - When Outlook News Group automated public notices in December, they knew it would make public notices easier for customers to post and their call center to service**.**

What they didn't anticipate is how quickly customers would adopt the new online ordering system. The use of the self-serve option grew from zero to sixty percent of all sales in the first 30 days.

Simon Grieve, COO of Outlook News Group, said the transition was seamless for their newspapers. Outlook publishes six community newspapers in the key markets of Burbank, Glendale, La Cañada, Pasadena, San Marino and South Pasadena.

"With iPublish's self-serve platform, we've streamlined everything—saving our team valuable time while making it easier for businesses and government agencies to post their notices quickly and accurately," Grieve said. "Beyond the operational benefits, iPublish has also helped us grow revenue."

Grieve also said, "Most importantly, by making public notice placement more accessible, we're helping uphold California's transparency laws and ensuring our communities stay informed. It's a win-win for everyone."

Appointed to run the company in March 2024, Grieve used his experience transitioning publications from a traditional print-only revenue model to an optimized digital workflow to select iPublish Media's AdPortal Public Notices solution.

Customers can now upload their own public notices, at their convenience, 24/7. The correct pricing and placement rules are already baked into the interface. The platform also automates the complete workflow, including bulk uploading, and affidavit processing.

By mid-January, most customers had taken advantage of the faster option. It also saved work for the newspaper staff by cutting out multiple steps to take orders on the phone, turning them into ads, sending the ads to print and online channels, and invoicing customers.

"We love showing how efficiencies work well for weeklies, as well as for dailies," said Malcolm McGrory, Sales Consultant at iPublish Media Solutions. "This newspaper group has an entrepreneurial spirit that is also pragmatic, and it has paid off in spades."

About Outlook News Group
Outlook News Group is a set of weekly newspapers with a vision of not only informing the communities they serve but strengthening the relationships among its members and organizations. For more information, please visit https://outlooknewspapers.com/.

About iPublish Media Solutions
iPublish Media Solutions is the industry leader in providing e-commerce advertising software to the media industry. The company has empowered over 1900 newspaper customers and call centers to save time. The automated 360-degree workflow provides seamless online sales, design, payment, and multi-channel distribution with a world-class user interface. iPublish AdPortal support classifieds, public notices, obituaries, and more on one integrated platform anyone can use. For more information regarding iPublish Media Solutions, please contact Malcolm McGrory (978) 985-0867 or visit http://ipublishmedia.com.